

---

**2021 EHF Club Management Seminar in Cologne/GER  
(June, 10<sup>th</sup> – 11<sup>th</sup> 2021)**

***“Learning from Others – Best Practice”***

**Axel Sierau**

**Loyalty programs in Sport**

- 1 Introduction
- 2 Scientific Work – loyalty programs in european footballclubs - results
- 3 Current developments – 1. FC Nürnberg - AfroPunk
- 4 Appendix

- 1 Introduction**
- 2 Scientific Work – loyalty programs in european footballclubs - results
- 3 Current developments – 1. FC Nürnberg - AfroPunk
- 4 Appendix

# 1 Introduction

some short facts about Axel Sierau



further informations you will find in the appendix.

## Loyalty programs in Sport

---

German Sport University in Cologne  
University of Cologne  
Institute for Sport Economics and Sport Management

Self employed since 1998  
Sport Meets Charity  
Foundation of city memories of Cologne  
UCB Pharma SE

Lecturer @privat universities for marketing and management

SPONSORIS.eu

EHF CAN  
B-Lizenz  
University Team Cologne  
Goalkeeper Turnerkreis Nippes (Cologne) 5th League

Loyalty programs in Sport



- 1 Introduction
- 2 **Scientific Work – loyalty programs in european footballclubs - results**
- 3 Current developments – 1. FC Nürnberg - AfroPunk
- 4 Appendix

## 2 Scientific Work





## 2 Scientific Work

Content analysis of the websites, apps & social media channels of all Champions League Round of 16 participants 19/20, selected European participants of the group stage and the Europe League intermediate round 19/20

## 2 Scientific Work

Based on the theory, research questions were created to get an overview of the current situation in Europe in order to be able to give recommendations for action and to analyse the competition.

## 2 Scientific Work

Based on the ideas and wishes presented by Salzburg

Criteria established for a benchmarking analysis

## 2 loyalty programs in european footballclubs

Achtelfinale CL	Gruppenphase CL	EL Zwischenrunde
Atalanta Bergamo	Ajax Amsterdam	FC Arsenal
Atlético Madrid	Bayer 04 Leverkusen	FC Basel
Borussia Dortmund	Benfica Lissabon	FC Sevilla
Chelsea FC	Inter Mailand	Manchester United
FC Barcelona	KRC Genk	
FC Bayern München	Schachtjor Donezk	
Juventus Turin		
Liverpool FC		
Manchester City		
Olympique Lyon		
Paris Saint-Germain		
RB Leipzig		
Real Madrid		
SSC Neapel		
Tottenham Hotspur		
Valencia CF		

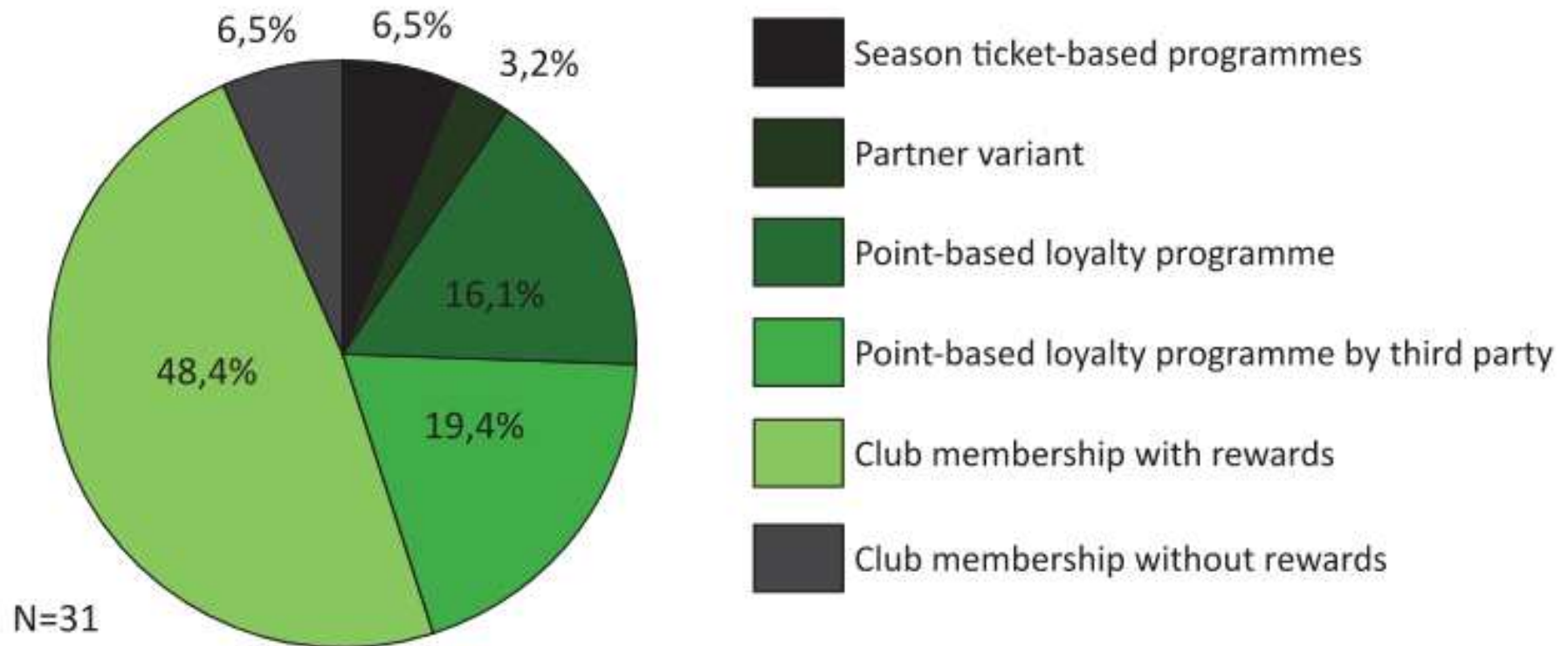
## 2 loyalty programs in european footballclubs

