



RANGERS FOOTBALL CLUB FAN VILLAGE

IBROX FOOTBALL CENTRE

PROPOSAL FOR GLASGOW LIFE

2017/18

EXECUTIVE SUMMARY

- Attending a sports event is no longer only about watching a sporting contest, but increasingly involves the 360° social experience associated with it. With constant access to information, and strong competition for the in-home experience, fans' demands continue to grow, and event organisers are expected to provide an enhanced live fan experience.
- The evolution of the match day experience means that organisers are tasked with creating a more engaging, and interactive environment. Fans are not just simple spectators, and sports facilities need to become highly adaptive entertainment destinations for before, during and after the event to accommodate this.
- The match experience no longer starts when fans sit down in their seats, but much earlier. This opens up a great opportunity for venues to become much more than just a place for fans to watch sports, and focus on providing whole-day entertainment.
- As part of our commitment to grow and improve the matchday experience and in partnership with Glasgow Life/City Council, Rangers Football Club propose a 'Fan Village' be deployed at the Ibrox Football Centre for home matches.

OUR PROPOSAL

- This area will host a wide array of activity to engage fans from all demographics including but not limited to; live music, player appearances, photo opportunities, interactive games and entertainment all in the shadow of the iconic Ibrox Stadium façade.
- Our objective is to give fans even more options on game day and improve the level of service we provide. The Fan Village will be free to enter and is exclusively only available to home supporters.
- It is recommended that the Fan Village open three hours before kick-off, creating a secure and managed area for fans to gather before the match and remain open after full-time for one hour to ease football at key transport links.
- Whilst this new space will be outdoor there will also be plenty of room under cover allowing fans to enjoy the experience through any weather conditions.
- All associated logistics and operation thereof will be arranged and borne by Rangers Football Club including but not limited to; maintenance and staffing.
- Rangers Football Club will endeavour to utilise the Ibrox Football Centre for additional Club activity out with the matchday including our Charity Foundation initiatives and Soccer Schools programmes.

PROVISION & ACTIVITY



Glasgowlife™

GLASGOW LIFE



PARTNER EXPERIENTIAL



RANGERS
CHARITY
FOUNDATION

CHARITY FOUNDATION



CLUB 1872



SOCCER SCHOOLS



FOOD & BEVERAGE

**All provision is subject to a site survey.*

PROVISION & ACTIVITY



SEATING



RETAIL



SCREEN DISPLAYS



INFLATABLES



SHELTER



PHOTO OPPORTUNITIES

**All provision is subject to a site survey.*

PROVISION & ACTIVITY



MASCOTS



ENTERTAINMENT



STREET SOCCER PITCH



PLAYER APPEARANCES



INTERACTIVE GAMES



LIVE ACTS

**All provision is subject to a site survey.*

CONSIDERATIONS

**For discussion*



Operation



Power



Infrastructure



Planning



Marketing



Storage



Staffing



Maintenance



Security



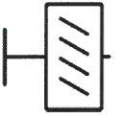
License(s)



Access



Health & Safety



Signage



Disability



Weather



Footfall



Facilities



Smoking

PROPOSED LAYOUT



OUR COMMITMENT

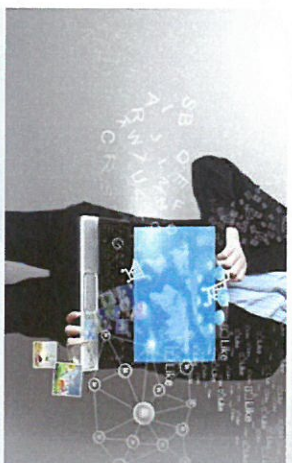
- As part of the relationship, Rangers Football Club will endeavour to integrate and support the local community, providing a platform and experiential space within the Fan Village for Glasgow Life/City Council and the Club's Charity Foundation to communicate their programmes and initiatives.
- The Club will support key Glasgow Life/City Council messaging and events (e.g. Glasgow 2018) via the provision of Club associated marketing assets and inventory. We can offer assets combining state of the art marketing propositions in addition to the traditional.



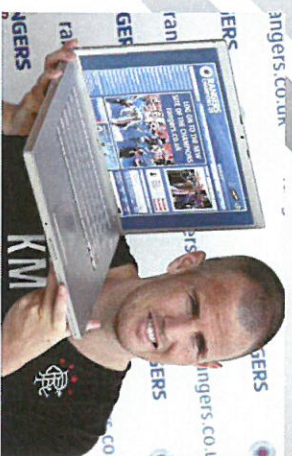
OUR COMMITMENT



MATCHDAY FAN VILLAGE



DATABASE ACCESS



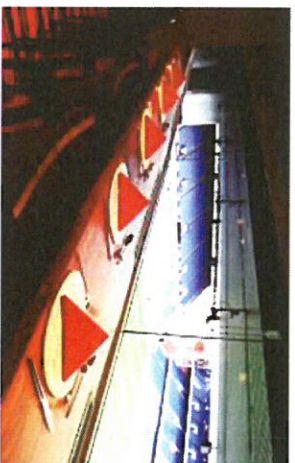
WEBSITE ADVERTISING



SOCIAL MEDIA



GA MATCH TICKETS



MATCHDAY HOSPITALITY



STADIUM TOURS



MASCOT ALLOCATION



HALF-TIME ACTIVITY



MATCHDAY EXPERIENTIAL



PLAYER APPEARANCES



SIGNED MEMORABILIA

OUR COMMITMENT



NETWORKING EVENTS



VENUE HIRE



JUMBOTRONS



BEHIND THE GOAL LED



POSTER SITES (INT. & EXT.)



