



**GLOBALGAMES<sup>®</sup> SPORTS**  
THE SPORTS EXPERIENCE CONSULTANCY

## **IN-STADIUM ACTIVATIONS**

# INTRODUCTION

- Independent Company
- Sports Experience Delivery Specialist
- International Partners / Distributors
- Worldwide clientele includes
  - venues
  - event organisers
  - rights holders
  - governing bodies
  - advertising and PR agents
  - major international brands



# Delivering Exceptional Sporting Experiences through Brand Activation



# ON-SEAT



## CROWD SURFING BALLS –

As promotional items these giant balls give a brand enormous visual impact (across any sport) and allow the crowd to interact directly.



## Activation Suggestions –

#1 – **Stand-Racing** – each stand has a ball put in at one end. Fans compete to move it end to end as quickly as possible.

#2 – **Mascot Shoot-Out** – the club mascot competes against a fan / fans to dribble a giant ball the length of the pitch.

#3 – **Free-4-All** – throw the ball into the crowd and let them pass it around so everyone can be involved



# ON-SEAT



## CLAP-BANNERS –

This great product offers huge activation and promo value for a club and its sponsors and is also bio-degradable and available on short lead times to be a superb solution.



## Activation Suggestions –

#1 – **Clap-O-Meter** – each stand is encouraged by the match compere to make as much noise as possible

#2 – **Wave of Sound** – fans work together to create a “Mexican Wave” of sound and vision with their Banners

#3 – **The Big Picture** – using crowd choreography we can use your crowd to create a giant picture / mural / message



# ON-SEAT



## MASTER BLASTER –

This high-impact promotion engages the full crowd and offers your sponsors the opportunity to raise profile and distribute product / merchandise across the fans.



## Activation Suggestions –

#1 – **Lucky Launch** – firing 50 T-Shirts, only 4 are the lucky ones and the winners come forward & collect an instant prize

#2 – **Kit Launch** – with a new kit launch or promotional programme discount vouchers can be launched to the crowd

#3 – **Double Trouble (or more)** – twice the coverage; twice the merchandise; twice the impact



# ON-SEAT



## GATLING GUN T-SHIRT CANNON –

Taking the T-Shirt Cannon to the next level is the incredible Gatling Gun Launcher.

With 12 individual barrels which can be fired in a constant burst this will be the biggest impact at your stadium.

### Activation Suggestions –

#1 – **Outstanding Stand** – Let the stands compete to be the loudest / most active – then give them the full blast from the Gatling Gun

#2 – **Kit Launch** – with a new kit launch or promotional programme discount vouchers can be launched to the crowd

#3 – **Big Start – Big Finish** – combined with the Master Blasters, use this weapon to be the high impact opener and closer to Half-Time Activations



**NEW**

# ON-SEAT



## Back-Sac –

This great new fan give-away is straight out of the USA and exclusive here in the UK.

Sponsors get to see their name / logo adorning seats pre-match and then fans get a souvenir to take home that they can use again and again.



## Activation Suggestions –

#1 – **New Season Promo** – at the start of the season surprise your fans with a great gift to takeaway and use again

#2 – **Multi-Sponsor** – if your sponsors are giving away samples / gifts then coordinate with a Back-Sac promotion and then fans can carry it all away together

#3 – **1 Seat Surprise** – when distributing the Back-Sacs around the stadium some can contain “golden tickets” for big prizes and on-pitch activity



**NEW**



# ON-SEAT



## SMART PHONE ACTIVITY –

Ensuring that we remain at the forefront of developments and Fan Interaction and Entertainment concepts has led us to develop a wide range of Smart Phone activities.



## Activation Suggestions –

#1 – **Table-Top Football** – this hand set version of blow football allows you to play in your seat or en-route

#2 – **On-Pitch Gaming** – this allows every person in the stadium to play the same game shooting at a target on-pitch

#3 – **Hide & Tweet** – this twitter based treasure hunt allows fans to explore the stadium as part of a fun challenge



# ON-SEAT



## FAN CAM –

As the fan and their satisfaction becomes more and more important to every club and event, we are offering plenty of ways to engage and entertain them.