Table 1: Programme types: An overview of their characteristics and unique selling points

Programme type	Characteristics	Unique selling points
Season ticket-based programme	Not many reward variations Target group: stadium visitors Implementation according to price levels	Incentive for higher attendance Logic of discount
Partner variant	Club creates partnership with one or more partners – mutual marketing	One or more partners involved, designed specifically for them
Point-based loyalty programme	Collecting points for interactions with the club Many variations and target groups	Point-based crm system Many possible unique selling points
Point-based loyalty programmes third party	Done by third parties – club buys licences Other than that: similar to point based programs	Main body of work not by club Know-how is bought Should focus primarily on the club
Club membership with rewards	Rewards for membership, no other interactions needed Membership fee necessary	Very popular, classic system For many teams: decision-making power by the members
Club membership without rewards	Club membership without any added value, except for being part of the club	No rewards

## 2 loyalty programs in european footballclubs

Programme distribution by types



## 2 loyalty programs in european footballclubs

Table 2: Criteria and their explanations

Criteria	Explanation
1. Personality	Strengthen the sense of belonging
2. Hierarchy	Level system
3. Reward variations	Variety of rewards – sense of rewards
4. Types of rewards	Goals of the rewards seperated into two types: behavioral and attitudinal
5. Accessibility	Open or closed programmes (fee vs. no fee)
6. Simplicity	Complexity of programme usage
7. Fan involvement	Talking to fans, decision-making by fans

Criteria	Explanation
8. Card implementation	Card used for the programme
9. Target group	Groups targeted by the programme
10. Communication	Personal tailored communication
11. Website	Website of the programme
12. App-integration	Usage of an app for the programme
13. Simplicity of the app	Process of the app-usage
14. Third party involvement	Programme by third party – Impact of third party on the programme
15. Social Media	Marketing and communication

## 2 results - Do's - Based on theory

- Own currency, participant designation, programme designation Personal
- Hierarchical systems not compulsory, but beneficial if implemented transparently incentive for participants to move up, special sense of belonging
- Varied rewards (hard & soft) not everyone wants only monetary rewards, not everyone wants only psychological rewards
  - What do you want to achieve? Behavioural or attitudinal loyalty?
- Introduce sufficient reward possibilities and rewards for the different types of fans SEGMENTATION
- Free of charge to prevent payment barriers
- Own website or easy-to-access and clear integration on the club website
- Diverse languages
- Participant-based communication (combination with hierarchy)



## 2 results - Don'ts - Based on theory

- Limit to monetary or fan added value
- Neglect marketing, especially social media
- Introduce costs
- Hire third party providers - possibly too impersonal
- With hierarchy: do not communicate transparently
- Little fan communication and fan input

## 2 results - Best Practices - Who can Salzburg learn from?

- Olympique Lyon -> Many similarities to Salzburg's aspirations; hierarchy, stadium map.
- Chelsea FC -> different amounts of points for types of games (fill stadium for "smaller" games)
- FC Barcelona special reward for away fans
- Socios.com intensive social media communication (open own social media channel?); competitions with tokens, internal club voting (decision-making power or feeling in the club)
- Fanmiles app, but also good example of impersonal third-party programme
- Benfica Lisbon various partners, but no points