PERIMETER STATIC BOARDS



CONCOURSE DISPLAYS

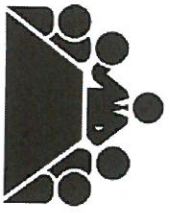


MATCHDAY PROGRAMME



COACHING PROVISION

ROADMAP



INTRODUCTION



PLANNING



LAUNCH



REVIEW

JAN

FEB

MAR

APR

MAY

JUN

PLANNING



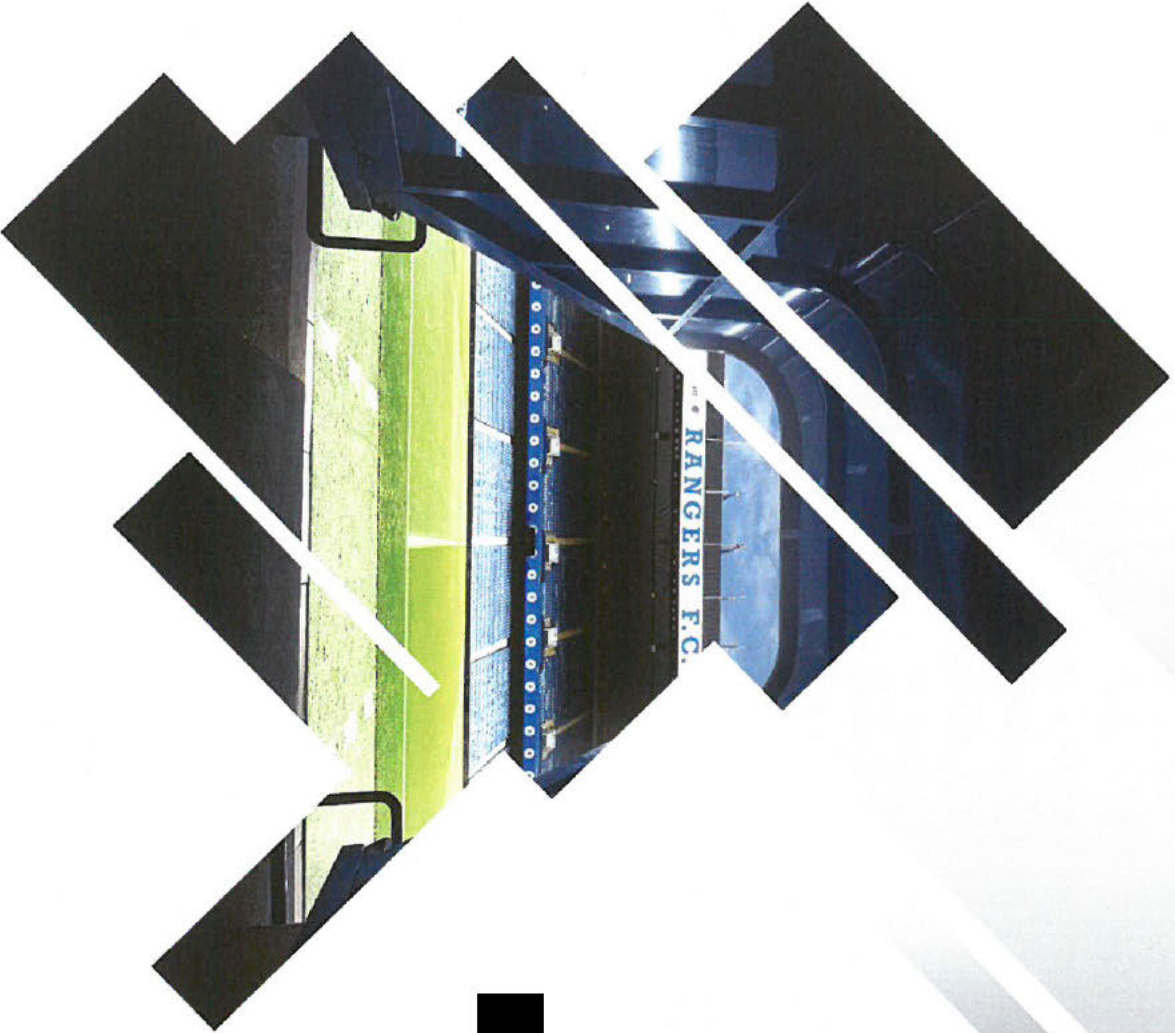
March 17th



April 7th

2 'post-split' matches

EVALUATION



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