

creatorXchange

Fanatics Live Campaign Guidelines

The Goal

You're clipping live sports card breaks from Fanatics Live. The raw footage is people opening cards and reacting. Your job is to turn those moments into short, exciting clips that make people stop scrolling.

Find the one moment. One great pull, one crazy reaction, one big hit, that's the clip. When something works, don't move on. Post it again, post variations of it, run it back. The clips that win are the ones we want posted over and over.

Where to Post

- TikTok and Instagram Reels ONLY.
- Post natively on each platform, do not post a watermarked re-upload.
- **Collab posts are no longer allowed.** Please upload all content as standard native posts only.

The Content

Everything you need is in the content bank. Each folder is named after the creator (this is the @ you'll tag). Inside you'll find:

- **Long-form recordings:** the full live breaks.
- **Pre-cut clips:** raw moments already pulled (these are NOT ready to post as-is).

New content drops constantly: Fanatics goes live daily, so check the folder often for fresh moments.

Try to spread your posts across **all creators** in the content bank. Rather than focusing on just one or two creators, aim to post **1-2 clips from each creator** whenever possible. The client wants consistent coverage across all creators.

Editing: This Is the Job

The raw clips are dry on their own. We are not paying for re-posts of unedited footage. The edit is what makes the clip. Make it feel exciting:

- Drop in an image of the athlete when their card gets pulled.
- Add highlights, reactions, zooms, captions, and sound to build the moment.
- Write a strong hook on the clip the first line is everything for the early clicks.
- Cut tight. Get to the moment fast.

Captions & Hashtags: Required

EVERY post must include:

1. #FanaticsLive
2. #FanaticsCollect
3. Tag @collect and @fanatics (same handles on Instagram and TikTok)
4. Tag the creator whose clip you used (their @ is the name on the content folder you pulled from)
5. MUST use at least 2 of the following hashtags: #tradingcards #sportscards #breaks #cards

Both hashtags in the caption, plus @collect, @fanatics, and the creator you clipped, on every post.

Caption text can mention Fanatics Live naturally, but make sure you're also highlighting the specific creator featured in your clip. The goal is to promote both Fanatics Live and the breakers on the platform.

No post counts without the required hashtags and tags.

Payouts

RATE

\$2.00 CPM (per 1,000 views) for the full campaign.

\$6 MIN PAYOUT

\$500 MAX PAYOUT

Questions? Drop them in the community, someone's always around. Let's find those moments.