

Fanatics Fest x ClipHouse

Master Clipper SOP

The Campaign in One Sentence

Make people feel like they're inside Fanatics Fest. Capture the biggest personalities, best moments, rare collectibles, live trades, and crowd reactions that make viewers wish they were there.

1. The Most Important Rules !!

- ONLY use content from the official Fanatics Fest Drive located in the campaign links
 FANATICS FEST CLIPS 2026
- Target the US audience.
- Must be posted to the dedicated Backyard Breaks account. [Account Creation Guide](#)
- DO NOT respond to comments on posts.
- Open strong. The first 3 seconds should immediately grab attention.
- Post before submitting to Whop.
- This campaign ends July 19 (end of day). We need volume. Upload consistently throughout the event and help us flood social media with Fanatics Fest content.

2. What Clips Do Best

Priority	Clip Type	What To Look For
1	Athletes & celebrities	Athlete appearances, creators, influencers, surprise guests, interviews.
2	Rare collectibles	Valuable cards, memorabilia, one-of-a-kind items, expensive collections.
3	Trading moments	Buying, selling, negotiations, huge trades, collectors showing off pickups.
4	Big reactions	Fans meeting athletes, exciting moments, crowd reactions.
5	Event atmosphere	Packed booths, activations, long lines, giveaways, behind-the-scenes moments.

3. Three Viral Formats

Format 1: Personality First

Open with the athlete, celebrity, or creator immediately. Show why everyone is watching. End with the best reaction or quote.

Format 2: POV / You Had To Be There

Hook viewers with the biggest moment. Show the energy of the event. Finish with the payoff.

Format 3: Collector Moment

Show the collectible or trade. Explain why it matters. Capture the reaction or negotiation.

4. Hooks

Make sure every hook grabs the audience's attention and makes Backyard Breaks look good.

5. Submission Checklist

- Content came from the official Fanatics Fest X Drive.
- Posted to the dedicated Backyard Breaks account.
- Strong first 3 seconds.
- Easy to understand.
- Posted before submitting to Whop.

6. Resources

- Official Fanatics Fest X Drive
- Account Creation Document
- X (Twitter) posting guide / account

Final Reminder

This campaign only runs through July 19 (end of day).

Every video matters.

Stay consistent, post often, and help make Fanatics Fest impossible to miss online.