



# RANGERS FC FAN ZONE

## Location:

- Ibrox Football Centre, 80 Hinshelwood Dr, Glasgow G51 2XP

## Dates:

- March 17<sup>th</sup> vs. Kilmarnock
- April 7<sup>th</sup> vs. Dundee
- 2 x additional dates (post-split SPFL fixtures TBA)

## Objectives:

- Improve the matchday experience
- Support and engage the local community

## Target Audience:

- Rangers FC fans
- Families
- Youth (millennials / Generation Z)

## \*Club Provision:

- Interactive games and activity
- Displays
- F&B outlets
- Seating and shelter
- Photo props and opportunities
- Player appearances
- Street Soccer Pitch
- Giveaways/Prizes
- Partner experiential
- Mascot appearances
- Entertainment incl. performers and music
- Retail

## Club Responsibilities:

- Branding
- Marketing & Communications
- Security including Health & Safety
- Staffing including stewarding
- Facilities including maintenance and upkeep

## Glasgow Life / Council Provision:

- Glasgow Life key messaging/activity (e.g. European Championships 2018)

## \*Glasgow Life/ Council Responsibilities:

- Supplier access including vehicular in advance and on selected dates
- Onsite storage provision and access in advance and on selected dates
- Onsite power provision and access on selected dates
- Working Grp. presence and input

## Next Steps:

1. Written approval from Glasgow Life/Council and other key stakeholders to proceed
2. Introduction to Ibrox Football Centre General Manager to be facilitated by Glasgow Life/Council

***\*Subject to site visit***



ITINERARY:	
<b>Friday</b>	
PM:	Set-up
<b>Saturday</b>	
09:00:	Set-up
12:00:	Opens
18:00:	Closes
18:30:	Pack-down
<i>*Subject to change</i>	

