

Boost fan engagement and matchday spend with

MATCHDAY+

POWERED BY



TRUSTED BY 20,000+ COMPANIES GLOBALLY



MATCHDAY+ CORE

Entry level package to help clubs engage with fans better, without the up-front app costs.

MATCHDAY+ CORE

SETUP FEE: £0

MONTHLY COST: TBC

GO- LIVE: INSTANT

WHAT DOES THE PACKAGE INCLUDE:



MEMBERSHIP CARDS

Add value to your membership by giving fans easy access to their perks via their smartphone wallet.



DIGITAL RECEIPTS

Cut receipt costs across your stadium by up to 50% with receipts direct to your fans phones.



CUSTOM MINI-GAMES

Boost spontaneous matchday spend with spin wheels, scratchcards and 10+ other branded games.



LOYALTY CARDS

Increase attendances with loyalty cards designed to reward fans that hit visit milestones and spend thresholds.

Great for English League 1 clubs and below looking to boost fan engagement

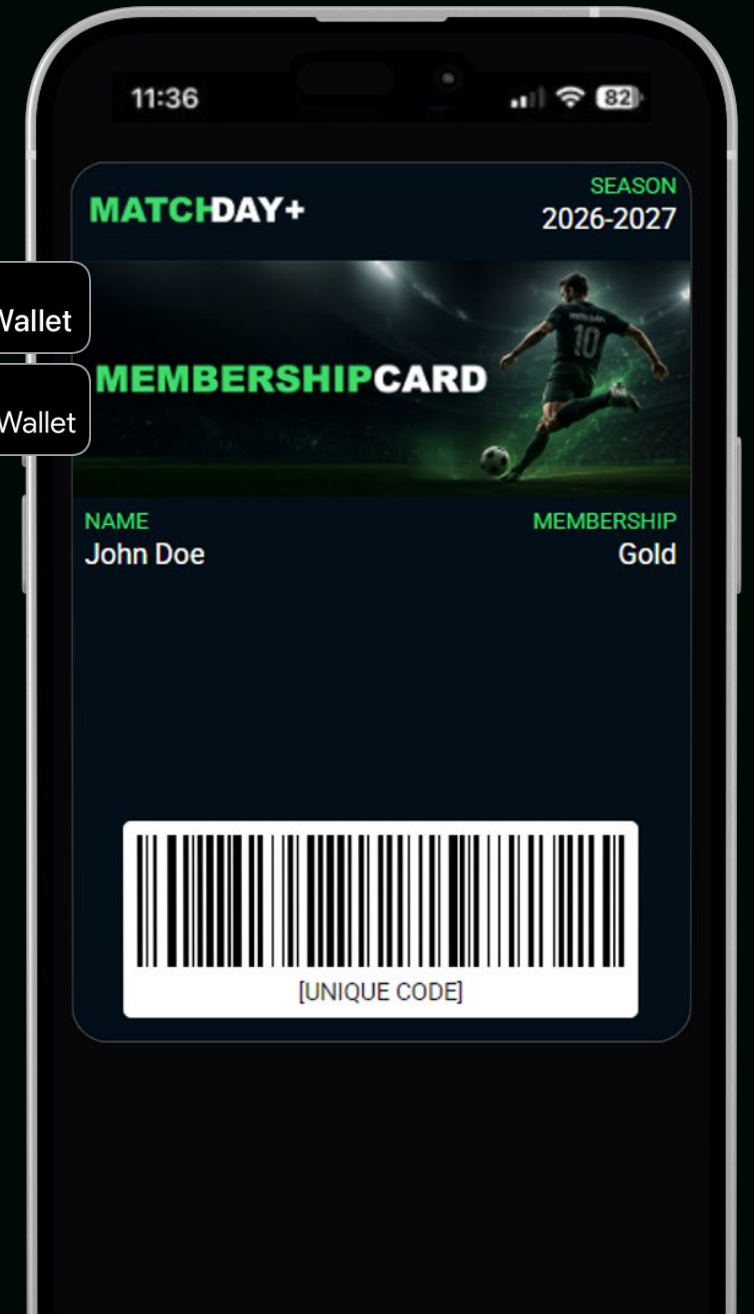
MEMBERSHIP CARDS

YOUR CLUB, IN EVERY FAN'S POCKET.

A MATCHDAY+ membership card puts your club's perks directly in fans' Apple or Google Wallet — making every reward claimable in one scan.

Why Membership Cards:

- Stored in an Apple or Google wallet
- Makes membership tangible, fans feel the value every matchday
- For clubs of all sizes, with or without an existing membership scheme
- No app needed – if they have a smartphone, they're in.



