

Brief:

GlobalGames®Sports were engaged by ERC to provide ideas and concepts for the “FanZone” that was to be staged on the site of Cardiff Rugby Club beside the Millennium Stadium.

The aim was to provide a host of interactive activities for the event sponsors to “put their name too” and to provide the participating fans an exciting, engaging and appropriate pre-match event.



Event:

Ultimately the only sponsor to take up the opportunity afforded by this event was Adidas but, as pictured above, their activity looked incredible (using our hire games with their bespoke branding) and had a huge impact.

We also supplied the other interactive games and 2 x 2D Photo Walls (1 of each competing team) with the support and teamwork we created with ERC directly.

We also supplied an Event Manager and trained staff alongside volunteer opportunities for the remaining staffing posts.



* - for further information about our Rugby FanParks® or any of the activities mentioned, please call Grant on 07958 548 421

Feedback:

“I’m really happy with how everything turned out in the European Champions Village (FanZone) it certainly has raised the bar for future Finals!

I think we have buy-in from the top down in here, which will certainly help when meeting our Partners to discuss Twickenham 2012 and the European Champions Village activation.

I want to thank you for being so flexible in terms of budget...the games and photo walls went down a treat...I couldn’t have done it without your “big picture” thinking!”

Michelle Flanagan, Event Management Executive, ERC