

International Match Day - Case Study from GLOBALGAMES® SPORTS THE SPORTS EXPERIENCE CONSULTANCY

Brief:

GlobalGames®Sports were invited to create a FanPark® experience prior to the England v Mexico friendly match in 2010.

In a private location beside Olympic Way our activities were intended to run alongside a bar and catering facility to provide exciting and appropriate pre-match entertainment.

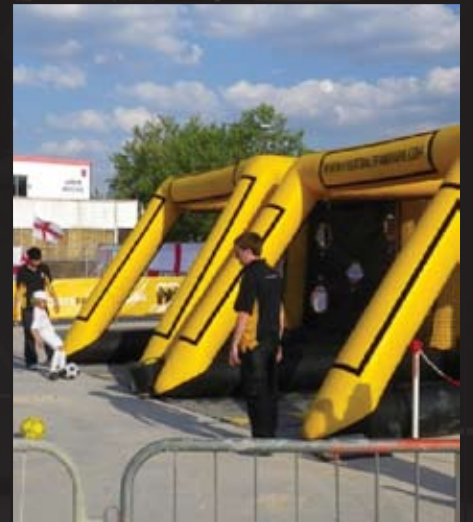
The games included were designed to be accessible and fun to all ages and abilities and to act as a test for future event activations.



Event:

To create this event we activated a variety of games, activities and display items from our extensive rental stock, including:

- Inflatable Entrance Arch
- Kit Kiosk
- 2 Bay Game Frame with Target Ball & Tyre Targets
- Inflatable Target Cage
- Inflatable Speed Cage
- 3D Football Photo Wall
- Full Event Management and Operation



The Results:

Within very restrictive operating hours by the police and Brent Council, the FanPark® was a massive success.

Over 400 people of all ages took part in the activity. Offering participants a one price entrance for free play on all activities proved to be very popular and saw participants coming back time and again.

The most popular activity was the "Soccer AM" style Target Ball closely followed by the 3D Photo Wall offering whole families the opportunity to be photographed together as a defensive wall.