

ACTIVATIONS

**CLUB
BUD**

**BUD
BOAT**

**PUBLIC
VIEWINGS**

CLUB BUD SCHEDULE



RUSSIA VS NEW ZEALAND

JUNE 17th 2017

16.30 DOORS OPEN
17.10- 17.55 BUD45
17.55 - 18.00 ANTHEMS
18.00 - 18.45 FIRST HALF
18.45 - 19.00 HALF TIME
19.00 - 19.45 SECOND HALF
19.45 - 01.00 AFTERPARTY
DJ 1: Target DJ 2: Mistajam
Estimated VIPs: 129 pax

RUSSIA VS PORTUGAL

JUNE 21st 2017

18.30 DOORS OPEN
20.10 - 20.55 BUD45
20.55 - 21.00 ANTHEMS
21.00 - 21.45 FIRST HALF
21.45 - 22.00 HALF TIME
22.00 - 22.45 SECOND HALF
22.45 - 02.00 AFTERPARTY
DJ 1: The PartySquad DJ 2: Diztortion
Estimated VIPs: 166 pax

MEXICO VS RUSSIA

JUNE 24th 2017

16.30 DOORS OPEN
17.10- 17.55 BUD45
17.55 - 18.00 ANTHEMS
18.00 - 18.45 FIRST HALF
18.45 - 19.00 HALF TIME
19.00 - 19.45 SECOND HALF
19.45 - 01.00 AFTERPARTY
DJ 1: MightyFools DJ 2: Cesquax
Estimated VIPs: 111 pax

FCC FINAL

JULY 2nd 2017

18.00 DOORS OPEN
19.25 - 20.55 BUD90
20.55 - 21.00 ANTHEMS
21.00 - 21.45 FIRST HALF
21.45 - 22.00 HALF TIME
22.00 - 22.45 SECOND HALF
22.45 - 02.00 AFTERPARTY
DJ 1: Sidney Samson DJ 2: Lady Bee
Estimated VIPs: 150 pax

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

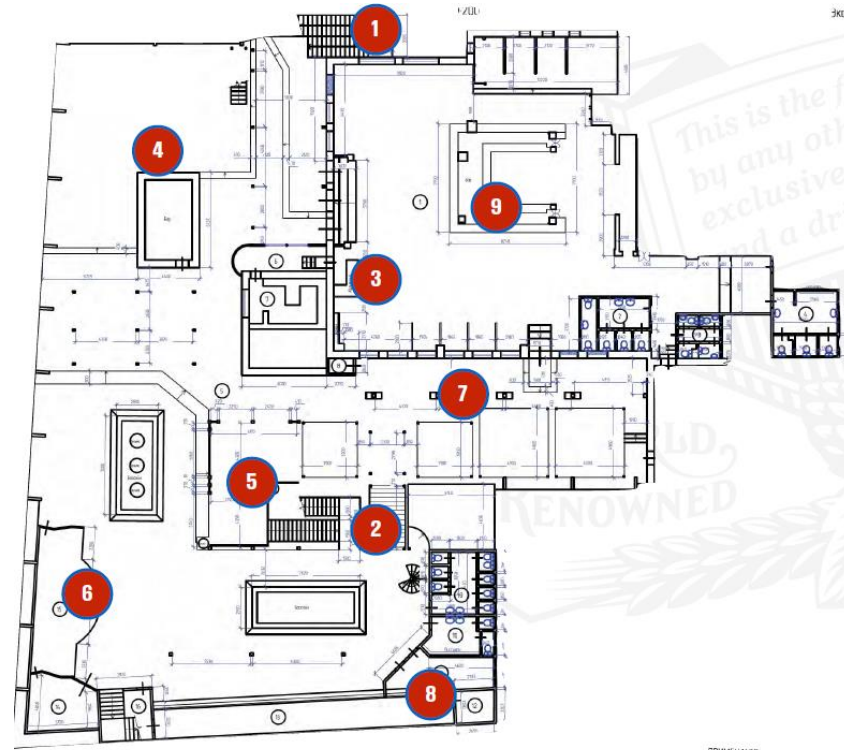
Host City Public Viewings

VENUE

Gipsy is a unique place that has become iconic, fashionable and one of the most top venues in Moscow night life in the last 5 years.

