

Multi-Sport Activation - Case Study

from



GLOBALGAMES® SPORTS
THE SPORTS EXPERIENCE CONSULTANCY

Brief:

To create a “Showcase” event to introduce our partnership with Old Spitalfields Market for a “Summer Sports Slam” event in 2011.

Offering local business the opportunity to participate in a range of Olympic & Paralympic sports through 6 weeks, in a corporate challenge format.

The event was also used to present the capabilities and extent of Sports-Experience.com to combine Engaging & Fun Activities, Olympic & Paralympic NGBs and Athletes for all ages and all abilities.



Event:

We combined;

- An incredible venue
- 4 Sports: British Fencing; British Sitting Volleyball, British Handball; British Goalball
- Coaches, Athletes & Representatives from the sports;
- A wide range of Interactive Games & Sports Zones;
- A professional compere;
- An incredible Street Basketball Crew;
- Lots of Fun & Enthusiasm!



The Results:

- Substantial Press Coverage as a “feel good” story amongst other downbeat related stories
- Excellent exposure for venue and activation team for opportunities for “Summer Slam” event
- Over 150 enthused, invigorated and more knowledgeable children from local schools
- Increased “walk by” interest and knowledge of sporting / healthy activations and their availability
- Massively positive feedback from teachers, in relation to their children’s enthusiasm for these new (any) sports
- The basis of an incredible “blue print” for both corporate and school based activation around the Olympic & Paralympic games. Delivered through REAL participation and engagement.

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