Enhancing Game Day: Integrating Technology for Fans

Colin Fegeley, CMAA
Green Level High School
Cary, NC

Jeff Behrens, CMAA
Pewaukee High School
Pewaukee, WI

High school athletic events are more than just games—they're community events.

Integrating technology can elevate the fan experience, increase engagement, and make game days unforgettable.

Our job, as an athletic department, is to create a great experience.

....for everyone involved.

The integration of technology has become more than just a luxury - it's a necessity for today's AD

Colin Fegeley, CMAA
Green Level High School
Cary, NC

Enrollment: 2400

# of Sports: 24

Athletic Office:
1 AD & 1 Assistant AD

Jeff Behrens, CMAA
Pewaukee High School
Pewaukee, WI

Enrollment: 870

# of Sports: 29

Athletic Office:
1 AD & 1 Admin Assistant

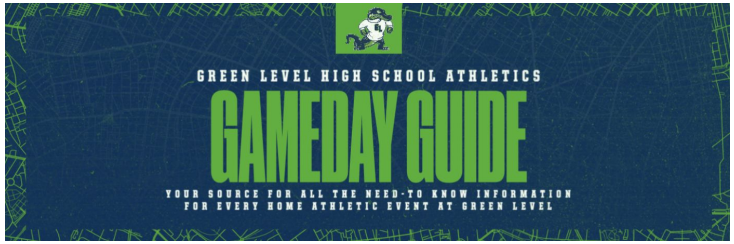
Gameplan

1. Welcome & Introductions
2. Pre-Event Technology
    a. *Digital ticketing*
    b. *Digital rosters*
    c. *QR codes*
    d. *Digital Concessions*
    e. *Gipper*
        i. *Fan guides/Visitor guides*
        ii. *Game day information*
            1. *Policies (clear bag, food/drink, backpacks, etc.)*
    f. *FanX*
3. During Event Technology
    a. *VideoBoard technology*
    b. *Livestream technology*
    c. *Digital Displays*
    d. *In-game/pre-game Music technology*
4. Post Event Technology
    a. App/Sponsorship Ideas
    b. Social Media Posts / Post-Game Engagement Ideas

Pre-Event Technology

Pre-Event Technology - Green Level High School

- Digital Ticketing
- Digital Concession Stand Menu
- Digital Gameday Guides



Pre-Event Technology - Pewaukee High School

Digital Rosters

QR Codes

- History
- Interactive display
- Fundraising/Service Projects

During Event Technology

During Game Technology - Pewaukee High School

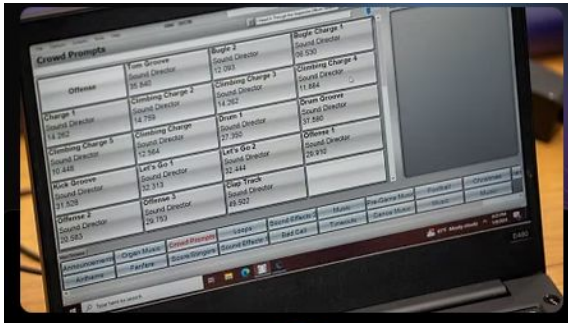
Livestreaming & Broadcasting

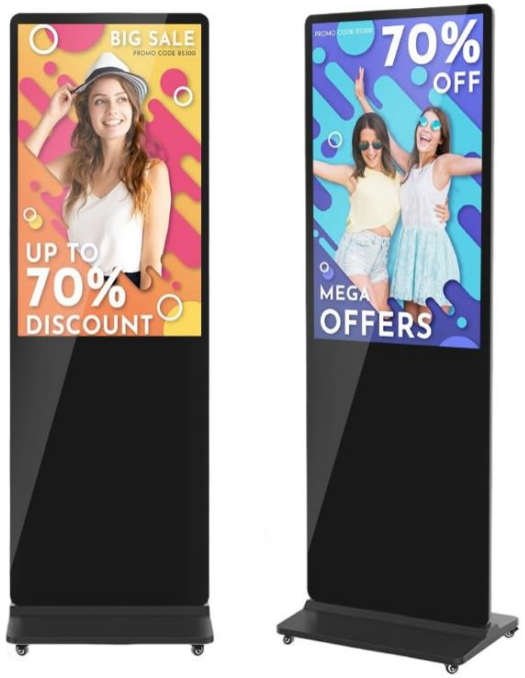
During Game Technology - Pewaukee High School