## 2 results - Final recommendation for action

- Make the programme as personal as possible (not just any programme but the programme must be Salzburg through and through).
- Many reward possibilities (variation of monetary values and psychological benefits) - otherwise only attitude-based loyalty
- Free registration - data can be collected when used
- App integration & map
- Intensive social media communication on all channels (even after the programme has been published)
- Market research before launch: find out segments of existing fans and segments of sympathisers to target the programme well for everyone

- 1 Introduction
- 2 Scientific Work – loyalty programs in european footballclubs - results
- 3 Current developments – 1. FC Nürnberg - AfroPunk**
- 4 Appendix

## 3 Current developments



## 3 Current developments



results:

- no to loyalty programs
- better user experience (UX) at all touch points

### 3 1. FC Nürnberg



### 3 1. FC Nürnberg



&





### 3 1. FC Nürnberg



Niels Rossow  
Chief Financial Officer



## 3 AfroPunk

three pillars:

1. community ([www.afropunk.com](http://www.afropunk.com))
2. community service (volunteer)
3. Festival (three days in Brooklyn – like Woodstock)

### 3 AFROPUNK – community – afropunk.com

**PLANET  
AFROPUNK.**

**PAST, PRESENT, &  
FUTURE IS BLACK**

**« REPLAY »**

**WATCH NOW**

**RELIVE ALL THE AMAZING  
MUSICAL PERFORMANCES**

FOR A LIMITED TIME

The graphic features a grid of 15 portrait photographs of diverse Black artists and performers, including Lil Nas X, Cardi B, and others, set against a black background with white and yellow text.

## 3 AFROPUNK - community service

### ABOUT AFROPUNK

**AFROPUNK is defining culture by the collective creative actions of the individual and the group. It is a safe place, a blank space to freak out in, to construct a new reality, to live your life as you see fit, while making sense of the world around you.**



# 3 AFROPUNK - festival

FOLLOW US @AFROPUNK



### 3 1. FC Nürnberg



&

**PLANET  
AFROPUNK.**

### 3 1. FC Nürnberg



three pillars:

1. community  
([www.meinclub.de](http://www.meinclub.de) - will be launched soon)
2. community service – Nürnberg (CSR)
3. festival - home match against FC Bayern Munich  
(different leagues jet)

- 1 Introduction
- 2 Scientific Work – loyalty programs in european footballclubs - results
- 3 Current developments – 1. FC Nürnberg - AfroPunk
- 4 **Appendix**



Many thanks for your attention!  
Any questions?

Axel Sierau  
SPONSORIS.eu  
Euskirchener Str. 14 - 50937 Köln  
[axel.sierau@sponsoris.eu](mailto:axel.sierau@sponsoris.eu)

Phone1: +49 221-25 992 776  
Phone2: +49 177 44 59 170

4 Appendix

some more facts about Axel Sierau

Screenshots AFROPUNK.com

Loyalty programs in Sport



## Loyalty programs in Sport

---

### career for-profit:

- since 01/20 SPONSORIS.eu - transfer of scientific knowledge to the sports industry
  - since 01/19 consultant for start-ups
  - 01/18-12/18 product manager in pharma industry
  - since 04/17 member of EHF Scientific Network Group of Specialists
  - since 01/15 initiator and co-founder of SportTreff Cooperative, Cologne
  - 07/13-12/17 Foundation “memory of city”,  
cause of collapsed archive of Cologne in 2003
  - 08/12-12/17 founder of “Marketing Minds” agency for marketing
  - since 03/12 lecturer at several universities of applied sciences:  
Macromedia University, IBA-University of Cooperative Education,  
German Sports Academy, IST University of Applied Sciences,  
University of applied sciences Europe, FOM university for professionals;
  - since 05/11 member of ehf organising committee of „EHF Club Manager Seminar“ in Cologne
  - 11/08-12/13 initiator and co-founder of entrepreneurship  
„Sport Meets Charity“ (CSR in sports)
  - since 04/98 project manager (events and marketing)
  - 05/95-05/08 member of the Institute of Sport Economics and  
Sport Management of German Sport University Cologne
-