DIGITAL RECEIPTS

GO PAPERLESS & CUT RECEIPT COSTS BY UP TO 50%

You'll receive 3 FREE NOUMI devices (worth £150) in the MATCHDAY+ CORE package (additional can be purchased) – allowing fans to tap the device with their smartphone to collect their digital receipt

Why Digital Receipts?

- Cut receipt costs by up to 50%, saving you thousands stadium-wide.
- Faster checkouts, shorter queues, happier fans.
- Every purchase tracked – tickets, food, merch – all in one CRM.
- Better for your club. Better for the planet.



MATCHDAY+

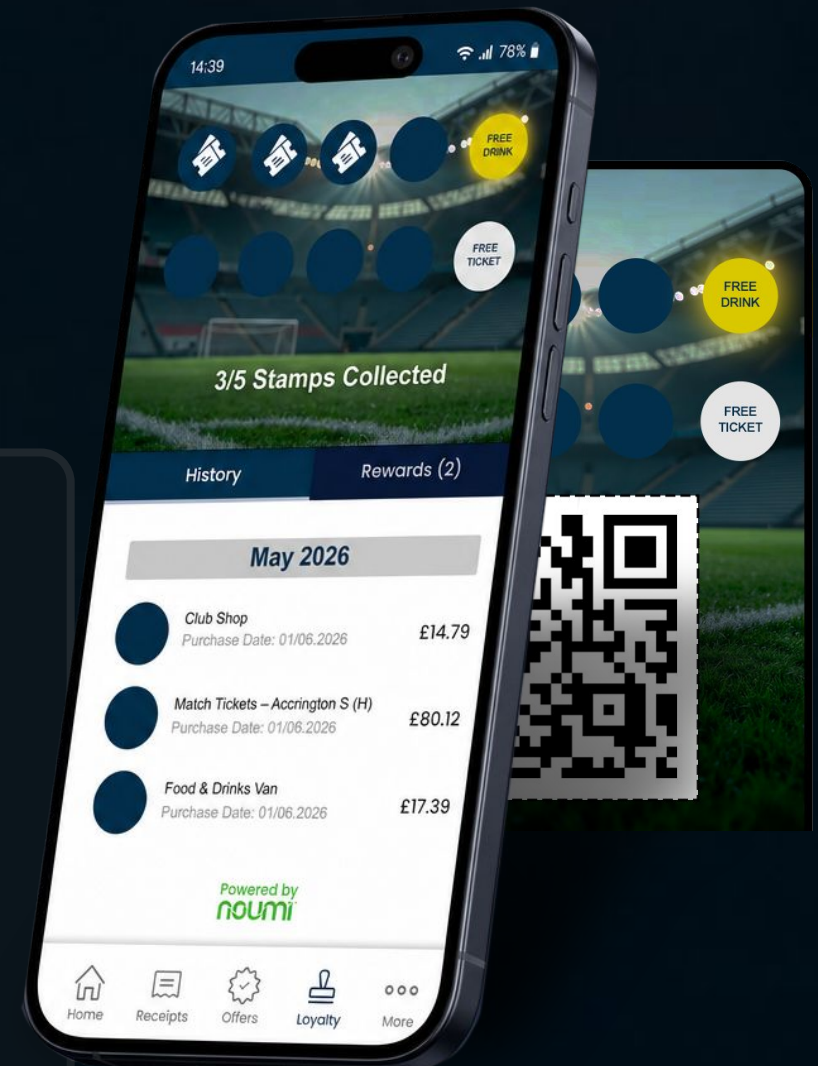
LOYALTY CARDS

THE MORE FANS SPEND. THE MORE THEY EARN.

Reward fans for the behaviours that matter most to your club, attending matches, spending in the club shop and buying food and drinks on matchday.

Why Loyalty Cards?

- Boosts incremental non-ticket spend on matchday
- Drives matchday attendances regardless of what's happening on-pitch
- Loyalty card holders typically spend 39% more on every purchase



MATCHDAY+

A person is seen from behind, standing on a football pitch at night, holding a green and white striped scarf high above their head. The stadium lights are visible in the background, creating a dramatic, high-contrast scene. The overall tone is dark and celebratory.

MATCHDAY+ PRO

Connecting all stadium transactions to give you a c view of your fan's spending behaviour

MATCHDAY+ PRO

ONE TIME APP BUILD FEE: £5,000

MONTHLY COST: TBC

GO- LIVE: UNDER 6 WEEKS

WHAT DOES THE PACKAGE INCLUDE:

WHITE-LABELLED APP

Your very own, branded iOS and Android-compatible club app – loaded with loyalty, digital receipts, offers and links to your tickets, club shop and news.

