



GLOBALGAMES[®] SPORTS

THE SPORTS EXPERIENCE CONSULTANCY

FanPark[®] Design & Development

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



WHAT IS A FANPARK®?

A FanPark® delivers a wealth of event experiences and opportunities to visitors.

And creates an environment for brands to connect with fans in more original, engaging and dynamic ways.

FanPark® Definitions:

It's not a Public Viewing Area – but it can work with a PVA

Is a Live Site a PVA – Yes, at the moment

Is a FanPark® a Live Site – It can be

Will it add value to a Live Site – Yes, undoubtedly

What does it deliver?

ACTIVATING PEOPLE

- encourages participation in sport

TARGETTED DESIGN

- targeting of specific groups

DELIVERS RESULTS

- providing quantitative data for feedback

INNOVATIVE CONCEPTS

- offers range of new experiences

ACTIVE PARTICIPATION

- incorporates all activities

HITTING TARGETS

- exceeds recommended activity rates

IDENTIFYING TALENT

- provides outlet and showcase for talent

TOTAL-MIX EVENT

- providing unlimited to all ages & abilities

TAKING THE NEXT STEP

- participants try new things & can continue

CONTENT

- Active Participation
- Family Activity
- Performance Analysis
- Environment Branding
- Merchandise & Hospitality
- Athlete Engagement

OUTCOMES

- Coaching
- Display
- Learning
- Education & Training
- Legacy

FANPARK® CONTENT – Active Participation



FANPARK® CONTENT – Active Participation

Creating a range of Interactive, Participative Activities which engage participants and deliver meaningful Experiences.

Brandability and bespoke design capabilities ensure that activities with the FanPark® provide maximum impact.

FANPARK® CONTENT – Family Activity

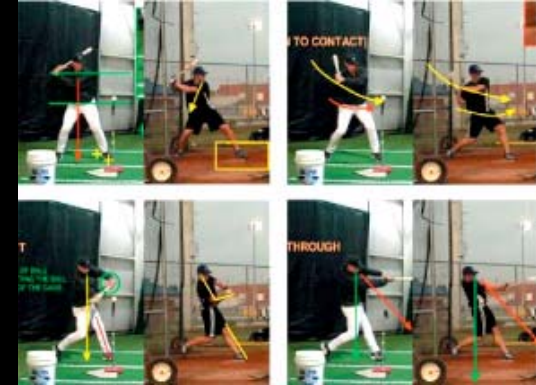


FANPARK® CONTENT – Family Activity

Ensuring that all visitors to the activity will have an equally positive and engaging experience is essential to long term development and growth.

Considering all age groups and also how different age groups And family units can interact together provides a stronger proposition.

FANPARK® CONTENT – Performance Analysis



FANPARK® CONTENT – Performance Analysis

Taking activity beyond the fun, family, aspects to more specific skill based, quantifiable activities to engage all age groups.

Creating a “Hi-Tech” activity centre allows event owners to develop a more engaging opportunity which can be linked via SmartPhone Apps.

FANPARK® CONTENT – Environment Branding



FANPARK® CONTENT – Environment Branding

Creating a branded environment to maximise value and exposure for Hosts, Sponsors and Event Rights Holders.

Continuity of design and delivery is essential to create a compelling, memorable event experience.

FANPARK® CONTENT – Merchandise & Hospitality



FANPARK® CONTENT – Merchandise & Hospitality

Providing suitable and accessible resources and retail facilities for Food & Beverage and Merchandise adds to the “Full Service” event.

Offering visitors the opportunity and facility to purchase items maximises fully secondary spend opportunities.

FANPARK® CONTENT – Athlete Engagement



FANPARK® CONTENT – Athlete Engagement

Adding value to the overall event is the ability to meet and engage with GB athletes as well as Sport appropriate celebrities for other FanParks®

Offering the ability to meet and speak to sporting idols as well as have the opportunity to learn and compete against their scores.

FANPARK® CONTENT – Coaching



FANPARK® CONTENT – Coaching

Facilities with the Park allow clubs, or organisers to deliver specific coaching and demonstrations to participants to deliver more value to the event.

Coaching elements can create additional usage and revenue opportunities within the FanPark®

FANPARK® CONTENT – Display



FANPARK® CONTENT – Display

Delivering displays, demonstrations and master classes provides an essential element of an effective FanPark®.

As well as sport specific displays we can deliver, and recommend street sports, dancing and much more to engage audiences.

FANPARK® CONTENT – Learning



Using the FanPark® as an opportunity to deliver
Education & learning is as essential as
the fun and activity elements.

Learning can be event or sport specific in terms of information
about athletes etc but can also include health, lifestyles etc.