## Loyalty programs in Sport

---

### career for ehf:

2021	Loyalty programs in sport
2019	Green Home Games - sustainability
2018	investors in handball – Financial Fair Play (with Thorsten Dum) internationalization and digitalization in handball (with Oliver Gilhaus)
2017	influencer marketing in handball
2016	Customer Relationship Management (CRM) in handball
2015	merchandising - the club – fan connection - fans co-create
2014	media management, best practice, second screen, get the dialogue started
2013	brandbuilding and –management in spectator sports - cases
2012	corporate social responsibility in sports

since 04/17 member of EHF Scientific Network Group of Specialists

## Loyalty programs in Sport

---

### career non-profit:

- since 2016 member of business development of sportgrenzenlos gGmbH – inclusion table tennis (Holger Nikelis paralympic winner 2008 + 2012)
- since 2012 member of advisory board of “SportTreff”-Networking platform and cooperative
- since 2012 member of advisory board of “German Sports Academy” DSA
- since 2008 member of advisory board of “Cube Sports” exercise and motion offer for kids
- 10/01-06/15 founding member and vice-chair (finance) of alumni club of sport economics & sport management of German Sport University Cologne

## Loyalty programs in Sport

---

### career in handball:

- 2020/22 5<sup>th</sup> league – Turnerkreis Nippes (Köln)
  - 2017/20 5<sup>th</sup> league – TuS Derschlag (Gummersbach)
  - 2016/17 new 4<sup>th</sup> league - TV “Jahn” Köln-Wahn
  - 2015/16 4<sup>th</sup> league – TV „Jahn“ Köln-Wahn
  - 2014/15 5<sup>th</sup> league – same club like in 1993 – TV “Jahn” Köln-Wahn
  - 2010 German Championships in University-Handball, **third** place (coach)
  - 2010 European Championships of Universities, **forth** place (coach), Nikosia/Cyprus
  - 2009 German **Champion** in University-Handball (coach)
  - 2008 European Championships of Universities, **third** place (player&caoch), Nis/Serbia
  - 2006 German **Champion** in University-Handball (player&coach)
  - 2002 Coach B-License (incl. 2<sup>nd</sup> league)
  - 06/95 – 12/07 Handball chairman of University of Cologne and German Sport University Cologne
  - 1997 – 2007 3<sup>rd</sup> league
  - 1993 – 1997 coach Kai Wandschneider (meanwhile he is coach1<sup>st</sup> league Wetzlar)
  - 1990 4<sup>th</sup> league (goalkeeper)
-

### publications:

“Events im Sport. Marketing, Management, Finanzierung“, Köln, 2004,  
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.

“Finanzierung des Sports“, Aachen, 2002,  
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.

“Professionalisierung im Sportmanagement“, Aachen, 1999,  
Hrsg.: Horch, H.-D./ Heydel, J./ Sierau, A.



Contact:

Axel Sierau

SPONSORIS.eu

Euskirchener Str. 14 - 50937 Köln

[axel.sierau@sponsoris.eu](mailto:axel.sierau@sponsoris.eu)

Phone1: +49 221-25 992 776

Phone2: +49 177 44 59 170

# 3 AFROPUNK



afropunk.com

**AFROPUNK.**

FESTIVALS+

COVID-19+

MUSIC+

CULTURE

MORE+

SOLUTION SESSIONS

SHOP

BUSINESS



YOUR GUIDE TO PLANET AFROPUNK'S DIGITAL DESTINATIONS



# 3 AFROPUNK



afropunk.com

**AFROPUNK**

FESTIVALS+

COVID-19+

MUS,+

CULTURE

MORE+

SOLUTION SESSIONS

SHOP

BUSINESS



BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT

# 3 AFROPUNK



afropunk.com

- COVID-19+
- MUS
- BLACK FUTURES**
- STRENGTH IN STRUGGLE
- DOWNLOAD POWER.
- REVOLUTIONARY PUNK IN THE PLACE
- BREAKING CULTURE
- BODY POLITICS
- SUMMER OF BLACKER LOVE
- LIVING THE FUCK OUT LOUD
- THE WOMXN MOVEMENT



## BLACK FUTURES



ACTIVISM | BLACK FUTURES | FILM / TV

### THE 'EMPEROR' TRAILER REFRAMES THE AMERICAN SLAVE NARRATIVE

By Emil Wilbekin February 21, 2020 339 picks

'Emperor' tells the story of Shields "Emperor" Green, a descendant of African kings turned freedom fighter in the struggle for Black Liberation.



BLACK FUTURES | MUSIC

### JASMINFIRE'S 'DEM DISENFRANCHIZED BOYZ' MIX IS YOUR BHM SOUNDTRACK

By Timmhotep Aku February 21, 2020

For Black History Month, composer/violinist Jasminfire gives us an audio collage created for and by African-American culture.