Gipsy has:

- Summer terrace with a classy view on Moscow
- Multiple dance floors
- 40 tables
- 320 seats
- 4 VIP balconies
- Professionally prepared stage
- Clair brothers high quality sound
- A mobile roof that react to weather changes



1. MAIN ENTRANCE
2. VIP ENTRANCE
3. CLOACKROOM
4. THE GARDEN
5. CABANA'S
6. STAGE AREA
7. CHINA TOWN
8. UPPERDECK
9. OLD GIPSY

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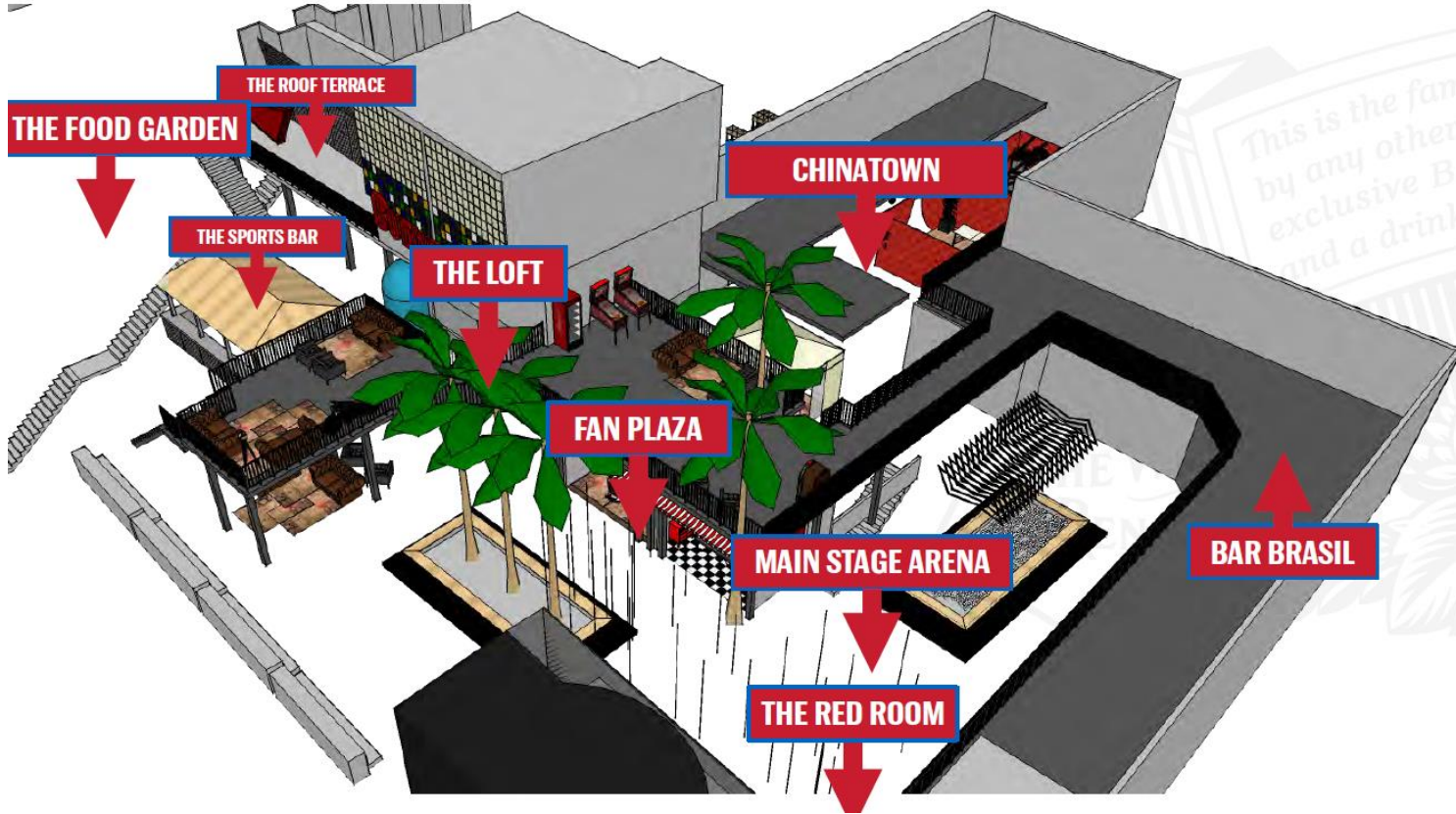
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VENUE - FLOORPLAN



