

K. Som - PAD THAI PADEL CHAMPIONSHIP HOST (SOM)

ROLE GUIDE

MAIN PURPOSE

Be the face of the league. Make sure each matchday runs smoothly and feels special. Welcome players, support logistics, coordinate sponsor activations, and keep the vibe strong inside and outside the app.

ROLE RESPONSIBILITIES

1. Player Experience & Matchday Operations

- Arrive **45-60 minutes before matches start**
 - Check court schedule, player names, divisions and fixtures
 - Greet players as they arrive and answer any questions
 - Remind them of:
 - Match rules
 - Scoring system
 - League perks (free drinks, sponsor gifts, community, etc.)
 - Help update scores if needed (either with app or by notifying staff)
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2. Sponsor & Partner Support

- Know which sponsor is active that day
- Help with setup or basic logistics (table, banners, etc.)
- **Capture** short photo/video clips of the sponsor booth/interaction and matches
- Mention the brand in the content shared in the app and with marketing team

- MARKETING TEAM WILL BRIEF WEEKLY

3. Community & Content Activation + Content Creation

- Post in **TPS App community** before and after matches
- Record videos of (shoot in vertical format and in good lighting):
 - **2x short (10 sec) clips per match**
 - **2x general vibe/atmosphere clips**
 - **2x fun or spontaneous player moments**
 - **2x player interviews** (20 sec each)
 - **2x sponsor clip or player using sponsor product**
- Encourage players to **join the app community** if they haven't
- Ask players to **tag themselves** in the content or comment and use hashtag #padthaipadel #padthaipadelchampionship
- **Content doc here:** [📄 Championship - Community PLAN](#)

4. Team Coordination

- Align daily with the TPS team via WhatsApp:
 - Confirm sponsor of the day (if any)
 - Confirm content priority (interviews, leaderboard, etc.)
 - Report any issues (no-show, app bugs, complaints)

DAILY CHECKLIST (MATCHDAYS)

Task	Status
Arrive early and check fixtures	✓
Welcome players and answer questions	✓
Check court status and player presence	✓
Take 2× 5/10 Sec Video Per Match	✓

Take 1–2 general atmosphere clips	✓
Take 2x player interviews videos	✓
Post 1 hype or recap post in the app	✓
Take 1 sponsor photo or video (if sponsor active)	✓
Help with score updates (if needed)	✓
Share content with marketing team	✓
Check if have Daily Game/Challenge (Explain + Video)	✓
Create Weekly Social Challenges 1x (Examples: 👉 Championship - Community PLAN)	✓

COMMUNICATION TONE

- Friendly, warm and confident
- Not too formal — use first names
- Smile and keep energy positive, even when things go off-plan
- If unsure about a rule, say: “Let me double-check with the team and come back to them ASAP”

KNOW THE BASICS

Host should be familiar with:

- How match results affect ranking
- The divisions and levels of players
- Where to find fixtures and scores
- How the TPS App works (join match, community, leaderboard, etc.)

LOCATION & TIMING

- Host must be present at **every matchday**:
 - Tuesdays 6:30 PM – 11:00 PM

- Thursdays 8:00 PM – 11:00 PM
- Sundays 5:00 PM – 9:30 PM
- Based at **Pad Thai Padel** main club
- Must be flexible to help with small logistical tasks (ball pickup, helping staff)