

# STADIUM OPERATIONS

The image shows a menu for 'STADIUM OPERATIONS' with five options. The background is dark grey with a repeating pattern of various football-related icons like trophies, shields, and balls. The menu items are arranged in a row, each in a dark grey rectangular area separated by thin white diagonal lines. The last item, 'BEER GARDENS', is highlighted with a red background and a more detailed pattern of football-related icons.

**STADIUM  
MAPS**

**MATCH  
MANAGER  
ROLE**

**MAN OF THE  
MATCH**

**CONCESSIONS**

**BEER  
GARDENS**

# BEER GARDEN OVERVIEW

BUD has the right to build a commercial display at the dedicated zones around the four stadiums with a maximum footprint of 14m x 14m.

There's two versions of brand zones, two full versions for Moscow and Saint Petersburg and two light versions for Kazan and Sochi.

The zone opens 3 hours before the start of the match (4 hours before the start of the match on opening match and final match). Closes 20 minutes before the start of the match

## Project Manager

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Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

# BEER GARDEN MOCK UPS

Full Version for Moscow and Saint Petersburg



Light Version for Kazan and Sochi



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# BEER GARDEN FULL VERSION MOCK UPS



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# BEER GARDEN LIGHT VERSION MOCK UPS



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# BEER GARDEN ACCESS

## General Admission

Fans can gain entry to each beer garden with tickets to the match and a fan ID

## VIP Access

The access to the VIP zone is controlled by a security guard

Two ways of getting access to the VIP zone:

1. Be invited as a guest to our VIP zone (guests, celebrities) and have a bracelet
2. Fans can get access to the VIP zone by participating in our Beer Pong activation, share results on social networks with #BUDFCC2017 hashtag.



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# BEER GARDEN BUD GIRLS



- Bud Girls will be onsite to interact with consumers at the stadium
- Uniforms include Bud sweatshirts and skirts
- Bud Girls interact with fans to encourage them to engage in Beer Garden games, as well as try to win premiums
- Guest may take pictures with the Bud Girls.

# of staff	Activations and Responsibilities
2	VIP Area - Pictures and activations
2	Man of the Match Display – Pictures with guests
2	Beer Pong Activations
2	Pin Ball (Finger Ball) Activations



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