DIGITAL RECEIPTS

Cut receipt costs across your stadium by up to 50% with receipts direct to the app or via a web URL.

OFFERS AND PROMOTIONS

Personalised offers engine to help get fans in the ground earlier, leaving later and spending more.

FULL GAMIFICATION

Boost spontaneous spend with the golden receipt mechanic, plus 12 full branded mini-games to increase spend per fan.

LOYALTY CARDS

Reward fans with loyalty stamps or points when they scan through the turnstile, buy a pint or shop in the store.

PUSH NOTIFICATIONS

Reach every fan, instantly. Send ticket alerts, flash offers and loyalty rewards direct to their lock screen.

A fully branded club app that delivers a completely personalised matchday experience.

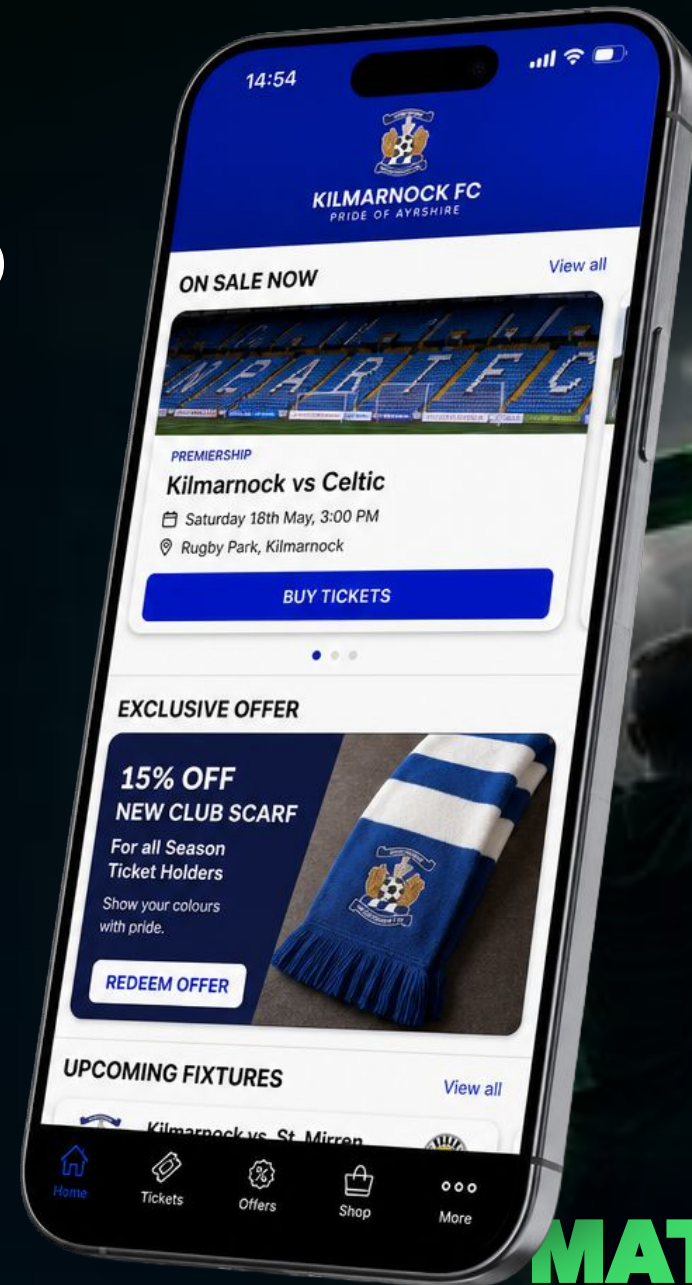
WHITE-LABELLED APP

FULLY BRANDED CLUB APP

Level up your club's brand and revenue generation with a whole new channel to engage fans, increase spend and boost commercials.

Why Choose MATCHDAY+ PRO:

- Delivers more value to your sponsors, fans and club.
- 5x cheaper than any other mobile app builder on the market
- Club News, loyalty cards, receipts, offers, gamification and push notifications – all inside your very own club app.