THE FOOD GARDEN:

1. BOW TIE
2. SPORTSBAR
3. BUDS & BURGERS

THE LOFT

4. TBFY/MURAL
5. ARCADE

FANPLAZA

6. BARBER
7. PARLER
8. MERCH SHOP
9. ARTIST ROOM

MAIN STAGE ARENA

10. BOW TIE CHANDELIER
11. LED BOARDING
12. STAGE
13. THE BAR
14. DANCE STAGE

CHINATOWN

15. MASSAGE ROOM
16. SPEAKEASY BAR

THE OLD GIPSY

17. CLOACKROOM
18. BAR
19. STAGE

UPPERDECK

20. BAR BRASIL

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VENUE - MOCKUPS



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RUN OF SHOW



VIP ENTRANCE RITUAL:

After your ticket has been scanned our hosts welcome you in with a complementary Bud. They will be greeted by a football commentator giving them compliments on their way in.

PHOTO WALL

After our guest have received their complementary Bud we will invite them to have their picture taken at the projected Photo Booth.



WARM UP DJ

Before the Confed programme starts the DJ slowly warms up the crowd.

ENTRANCE RITUAL

PHOTO BOOTH

GEAR UP FOR THE CONFED CUP

WARM UP ENTERTAINMENT

NO BULLSHIT FOOD & BEER EXPERIENCE

MAIN ENTRANCE RITUAL:

After your ticket has been scanned. Our hosts welcome you in with a complementary Bud. some of the Guests will be asked to take part in the Fandom scan. This were we find out if our guests have a true football heart.



GEAR UP FOR THE CONFED CUP

Prior to the kick off our two hosts hand out BUD Merchandise to get you game ready.



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RUN OF SHOW



16.30 - 17.00

BUD15/45/90

Once all crews of the evening take place behind the decks, the back to back session starts by getting the audience hyped up for kickoff. Each crew gives their best in order to get the energy to boiling point.



ANTHEM KARAOKE:

We will sing the national Anthems of the teams together.

BUD15/45/90 STAGE ENTRANCE

BUD15/45/90

TRANSITION RITUAL

KICK OFF

NO BULLSHIT FOOD & BEER EXPERIENCE

TEAM ENTRANCE:

Our hosts takes the stage and announces the BUD15/45/90 and participating Crews. The Scratch DJ start in the entrance Music the Dj's enter the location opposite to each other supported by their entourage flags and VJ content as spotlight follows them making their way to the stage.



TRANSITION RITUAL

To create a transition towards the kickoff. The Hosts takes the stage and Thanks everybody for their energy.

(The crowds sings you'll never walk alone which transforms into one last epic ?



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RUN OF SHOW



18.00 -18.45

HALF TIME SHOW

High energy DJ set to hype up the crowd.
Amplifying the energy of the crowd of
compering them with



CLOSING:

After the game we will have a high energy closing
party.

FIRST HALF

HALF TIME

SECOND HALF

CLOSING

NO BULLSHIT FOOD & BEER EXPERIENCE

18.45 - 19.00

FIRST HALF:

Kick off!!! During the first Half the DJ's will anticipate
on the Game. Spinning their magic after goals.



SECOND HALF

During the game we will use sound & special fx after
goals.

19.45 - 23.00



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