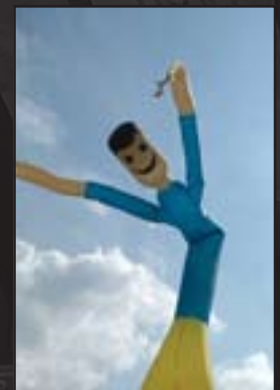


# UNITED RELIEF CASE STUDY from GLOBALGAMES™SPORTS THE SPORTS EXPERIENCE CONSULTANCY

**CLIENT:** Comic Relief and Manchester United Foundation

**BRIEF:** 'United Relief Live: The Big Red Family Day Out' is the first event of its kind, with live music acts, entertainment and a celebrity football match. Entertainment that is family friendly and fun is required to boost the atmosphere and excitement prior to the main event. Money raised will be given to the Sports Relief and Manchester United Foundation.

**OBJECTIVES:** GGS to provide a range of activities that are suitable for all ages and abilities. Working alongside the circus entertainment the staff will encourage visitors to participate in the free activities and join in the celebrations.



**GGs SOLUTION:** A range of activities namely the Basketball Bounce Shot, Target Cage and Cricket Bowling Cage. The England Photo Wall enables visitors to feel part of the team whilst having their picture taken.

**LOGISTICS:** The games were set up outside the ground by the pedestrian walkway to ensure maximum exposure and participation. Staff arrived at 9am to set up ready for the crowds to start arriving at midday. Power was supplied at the venue and the 3 GGS staff were able to operate and pack down the games afterwards.

**ROI:** A great opportunity to interact with visitors, raise the profile of the charities, their work and GGS. The event received both local and national press coverage and deemed a great success.

**STATISTICS:** 500 visitors enjoyed the games in the hour and a half available before the music performance.



**FEEDBACK:** 'We wanted to say a massive thank you for being involved in the United Relief Live Event on Saturday. The day was a huge success and the take up on the external events and the wandering acts was brilliant, all your activities seemed really busy! Thank you for being there it really helped to create a brilliant atmosphere and give people the chance to interact and have fun!! We hope you also had fun!

Thank you!! We hope to work with you again in the future.'