



SOCCKEREX EUROPE

2025

AFFILIATE PROGRAM

Soccerex Affiliate Program Structure & Strategy

1. PROGRAM OVERVIEW

The Soccerex Affiliate Program is designed to incentivise industry professionals, influencers, media partners, brands and businesses to promote Soccerex events and services. Affiliates earn commissions or exclusive benefits for driving ticket sales, exhibitor sign-ups, sponsorships, and event participation.

Each affiliate will get a VIP pass as well as 2 delegate passes to attend Soccerex events.

2. TARGET AFFILIATES

- Football Media & Journalists: Digital publishers, bloggers, and YouTubers in football business and sports marketing.
- Industry Professionals & Executives: Agents, club executives, and industry leaders with strong networks.
- Influencers & Content Creators: Those with engaged audiences in football, sports business, or events.
- Business Networks & Associations: Industry groups that align with Soccerex's mission.
- Brands: Brands working in football

3. COMMISSION & INCENTIVES STRUCTURE

- Ticket Sales
- 15% discount code (30% commission of ticket revenue) on VIP & Delegate Passes
- Exhibitor & Sponsorship Sign-ups
- 10% commission on exhibitor booth bookings and sponsorship deals

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4. MARKETING & PROMOTIONAL TOOLS

Affiliates receive access to:

- Unique Tracking Links & Codes – Personalised discount codes for their audience which we can use to track conversions.
- Branded Assets – Soccerex logos and brand guidelines
- Early Access to Event News – Insider updates and exclusive content to drive engagement.

5. HOW TO JOIN

- Simple online application process.

6. SUPPORT & ENGAGEMENT

- Dedicated manager for assistance.
- Monthly insights and performance reports.

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