# 3 AFROPUNK



afropunk.com

STRENGTH IN STRUGGLE

- COVID-19+
- MUS
- BLACK FUTURES
- STRENGTH IN STRUGGLE**
- DOWNLOAD POWER
- REVOLUTIONARY
- PUNK IN THE PLACE
- BREAKING CULTURE
- BODY POLITICS
- SUMMER OF BLACKER LOVE
- LIVING THE FUCK OUT LOUD
- THE WOMXN MOVEMENT



FILM / TV | STRENGTH IN STRUGGLE

EXCLUSIVE: NEW 'EMPEROR' CLIP EXPLORES BLACK INTIMACY AND RESISTANCE

By Emil Wilbekin March 9, 2020 92 picks

'Emperor' tells the story of Shields "Emperor" Green, a descendant of African kings turned freedom fighter in the struggle for Black Liberation.



STRENGTH IN STRUGGLE | THE WOMXN MOVEMENT

EDITOR'S LETTER: THE WOMXN MOVEMENT

By Emil Wilbekin March 2, 2020 208 picks

This month, we celebrate and honor the Black womxn who are revolutionaries and radicals intent on changing the ways of the world by any means necessary.



# 3 AFROPUNK



afropunk.com

COVID-19+ MUS

DOWNLOAD POWER

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



DOWNLOAD POWER | JOHANNESBURG | MUSIC

## AFROPUNK JOBURG: YOUR BACKSTAGE PASS

By AFROPUNK January 2, 2020

Behind the scenes at AFROPUNK JoBURG is where all the madness, mayhem and miracles happen to create the magic on stage. Take a look.



DOWNLOAD POWER | JOHANNESBURG | POLITICS OF STYLE

## AFROPUNK JOBURG: CREW LOVE

By AFROPUNK January 2, 2020

There are safety in numbers. There is nothing like family love, support and fun. They loving the crew.

# 3 AFROPUNK



afropunk.com

REVOLUTIONARY

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



CULTURE | REVOLUTIONARY | STRENGTH IN STRUGGLE

## IT WAS AMERICA THAT KILLED MALCOLM X

By Touré February 10, 2020 943 picks

Speaking with the filmmakers behind the new Netflix documentary that uncovers the who was behind the assassination of the legendary leader.



CULTURE | PUNK IN THE PLACE | REVOLUTIONARY

## 80-YEAR-OLD SCHOLAR MAKES HISTORY AT ALABAMA A&M

By Erin White December 27, 2019 2.2K picks

Donzella Washington became the oldest graduate in the 144-year history of the HBCU.

# 3 AFROPUNK



afropunk.com

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



PUNK IN THE PLACE



CULTURE | PUNK IN THE PLACE | REVOLUTIONARY

## 80-YEAR-OLD SCHOLAR MAKES HISTORY AT ALABAMA A&M

By Erin White December 27, 2019 2.2K picks

Donzella Washington became the oldest graduate in the 144-year history of the HBCU.



ART | BOOKS | PUNK IN THE PLACE

## GERALD JENKINS IMAGINES 'AFTER THE END OF THE WORLD'

By Michael Gonzales October 31, 2019 76 picks

An interview with the British photographer whose new Afrofuturist "picture novel" also features writing from Sun Ra, Norman Douglas, Darius James and others.



# 3 AFROPUNK



afropunk.com

BREAKING CULTURE



BEAUTY | BREAKING CULTURE | FILM / TV

## MAGICAL BLACK GIRLS REIMAGINE DISNEY PRINCESSES

By Erin White February 28, 2020 103K picks

Hairstylist LaChanda Gatson and Atlanta-based duo CreativeSoul Photography closes out #29DaysOfBlackCosplay with an epic series of photographs.



BREAKING CULTURE | CULTURE | LONDON

## MEGHAN TO THE QUEEN: "YOU MUST NOT KNOW 'BOUT ME"

By Touré January 22, 2020 3.7K picks

The day that Meghan Markle dumped the British royal family she became even more lovable.

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



# 3 AFROPUNK



BODY POLITICS



ART | BODY POLITICS

## KENDRICK DAYE'S #BLACKQUEERTAROTCARDS BRING INCLUSIVENESS IN AN OLD AGE PRACTICE

By Thembela Ngayi February 23, 2021

Harlem-based artist, Kendrick Daye is challenging the outdated non-inclusive decks of the past with the Black Queer Tarot Card deck. The Black Queer Tarot takes the traditional 78-card Tarot arcana and reimagines it with a new inclusive tarot that celebrates liberation, expression, and diversity of Black queer bodies.