FANPARK® CONTENT – Education & Training



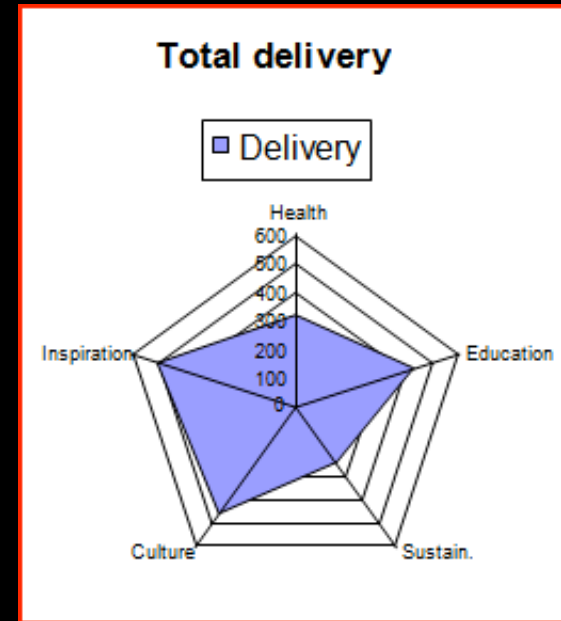
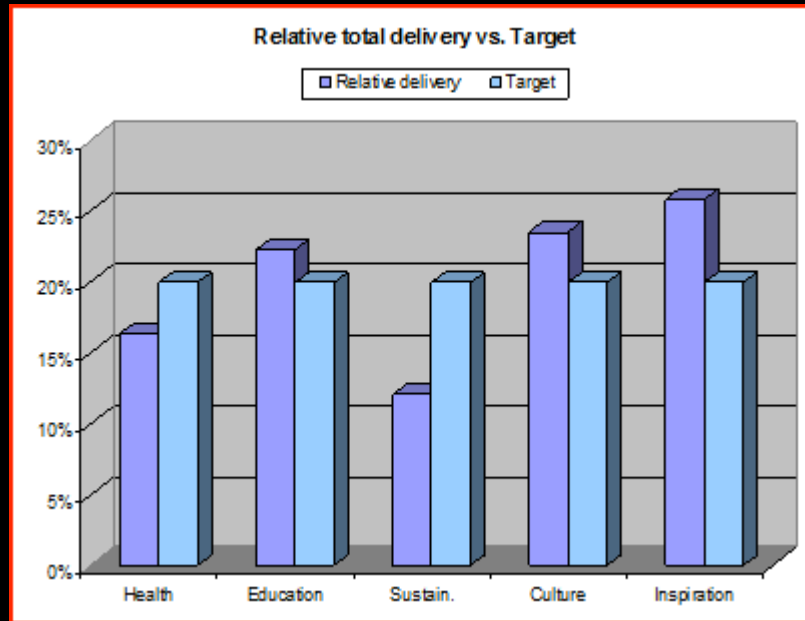
FANPARK® CONTENT – Education & Training

Alongside the, sport specific, learning side of the activities, they can also be used to deliver more formal education for school & authority campaigns.

The activities within the FanPark® are engaging and fun and can also be used as “out of classroom” learning environments.

FANPARK® CONTENT – Legacy Outcomes

- Planning, Feedback & Reporting



- Legacy Installations
- Sporting Footprint
- School / Community Developments

FANPARK® CONTENT – Legacy Outcomes

When modelling a FanPark® we can also design and cater for the reporting and deliver of Legacy Outcomes

Legacy Outcomes are essential to provide users, sponsors and hosts with the necessary information to deliver more value and events.

GLOBALGAMES ONLINE LTD
PO BOX 115
TIVERTON
EX16 9WZ

Tel: +44 (0)1494 782 743

grant@globalgamesports.com

www.globalgamesports.com

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

INDEX

To learn more about our company and some of the products and concepts that we can offer you, please click on the links below, or view our Show reel at:

<http://www.youtube.com/watch?v=amMsX3Ae4tl>

FanParks®

<http://www.youtube.com/globalgamesonline#p/u/7/nzmXp0SpBCs>
<http://www.globalgamessports.com/sportsfanpark/>

Product Development

<http://www.youtube.com/watch?v=4qYMTFzexik&feature=related>
http://www.globalgamessports.com/eventtools/new_products/eventtools_new_products.html

Project Management

<http://www.globalgamessports.com/site/ProjectManagement.html>

Event Activation

<http://www.youtube.com/watch?v=OTWjGoO-BWw>
http://www.globalgamessports.com/site/pdf/Event_Activation_Stock_List_2010.pdf

Education & Training

<http://www.globalgamessports.com/site/Education&Training.html>

MatchDay Promotions -

<http://www.youtube.com/globalgamesonline>
http://www.globalgamessports.com/site/MatchDayPromotions_Products.html