

# OPERATIONS

**STADIUM  
MAPS**

**MATCH  
MANAGER  
ROLE**

**SOLE &  
EXCLUSIVES**

**COMMERCIAL  
DISPLAY AREA**

**FIFA FAN  
FESTS**



# FIFA ACTIVATION SPACE

Each of the 11 Host Cities for the FIFA World Cup will feature an official FIFA Fan Fest. These massive public events for matches are open every day there is play and cater towards the fans that are not attending the matches in stadium

Crowds will attract predominantly Russian fans, but also draw international crowds due to their iconic locations within high tourist attraction areas within Russia.

Each sponsor is granted an activation space, similar to the stadiums, to engage with fans onsite.

Different to stadiums, these areas are large in nature and allow room to extend past the contractually allocated activation spaces.

**Sponsor allotment: 10x10 meter space**



# ACTIVATION OVERVIEW

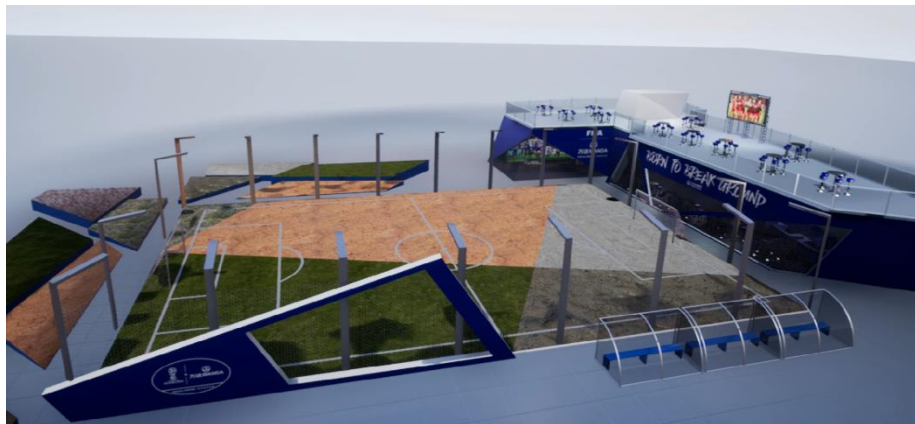
During the FIFA World Cup, we will utilize the FIF Fan Fests activation space to take what we have done in China and continue to inspire fans from around the world. This is also set to inspire and discover the next football generation in Russia.

We will utilize this area as a way to entertain VIP guests as well as play host to our Wanda FWC 11, who will play against local teams in Russia.

This will be both a visible way to showcase Wanda's link to football, as well as showcase our architectural and construction knowhow in a future facing way.



# MOCK UPS





# ACTIVATION ELEMENTS

## STRUCTURE

1. The pitch is made up of 5 different playing surfaces that have been inspired by our groundbreakers.
2. Inside space is a exhibition of football & design, complete with viewing areas, giant LED screens, foosball tables and more.
3. The VIP seating area on top of the pitch will give guests the ability to view the action on our Wanda field as well as be in full view of the giant FIFA Fan Fests screens to watch live match play.
4. #breakground : consumers onsite will be encouraged to share content onsite using our universal campaign slogan to continue the conversation worldwide.