BODY POLITICS | FILM / TV | SEX & GENDER

## FAT GIRL SEX: TOO RADICAL FOR 'SEX EDUCATION'?

By Erin White February 12, 2020 234 picks

Season 2 of Netflix's UK teen drama was amazing, but it was missing one important thing: fat girl sex.

- COVID-19+
- MUSIC
- BLACK FUTURES
- STRENGTH IN STRUGGLE
- DOWNLOAD POWER
- REVOLUTIONARY
- PUNK IN THE PLACE
- BREAKING CULTURE
- BODY POLITICS
- SUMMER OF BLACKER LOVE
- LIVING THE FUCK OUT LOUD
- THE WOMXN MOVEMENT



# 3 AFROPUNK



afropunk.com

SUMMER OF BLACKER LOVE



SEX & GENDER | SUMMER OF BLACKER LOVE  
PRIDE IS A JOURNEY THAT NEVER ENDS

By ZamaMdoda July 1, 2019 53 picks

Love is the message.



SEX & GENDER | SUMMER OF BLACKER LOVE | WE SEE YOU

#AFROPUNKWESEEYOU: OUT LOUD AND PROUD

By AFROPUNK June 30, 2019 82 picks

It doesn't matter which letter of the alphabet we choose to identify in LGBTQI+ we are out here living our lives and being our authentic selves.

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



# 3 AFROPUNK



afropunk.com

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

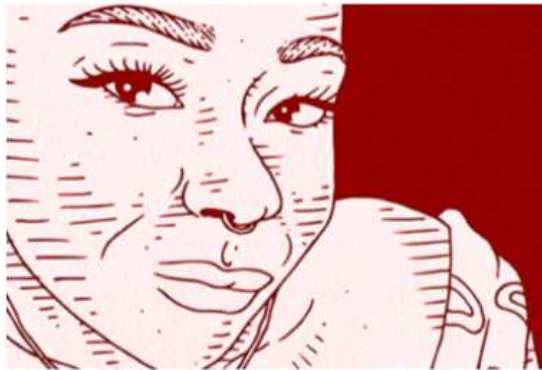
SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



LIVING THE FUCK OUT LOUD



LIVING THE FUCK OUT LOUD | SEX & GENDER

## FAT GIRL SEX: F\*CK YEAH, PERIOD SEX

By Erin White October 3, 2019 686 picks

If your partner is afraid of period sex, maybe they're not grown enough for sex at all.



CULTURE | FILM / TV | LIVING THE FUCK OUT LOUD

## BILLY PORTER MAKES LGBTQ+ HISTORY AT THE EMMYS

By Erin White September 23, 2019 282 picks

Having previously won both a Grammy and Tony Award for his performance in 'Kinky Boots,' last night's Emmy brings him one step away from the coveted EGOT.



# 3 AFROPUNK



afropunk.com

COVID-19+ MUS

BLACK FUTURES

STRENGTH IN STRUGGLE

DOWNLOAD POWER

REVOLUTIONARY

PUNK IN THE PLACE

BREAKING CULTURE

BODY POLITICS

SUMMER OF BLACKER LOVE

LIVING THE FUCK OUT LOUD

THE WOMXN MOVEMENT



THE WOMXN MOVEMENT



ACTIVISM | POLITICS | THE WOMXN MOVEMENT

## THE WORKING FAMILIES PARTY 'BET ON US' IN 2020

By Emil Wilbekin March 30, 2020 344 picks

Black women are the backbone of our democracy, but their political labor is often exploited. Non-binary people are often rendered invisible. WFP will launch Sankofa, a co-learning platform, to change all that.



DJ MIX | MUSIC | THE WOMXN MOVEMENT

## AFROPUNK 10: SALUTING THE DJ'ING QUEENS

By Piotr Orlov March 18, 2020 463 picks

This may be no time for dancing but make no mistake, we're social beings, so the time for rhythm and joy will come back again. Listen to these women now — and then.

