

## Proposed Fan Challenge

The Ultimate Fan Streak Challenge is to stay engaged by completing daily challenges, watching live events, and interacting with the platform for rewards like exclusive merchandise and sponsor offers.

### Challenge Structure:

1. Encourage fans to finish at least one challenge each day (e.g., trivia questions, prediction games).
2. Require fans to watch live race events for a minimum of X minutes (e.g., 60 minutes) using the Live 360 feature to maintain their streak.
3. Urge fans to send a minimum of Y messages (e.g., 5 messages) in the real-time chat during live events to boost interaction.
4. Offer exclusive virtual merchandise, with access expanding the longer fans continue their streaks.
5. Unlock special sponsor offers (e.g., discounts, early product access) by clicking on sponsor ads during live events, increasing the streak rewards.

### Challenge Duration:

Run the challenge over 30 days. Fans must engage daily by completing challenges, participating in live events, and interacting with sponsors to maintain their streaks. Award streak bonuses after milestones (e.g., 5 days, 10 days, 20 days).

### Predicted Outcomes for Engagement and Monetization:

1. Boost User Engagement:
  - Increase Time on Live 360 by 15-20% as users stay engaged to keep their streaks alive.
  - Raise Chat Participation by 10-15%, encouraging more active conversations during live events.
  - The analysis shows that higher time spent on the platform correlates with increased merchandise purchases, suggesting that driving engagement will raise monetization.
2. Drive Virtual Merchandise Sales:
  - Boost Merchandise Purchases by 20-25% by offering limited-time, streak-based virtual items.
  - Entice fans to maintain their streaks to unlock rare merchandise.
  - Users who complete more challenges and spend more time on Live 360 are more likely to buy virtual merchandise, making this challenge a strong driver of sales.
3. Increase Sponsorship Interactions:
  - Boost Sponsorship Interactions by 10-15% by encouraging fans to interact with sponsor ads as part of their streak.

- Offer streak multipliers for sponsor interactions, driving higher ad click-through rates and increasing monetization from sponsorship deals.

### **Expected Behavioral Impact:**

- By tying rewards to daily challenges and streaks, the platform encourages fans to stay consistently
- Promote real-time chat participation to strengthen the sense of community and shared excitement.
- Increase the lifetime value of users by rewarding long-term engagement, leading to repeat purchases and consistent platform use.

### **Monetization Opportunities:**

- Create urgency by releasing limited-time items tied to streak milestones.
- Encourage higher engagement with sponsors, leading to increased ad revenue.
- Provide long-term users with special discounts or offers from sponsors, boosting overall monetization.

The Ultimate Fan Streak Challenge engages fans by encouraging daily participation, driving increased time on the platform, merchandise purchases, and sponsorship interactions. This challenge leverages user behavior patterns to significantly increase engagement and monetization.