MATCHDAY+

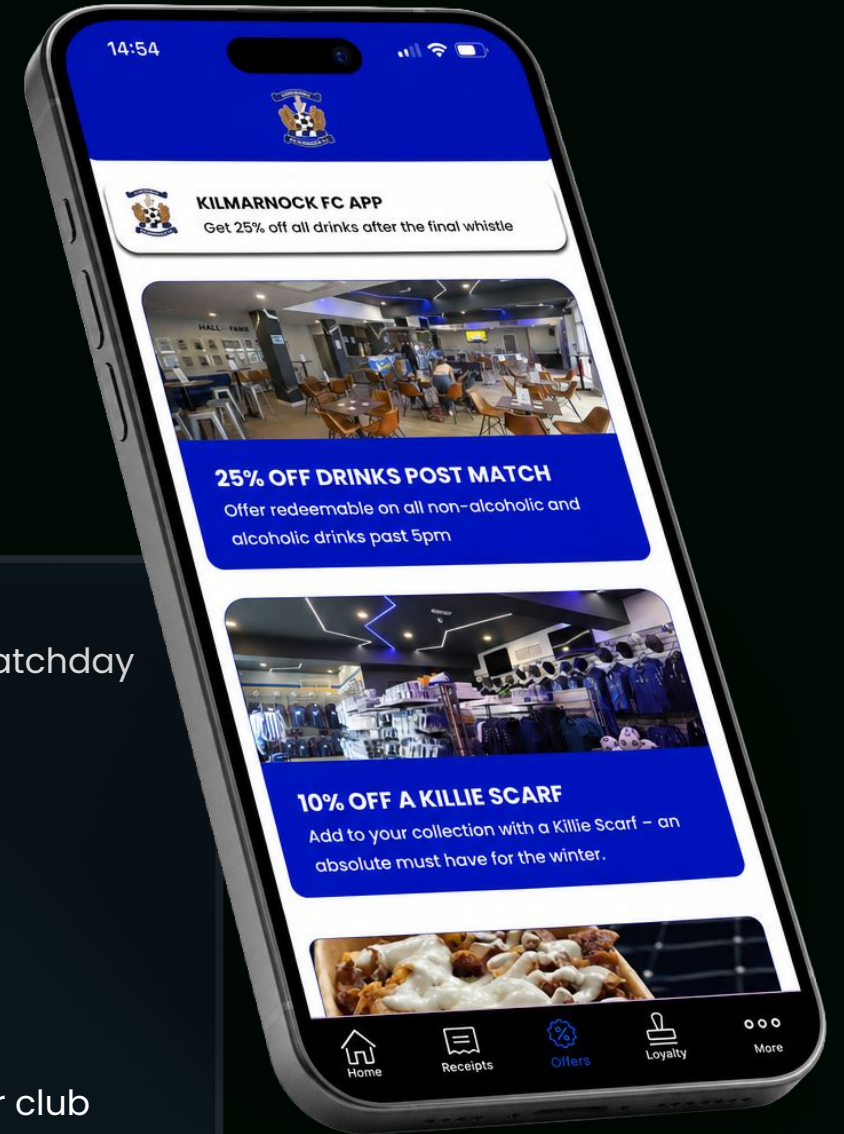
OFFERS & PROMOTIONS ENGINE

PERSONALISED OFFERS THAT BOOST FAN SPEND

Deliver real-time, personalised offers designed to get fans spending more on matchday with intelligent fan-specific cross-sells

Benefits of our Offers Engine:

- Personalised based on past purchase behaviour
- Time-sensitive offers pre-match, half-time and post match.
- Fully connected to your EPOS – trigger and claim rewards in one-tap
- Sponsor offers with ROI tracking – unlocking a new revenue stream for your club



MATCHDAY+

PUSH NOTIFICATIONS

REACH EVERY PHONE. EVERY MATCHDAY.

Most clubs post on social and hope fans see it. With MATCHDAY+ Pro you have a direct line to every fan's lock screen – twice as powerful as any other channel.

Benefits of Push Notifications:

- Significantly higher conversion rates than email and social.
- True real-time messaging – think half time and post match drink offers!
- An additional channel to keep fans up-to-date with the latest from your club.

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MATCHDAY+

now

25% off drinks post-match!

Celebrate the win with 25% off all drinks after the final whistle.

Scratch & win unlocked after your match-day purchase

MATCHDAY+

GAMIFICATION

MAKE MOMENTS OF MAGIC OFF THE PITCH

MATCHDAY+ gamification gives fans a reason to engage with your club before, during and after the final whistle – and spend more while they do it.

Benefits of Gamification

- Choose from 10+ branded mini-games, built and customised for your club.
- Golden receipts mean every purchase becomes a chance to win, driving spend at every moment
- Behaviourally trigger, buy a pie – get a free instant spin to win soft drink
- Boost sponsor ROI with a direct, engaging tool to connect with fans

MATCHDAY+

MATCHDAY+ LET'S KICK OFF OUR PARTNERSHIP



✉ liam@noumi.digital

No setup costs – 100% monthly payments that you can cancel anytime.

Complete managed setup and onboarding. No tech integration headaches.

Fully white-labelled for a professional look and feel.

Start delivering more value to your fans, sponsors and commercial team.