3 AFROPUNK



afropunk.com

**AFROPUNK**

FESTIVALS+

COVID-19+

MUSIC+

CULTURE

MORE+

SOLUTION SESSIONS

SHOP

BUSINESS



# 3 AFROPUNK



afropunk.com

AFROPUNK

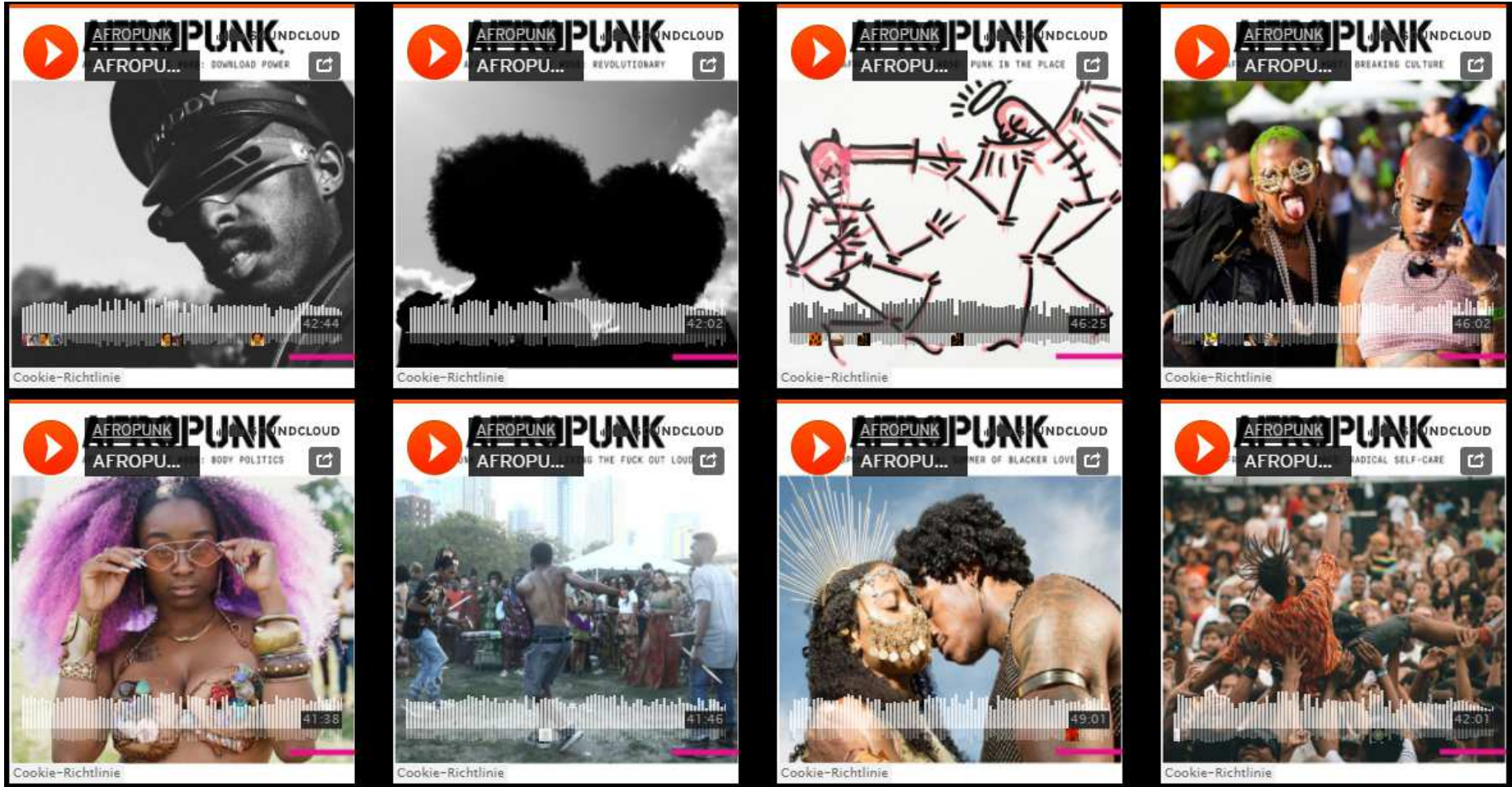
FESTIVALS+ BROOKLYN PARIS — 2019 ATLANTA JOBURG AFROPUNK.COM+



FANS ARE THE BANDS,  
BANDS ARE THE FANS,  
FUCK ROCKSTARS



# 3 AFROPUNK





3 AFROPUNK



afropunk.com

AFROPUNK

FESTIVALS+

COVID-19+

MUSIC+

CULTURE

MORE+

SOLUTION SESSIONS

SHOP

BUSINESS



CULTURE



ART | CULTURE

BROTHERS JUSTIN AND TERRY RAIMEY GO RETRO TO GIVE A GLIMPSE OF WHAT DIVERSITY IN VIDEO GAMES COULD LOOK LIKE

By AFROPUNK May 5, 2021

Brothers Justin and Terry Raimsey's retro shooter Alien Up is a small piece of a bigger plan to help bring more creators of color into game creation.