## Activation Suggestions –

#1 – **Themed Picture** – simply getting your face on screen is key with our roving cameramen picking out the best

#2 – **Dance Nation** – it will take a while to get through to “our” fans but be assured when one does it so will the rest!

#3 – **Spot Prizes** – let your sponsors decide what the theme is and what the prize is then let the fans do the rest



# ON-PITCH



## GIANT ZORB BALLS –

These Giant Balls, originally used for rolling down hills(!), can be used for a wide variety of promotional activities and events to create massive attractions On-Pitch.

### Activation Suggestions –

#1 – **Manic Mascot Race** – If they fit, opposing mascots climb inside the Balls and race around the pitch perimeter

#2 – **Own Goal** – Opposing fans race from the penalty box to a giant ball at halfway and race to score in the other goal

#3 – **Referee Roll** – Using our bespoke track with the pins replaced as refs, players race through them pre-match



# ON-PITCH



## BODY ZORBS –

This hilarious development of the Zorb Ball concept allows participants to wear a Zorb Ball rather than be totally inside. With this development their legs are free for many fun challenges.



## Activation Suggestions –

#1 – **Simple Sprint** – with two or more participants this is a simple foot race (from one end of the pitch to the other?) but with hilarious consequences as they fall

#2 – **The BIG Match** – take two teams of Body Zorbers, 1 Giant Ball and let the games begin to bump the ball into the goal

#3 – **Obstacle Course** – integrate with our new Obstacle Course and / or Timer clock and have timed challenges to entertain the crowd



**NEW**

# ON-PITCH



## PUZZLE BUILDING –

Harnessing the ageless fun of building puzzles, but putting on a giant scale, is a perfect addition to any club's MatchDay promotion range.



## Activation Suggestions –

#1 – **Pyramid Puzzler** – these 10-piece puzzles look easy but add a few more people and the challenge grows

#2 – **Make a Face** – printing a face (player, famous person, club crest etc) on the sides of the puzzle make for lots of fun

#3 – **Moving Mountains** – choose a group of each set of fans and instruct them to take down and rebuild the pyramid in a different place, but not moving from one spot!



# ON-PITCH



## DRIBBLING MANNEQUINS –

Everybody thinks they can do it better than the players on the pitch and this is their chance to do it with our bespoke dribbling, side-stepping challenges.

### Activation Suggestions –

#1 – **Beat the Player** – cover our mannequins with digital print images of your players for a really close experience

#2 – **Tin Can Challenge** – using our giant cylinder mannequins they can be wrapped as a sponsors product

#3 – **Team Tip-Toeing** – give a team of fans a giant ball to carry as carefully as possible through the giant mannequins



# ON-PITCH



## TARGET TAILS –

Target Tails are a brand new, highly brandable, addition to our MatchDay range.

Originally designed to replicate airplane tails for promotions they can be used as distance markers and more

## Activation Suggestions –

#1 – **Destination Distance** – with multiple units each can be branded with a destination, fans try to chip into them to win flights etc

#2 – **Lucky Dip** – for the younger fans the tail fin could be a giant lucky dip bin to win different prizes

#3 – **Distance Markers** – to integrate brands and events these tail fins could be used as distance markers on pitch for other games and challenges in season

**NEW**

# ON-PITCH



## TARGET RINGS –

These simple metal frames allow you as a club / sponsor to activate a range of events and challenges to entertain the fans and engage sponsors.

## Activation Suggestions –

#1 – **Simple Skills** – line up 3 or 4 of the target rings and let your fans test their skills and accuracy by kicking through them

#2 – **Hit the Flag** – cover the rings with a paper flag or prize image and the participant that hits the image wins

#3 – **Coconut Shy** – this giant version of the fairground classic has Crowd Surfing Balls mounted on the frames and players kick balls to knock them off to win

**NEW**



# ON-PITCH



## SKILLS TIMER –

This multi-use Skills Timer is a great option for different activities on pitch.

Whether being used for a straight sprint or a Start / Stop skills challenge this offers massive versatility.



