



Fill the six quiet days.

Games, a club AI companion, rewards and local good. A fan programme on your site, built around your badge.

The match has a natural attention peak. Fans carry on between fixtures. Cleo's proposed club programme gives those return visits a job, and gives the commercial team activities it can measure.

Predictfully

Free-to-play predictions, points and streaks bring fans back around the next fixture. The proposed club configuration puts the club's colours and identity first. Final prize rules and paid-extra mechanics require review.

Club loyalty

Rewards for attending, playing, shopping and moving. Club, sponsor and local-business offers, with earning rules and redemption reporting agreed by the commercial team.

AI Club Companion

History, fixture information and supporter help, using club-approved sources and voice. Clearly labelled AI, with agreed content controls and a route to a person.

Shop and Move for Good

A shirt purchase or movement mission connected to a defined contribution. State the action, who funds it, who receives it and how the outcome is reported.

The proposed model

No club licence fee or build charge under the proposed revenue-share offer. Core predictions are free to play; optional extras and sponsor-funded activity are separate choices.

Agree before launch

Scope, operating costs, commercial share, data access and roles, consent, export and exit terms. Confirm delivery timing, reward partners and the cause-funding mechanism in writing.

Existing cause evidence, not a four-pillar pilot: Cleo reports that MK Dons' Buy a Shirt, Feed a Child activation funded 2,000 meals' worth of fresh fruit and vegetables for the Milton Keynes community. [July 2026 delivery case study](#).

Book a live demo

20 minutes: Predictfully, the wider programme, your attention gap and club-specific assumptions for the board.

[Cleo Sport contact](#)

A decision, not a forecast

Planning volumes are not results or guarantees. Ask for the assumptions for your club and separate what can be demonstrated today from the roadmap.

Owner-review concept. Not a live offer or an approved contract.

Calendar connection and approved films pending.
No email gate or automatic follow-up.