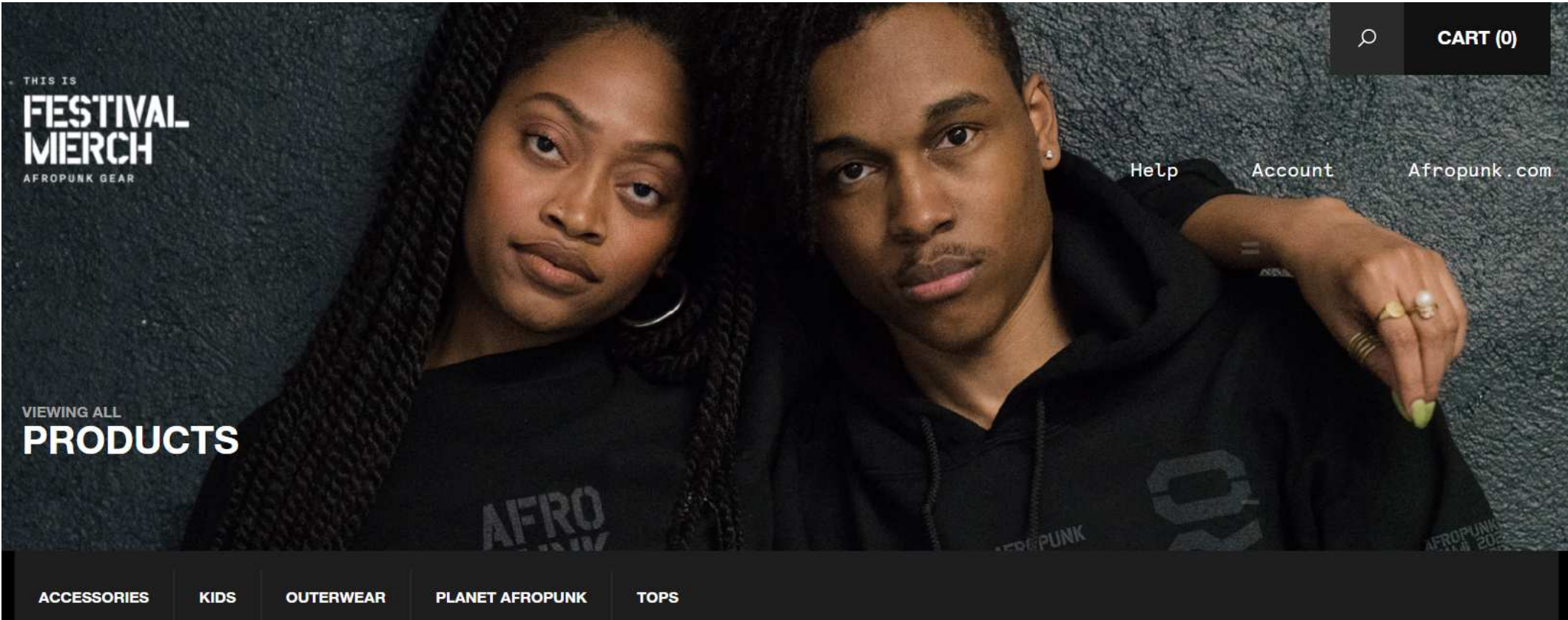
CULTURE | MUSIC

FATHER AND SON COMBINE MUSIC AND TECHNOLOGY TO EXPAND HOW WE DEFINE ARTISTS

By AFROPUNK April 28, 2021

Father and son Maj Mack and Kareem "K-Mack" Mack create GiGa Music Group to promote virtual artists.

# 3 AFROPUNK



# 3 AFROPUNK

NEW!



\* preorder \* MIAMI 2021 – PACK #2  
w/FREE LIGHTER  
\$75

NEW!



PLANET AFROPUNK – PLANET  
LIGHTER  
\$5

NEW!



PLANET AFROPUNK – PLANET FACE  
MASK  
\$10

NEW!



PLANET AFROPUNK – PLANET TOTE  
\$15

# 3 AFROPUNK



AP Tank  
\$20



A HAT  
\$30



YOUTH AP HOODIE  
\$35



AP HOODIE  
\$45



# 3 AFROPUNK

**PLANET AFROPUNK.**

**PAST, PRESENT, & FUTURE IS BLACK**

**« REPLAY »**

**WATCH NOW**

**RELIVE ALL THE AMAZING MUSICAL PERFORMANCES**

**FOR A LIMITED TIME**

# 3 AFROPUNK

**PLANET  
AFROPUNK.**

**PAST, PRESENT, &  
FUTURE IS BLACK**

**« REPLAY »**

**WATCH NOW**

**RELIVE ALL THE AMAZING  
MUSICAL PERFORMANCES**

**FOR A LIMITED TIME**