## Activation Suggestions –

#1 – **Straight Sprint** – can your fans match up against your speedy winger? Here's the way to prove it with the sprint challenge

#2 – **Skills Timer** – set-up an obstacle course and then allow multiple fans to test their speed over the course, the big screen displays the speed for all to see

#3 – **Season-Long Skills Challenge** – whether on-pitch or in the Fan Zone this can be a simple yet highly effective season long challenge AND promotes healthy living



**NEW**

# ON-PITCH



## OBSTACLE COURSE –

This simple yet fun activity can be used across all areas of the club but on a MatchDay provides an hilarious activation which can engage fans, sponsors and the mascot alike.

## Activation Suggestions –



#1 – **Fan v Fan** – take a fan from each team and line them up on the Obstacle Challenge – really getting the crowd involved cheering for their team

#2 – **Mascot Challenge** – let one lucky fan take on the club mascot over the Obstacle course to win big prizes

#3 – **Season-Long Skills Challenge** – using the Skills Timer this can be a challenge across the season for lucky ticket holders or fans who have “qualified” from FanPark® activities

**NEW**

# ON-PITCH



## BESPOKE ACTIVATIONS –

We can create a range of products and concepts to meet a brand / sponsor's specific marketing message and work with them to create a game mechanic around this.



## Activation Suggestions –

#1 – **Pint & Chips** – a giant glass / can replica offers a large brand presence & the game to chip in a ball is a great game

#2 – **Hit the Target** – A giant product replica or target can provide activity for many players kicking into target holes

#3 – **Fan v Fan Challenge** – a range of ideas and concepts to allow opposing fans to compete and build the atmosphere



# ON-PITCH



## WOBBLY FOOTBALL –

Wearing “Wobble Goggles” which change / blur the wearer’s vision, fans compete against each other to dribble a giant ball into the opposite goal.

## Activation Suggestions –



#1 – A fan from each team is called on to the pitch at half-time and wears the glasses (a spare set can be put on the camera, if you have one, to show the crowd the effect). They then try their best to dribble to the opposite goal-mouth.

#2 – We can enhance the humour of the event by dressing the competitors in giant football costumes.

# ON-PITCH

## Stadium Entertainment



## HEADS & TAILS –

is a unique concept we have created to engage with your crowds and provide a “mass participation” activity for the entire crowd to play together.

The premise is simple:

- Everyone in the crowd stands up, they are told that they have to guess the result of a flip of the coin (heads vs. tails)
- To make their choice they put their hands on their heads or on their backsides / tails
- Our “interactive crew” run a series of activities to produce the result of Heads or Tails
- Our “interactive crew” show off their skills in a variety of disciplines to deliver the results – and engage the crowd
- Everyone laughs – a lot!

# ON-PITCH



## MASCOT RACES –

Whether it is just for your club mascot or for the entire league / sport, Mascot Races offer masses of fun for your fans and sponsors alike.



## Activation Suggestions –

#1 – **Straight Sprint** – if you back your own mascot why not prove it with 20, 30, 40 metre races against chosen fans

#2 – **Obstacle Course** – we can provide a range of activities and obstacles to create a challenging obstacle race on pitch

#3 – **Mascot Boot Camp** – away from the match let us coach and train your mascot to be the best they can with the help of world famous NBA mascots.



# ON-PITCH

## MAP – MatchDay Activation Package –

This package has been designed for a sponsor to create and provide to all teams in a league or competition.

This ensures total brand exposure but also can provide continuity of scoring and competition across that league.

### Details –

The package consists of 1 x 3m diameter Floor Target, 1 x Handheld Catapult, 1 x Foam Post Target Ring, 1 x Crowd Surfing Ball, 4 x Pitch Scoring Markers

This has been designed to provide the club with a wide range of On-Pitch and Event activities that they can run themselves on a daily basis.

We also supply additional content and download activity sheets to assist activation.



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**Why we do what we do:**

**"Our primary goal is to keep fans absolutely passionate and satisfied. Once you do that, stadiums get filled, the atmosphere gets incredible, the media want to cover it and sponsors want to be involved."**

- Mark Waller, NFL's Head of International Development - October 2008