

OPERATIONS

**STADIUM
MAPS**

**MATCH
MANAGER
ROLE**

**SOLE &
EXCLUSIVES**

**COMMERCIAL
DISPLAY AREA**

**FIFA FAN
FESTS**



PLAYER WARM UP WALK OUT

How it works?

- A new S&E program, Wanda guests will escort players out from the tunnel to the pitch for their pre-match warm out
- Consumers will have the opportunity to watch warm ups from the pitch, then return to their seat once players go back through the tunnel

Group Stage Activation

- The Wanda XI representatives will experience the walk outs in key matches in Moscow & St. Petersburg
- If there are important matches to the China football community in additional Host Cities, Wanda will evaluate presence onsite

Knock Out Rounds

- The winners of the #breakdground program will be all matches in the knock out rounds starting with the Quarter Finals



FLAG BEARER PROGRAM

How it works?

- Wanda children representatives onsite will execute the flag bearer program
- Local Russian youth football leagues will be chosen and hosted in each Host City to execute the program
- Wanda will work with the Host City committees in each Host City to determine potential youth clubs to reward, thus creating a lasting legacy within Russia for football development



POST MATCH BENCH TOUR

How it works?

- Post match, Wanda guests are able to enter onto the pitch and take pictures from the official team benches
- They are able to get a bird's eye view of the stadium from the player's perspective & a behind the scenes tour

Group Stage Activation

- Wanda will create an employee incentive program whereas the “gifts” are tickets and the post match experience
- This will be part of Asia's global commitment to creating a better work life balance in their home countries

Knock Out Rounds

- Hospitality guests from executive teams will be hosted onsite
- They will attend matches from the Quarterfinals on



OCTAGON HOST CITY MANAGER CHECKLIST

MATCH DAY -1

Meet with FIFA Marketing Venue Managers

- Determine meeting location & time experiences
- Confirm credentials to be supplied at time of meeting
- Review staging areas in the in Media Flash Zone
- Confirm translation logistics

Flag Bearer Rehearsals

- Guest check in
- On pitch practice with National Anthem music
- Uniform distribution to youth players
- Confirm meeting location & operations for match day

MATCH DAY

Player Warm Up Walk Out

- Check guests in when gates open
- Distribute credentials
- Escort to FIFA staging area
- Escort guests out of the restricted areas

Flag Bearer

- Check guests in when gates open
- Distribute credentials
- Escort to FIFA staging area
- Escort group to seats once match begins

Flag Bearer

- Check guests in when gates open
- Distribute credentials
- Escort to FIFA staging area
- Escort group out of stadium to transport meeting point