

# ACTIVATIONS

**CLUB  
BUD**

**BUD  
BOAT**

**PUBLIC  
VIEWINGS**

# PUBLIC VIEWING OVERVIEW



## Public viewing events include:

- Projector & big screen
- Bar & screen branding
- Entertainment elements
- Promo staff
- Second screen

## Events locations:

- Moscow – Red Club
- Moscow – Strelka Bar
- Kazan – Snob Lounge Bar

## Project Manager

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Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

# PUBLIC VIEWING SCHEDULE



## Moscow

### Location:

Red Club  
Bolotnaya Embankment 9, blg. 1  
Moscow, Russia

### Capacity:

700 pax – Red Club

### Days of events:

TBC

### Entrance mechanics:

Free entrance

### Main activities:

FCC 2017 Public viewing  
Contest mechanics

### Website:

<http://red-msk.ru/>

## Moscow

### Location:

Strelka Bar  
14 Bersenevskaya Embankment,  
Bldg. 5, Moscow, Russia

### Capacity:

250 pax – Strelka Bar

### Days of events:

June 28th  
June 29th  
July 2nd

### Entrance mechanics:

Free entrance

### Main activities:

FCC 2017 Public viewing  
Contest mechanics

### Website:

<http://www.strelka.com/en/bar>

## Kazan

### Location:

Snob Lounge Club  
Kremlevskaya Embankment,  
Kazan, Russia

### Capacity:

200 pax

### Days of events:

June 24th  
July 2nd

### Entrance mechanics:

Free entrance

### Main activities:

FCC 2017 Public viewing  
Contest mechanics

### Website:

[https://vk.com/snob\\_bar](https://vk.com/snob_bar)

\*Please note that these contents are not finalized and may be subject to change

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