

# Connect with your favourite celeb on myFanPark

myFanPark is a newly launched platform that is transforming the way fans connect with local celebrities. The platform allows fans to request and purchase personalised, video-recorded shout-out messages from some of the country's most popular personalities.



Influencer marketing has grown exponentially as an industry over the last few years. It was a \$1.7 billion industry in 2016 and is expected to continue its upward trajectory this year to potentially become a \$6.5 billion industry.

Celebrities value and understand the importance of ongoing fan interaction and have limited channels to effectively engage fans on platforms that don't encroach on their privacy. The myFanPark platform provides a smart solution that allows the consumer and celebrity to interact in a novel way like never before.

myFanPark was founded by entrepreneurs Wouter Lombard, Dylan and Joy Des Fountain and former Springbok captain Jean de Villiers. The team launched myFanPark in 2019, after realising that there is a massive gap in the market.

“myFanPark lets you request a personalised video message for any occasion from - for words of encouragement, inspiration, big announcements to special celebrations. The possibilities for these videos are endless” explains Lombard.

You can send a message of encouragement to your boy on his first rugby match from Springboks Eben Etzebeth and Faf de Klerk or if you need to give someone a laugh, how about asking comedians Schalk Bezuidenhout or Casper de Vries to make it happen.

Best of all, no video will ever be the same, as each and every video will be personalised by the celebrity and recorded especially for the fan once the celebrity receives the request. Each celebrity charges their own rate and prices start at R200 per video. myFanPark will also be donating a portion of proceeds from each video to The Red Cross Children's Hospital Trust or the Laureus Sport for Good Foundation.

The myFanPark website already features over 100 celebrities, ranging from sports stars like Springbok Jesse Kriel and EFC fighter Demarte Pena, to musicians like Ard Matthews, Francois van Coke, Gigi Lamayne, Bok van Blerk, Elvis Blue and Brendan Peyper. Fans can also connect with their favourite soapie stars from shows such as 7de Laan, Rhythm City, Getroud met Rugby or Suidooster.

### How it works

- **Request a video:** Choose your favourite celeb from sports stars to trendsetters and entertainment icons. Complete a booking form and tell the star why you want a video, who it's for and what you'd like them to say.
- **Quick payment:** Payment is super easy. Once you book, your request will be sent to the celebrity, who will record the video within 7 days.
- **Peace of mind:** Each celebrity reserves the right to decline a request. So keep it clean. If the celeb rejects your request or fails to record your video within seven days, you will be refunded.
- **Get your video:** Your famous favourite will record the video as per your instructions and we will then WhatsApp and email it to you. It's that simple!

For more, go to [www.myfanpark.com](http://www.myfanpark.com)

For more, visit: <https://www.bizcommunity.com>