



**JOÃO KLAUSS
DE MELLO**
PRO STAR

TEAM 

AGE 22	WEIGHT 84KG	HEIGHT 190CM
NATIONALITY Brazil	CLUB LASK Linz	POSITION Centre-Forward

 **CONTRACT SIGNED**

Football Star Creates its Bounty Fan Club

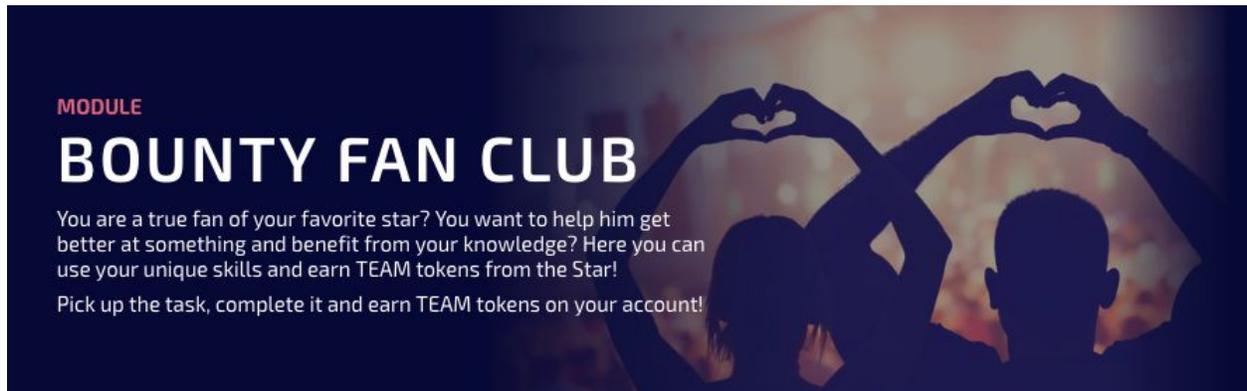
In 1Q 2019 TokenStars actively worked in attraction new players to the platform. Same time we were looking for an opportunity to cooperate more closely with football professionals. Attracting new players to the platform allowed launching a Bounty Fan Club Module for interaction between stars and their fans.

- ✓ The first task in Bounty Fan Club was provided by the champion of Finland - [Joao Klauss](#).
- ✓ **10** fans participated in **7** days.
- ✓ This contest received media coverage in Klauss' [Instagram](#).
- ✓ The reward was 20000 TEAM tokens.

Idea and approach

The Bounty Fan Club module is one of the key elements of the TokenStars platform, furnishing talents and celebrities with a tool to develop their audiences in an efficient and structured manner. Stars will assign tasks (e.g., creating content, promoting social

media accounts) to their fans, who may volunteer to become ‘Promoters’ and help their favorite star to succeed. This way, players can use Bounty Fan Club to increase their fan base as well as their involvement, and fans are able to earn tokens by promoting their favorite athletes. For TokenStars it’s an opportunity to attract new users to the platform.



Klauss' fan club on TokenStars platform

Together with João Klauss who joined TokenStars in March, we created a special contest for both FC LASK fans and TokenStars users. Joao’s LASK is on the second place in the Austrian Bundesliga and is going to play against their main opponent and the leader of the league - Red Bull Salzburg. To generate some heat for the fans we asked participants to create a match-preview poster. The poster had to include a photo of Klauss and TokenStars logo on it and the reward for the best picture was 20,000 TEAM tokens.



Create a matchday pic with my photo

Create a matchday preview for LASK game in Austrian Bundesliga against Red Bull Salzburg on April 7 and win 20,000 TEAM tokens.

● SUCCESS

04.04.2019

20 000 TEAM

approx. \$100.00

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Description

On the 7th of April, my team LASK will play against FC Red Bull Salzburg in the 24th day of the Austrian Bundesliga.

Two major Austrian teams face each other - and I created a special contest for this event!

Design a matchday preview poster with my photo as a LASK player and match details (time, date, stadium, opponent).

To participate, please sign up on www.tokenstars.com, click "join" on this activity and send your pics to klauss@tokenstars.com. Please, do not forget to add TokenStars logo on a photo.

The contest ends on Thursday, April 4, 7:00 PM (CET) - catch your chance!

On Saturday I will choose the one I like the most and will post it next before the game. The author of the best picture will be tagged on the photo and will receive 20,000 TEAM tokens. You can find the example of the poster attached. Let's go!

Images

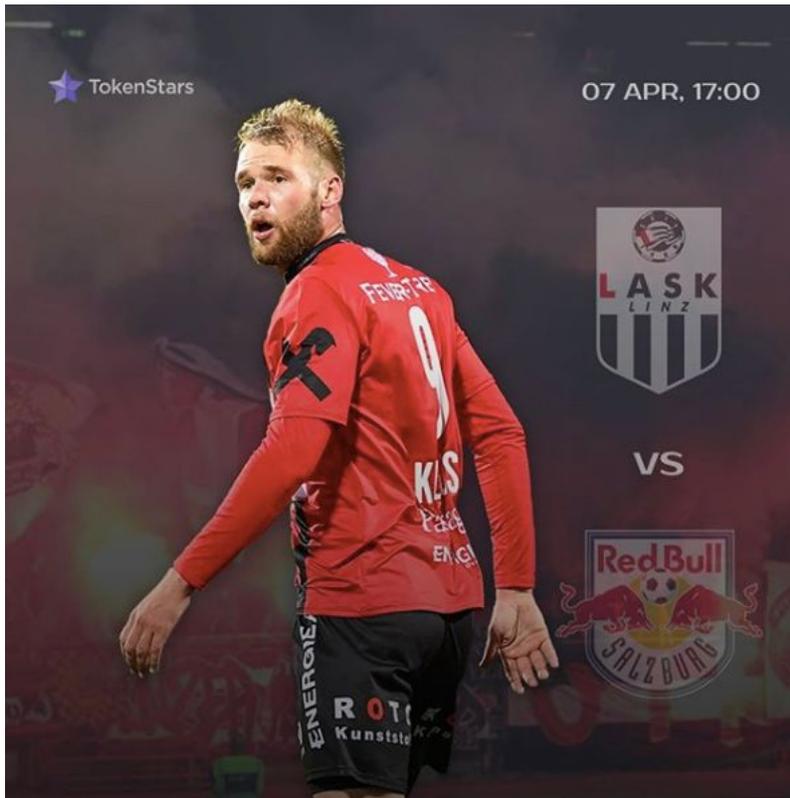


Even though the contest was not easy at all and it takes to have special skills to create a good poster we received many nice pictures from contestants. Both TokenStars team and Klauss were really satisfied with the results.





Pictures sent by participants were varied and Klauss liked most of them but after long consideration, he decided to pick the one with LASK fans on the background as he is sure that supporters are the main part of football.



 joaoklauss07 • Follow

joaoklauss07 Big clash against FCRB!
We will do whatever it takes for a good result. We need your support! Let's go guys!
👊

emmywa29 🙌🙌

robertoclaufs Boa sorte, filhote! Jogo duro!
Mas vamos com força e fé! ❤️

ronneyleitao Monstro 🙌🙌🙌

pedrinhocr17 Brocador 🍗🍗

michii1908 Never give up Klauss 🙌 SIEG 🙌

👍 💬 📤 📌

549 likes

APRIL 6

Log in to like or comment. ...

Klauss posted this picture in his Instagram before the game and the author of the poster received 20,000 TEAMS reward (approximately \$100). The functionality of Bounty Fan Club and other modules will be used by sports stars and signed players for new fan activities, allowing to increase the audience and its involvement.