Digital Displays

In-game/Pre-game Music Tech

- Neptune Game Time
- Spotify



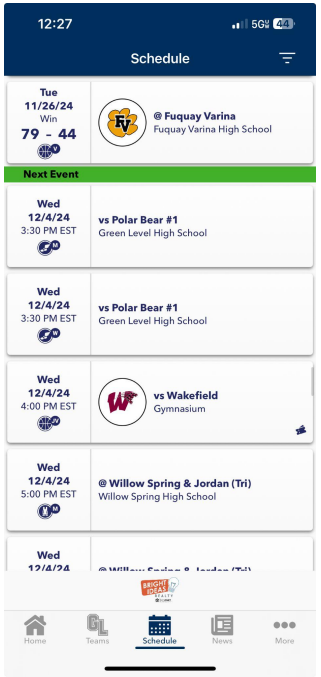


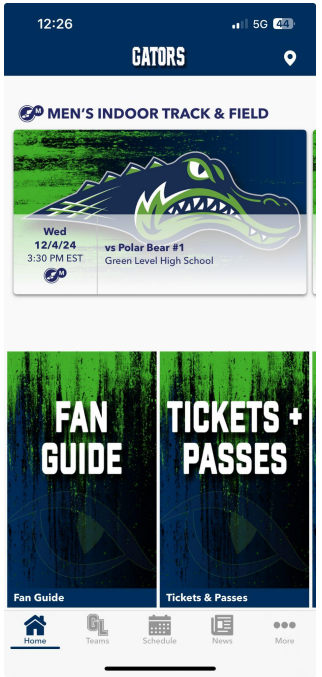
During Game Technology

Additional Technology

Green Level Athletics App - FanX

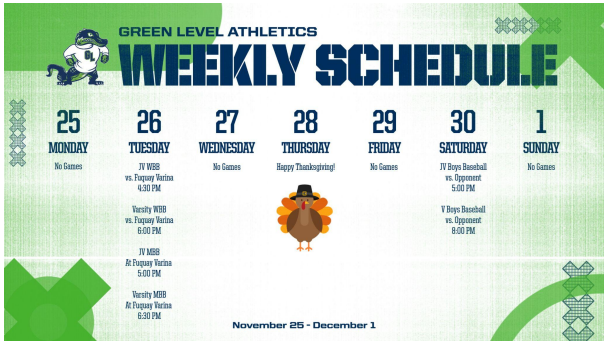
- Great Resource For Student-Athletes, Coaches & Community
- Schedules/Rosters/Results
- Push Notifications & Geo-Fencing Technology
- Sponsorship Opportunities





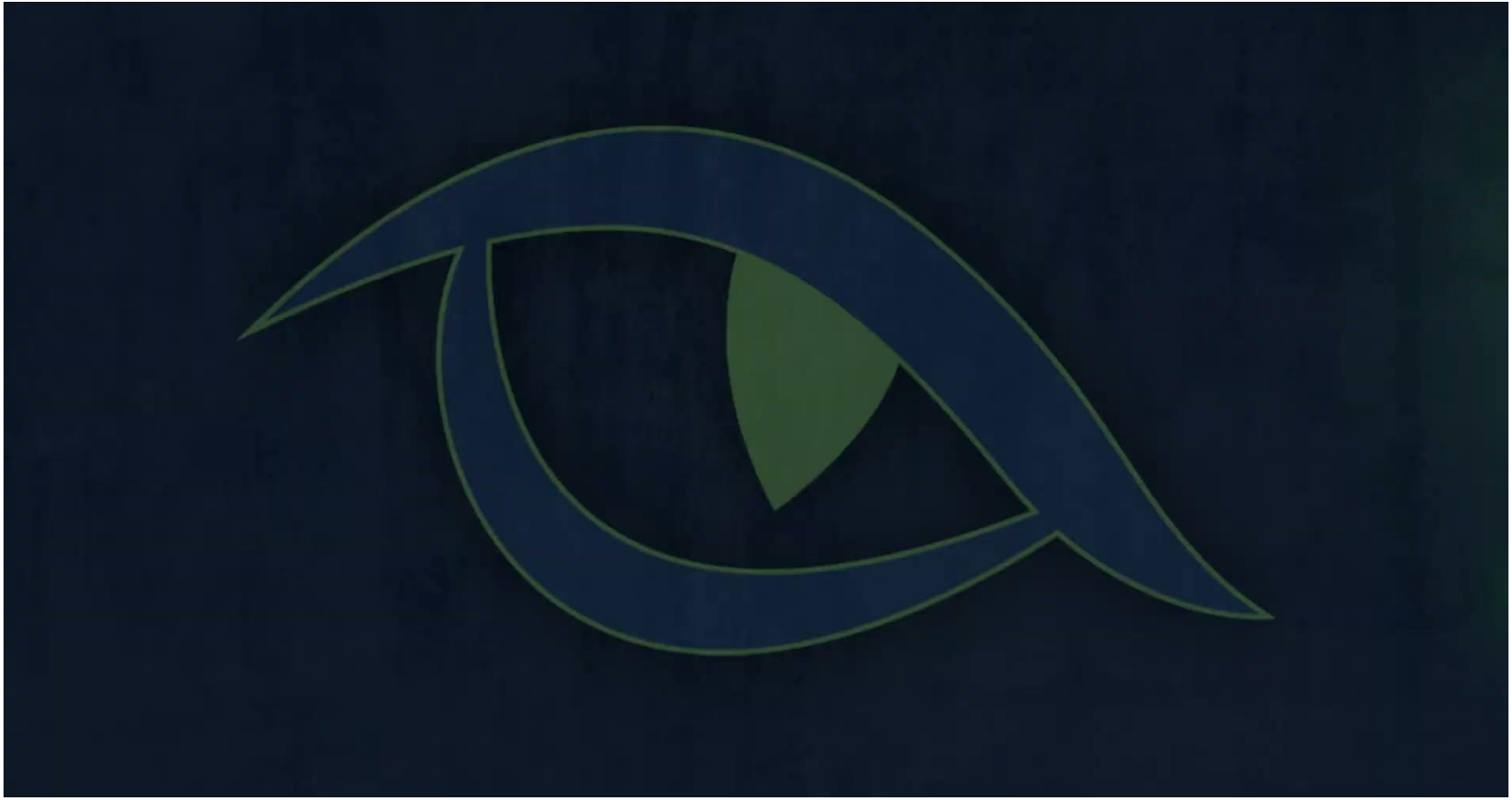
Social Media - Building The Hype & Gameday Strategies

- Gameday Posts On X & Insta
- Weekly Schedules - Where To Display?
- In-Game Updates, Contests, Sponsor Opportunities, More?



Video Boards & The Fan Experience

- Gameday Programs (QR Codes)
- Fan Submitted Photos
- Player Intro Videos/In-Game Animations
- Sponsorship Opportunities



Thank you!

Colin Fegeley, CMAA
Green Level High School
Cary, NC

cfegeley@wcpss.net

Jeff Behrens, CMAA
Pewaukee High School
Pewaukee, WI

behrjef@pewaukeeschools.org