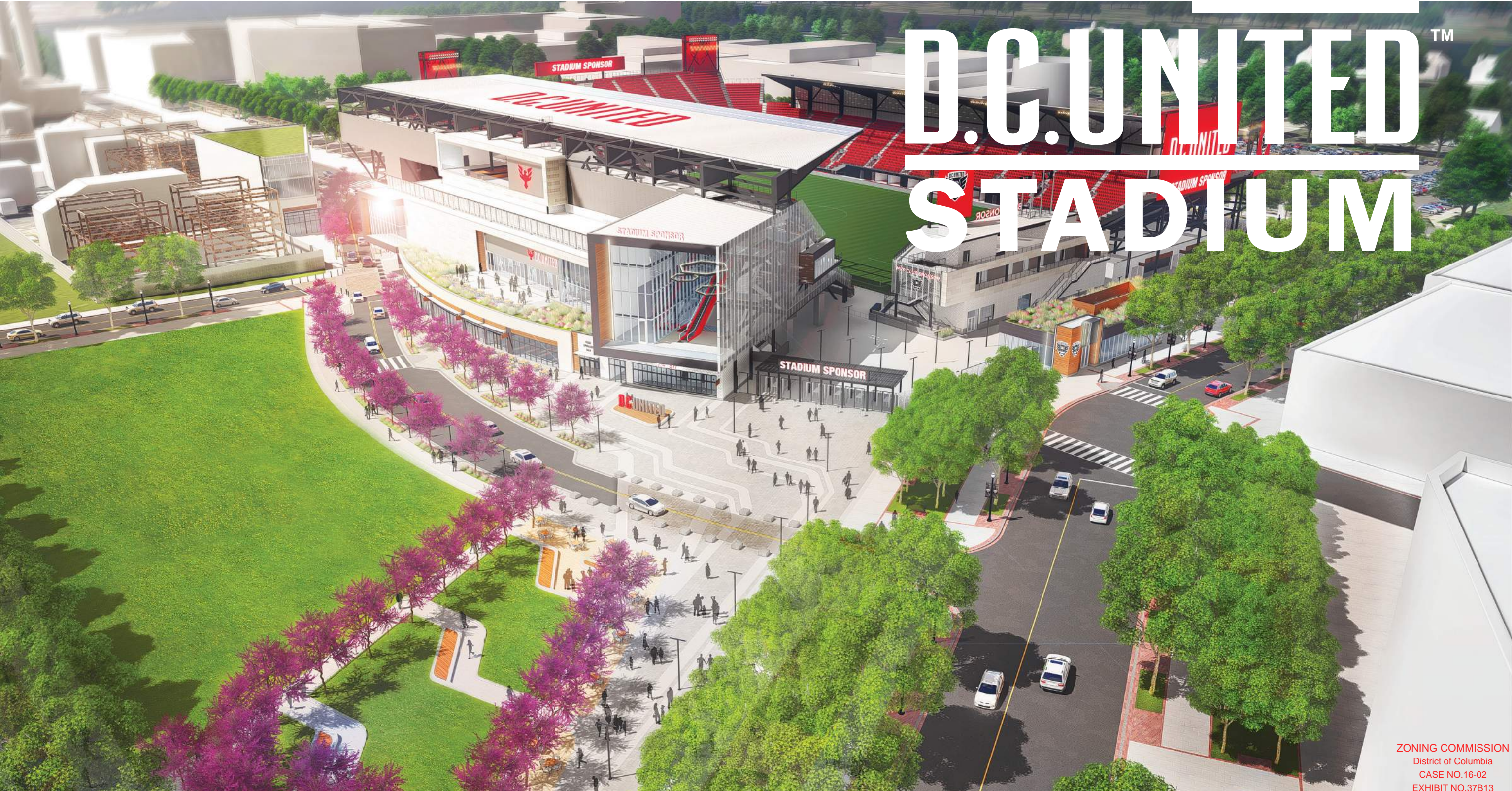


D.C. UNITEDTM STADIUM



SECTION

05

A PLACE TO BE UNITED:

FAN EXPERIENCE

NEIGHBORHOOD
EXPERIENCE

- 5.01 FAN EXPERIENCE + ACTIVATION MATCH-DAY
- 5.02 FAN EXPERIENCE + ACTIVATION MATCH-DAY
- 5.03 FAN EXPERIENCE - 1ST STREET ACTIVATION
- 5.04 FAN EXPERIENCE - PLAZA ACTIVATION

- 5.05 NEIGHBORHOOD EXPERIENCE + ACTIVATION NON-MATCH-DAY
- 5.06 NEIGHBORHOOD EXPERIENCE + ACTIVATION NON-MATCH-DAY
- 5.07 NEIGHBORHOOD EXPERIENCE - MOVIE NIGHT
- 5.08 NEIGHBORHOOD EXPERIENCE - LIVE MUSIC

FAN EXPERIENCE

FAN MATCHDAY PLAZA OVERVIEW

To a large segment of D.C. United fans and supporters, the tailgate experience at Lot 8 at RFK Stadium has been as important to them as the match inside the stadium. In looking to a new stadium, they have made it known that they expect the team to provide a space for a similar experience. The Fan Matchday Plaza will fulfill that request.

The plaza will function as a meeting spot and the beginning of the fan experience on matchdays. It will also enable sponsors to activate and expand their direct interaction with fans. The primary components of the Matchday Plaza will be:

Food & Beverages

- Food Vendors – featuring stadium concessions and local food trucks
- Beer Garden – featuring local craft brews (Blue Jacket, Atlas, DC Brau)
- Seating areas – high boys, pub tables, picnic tables

Live Music

- Local band/DJ showcase – a continuation of the success at the RFK Lot 8 Tailgate of creating an opportunity for local bands/DJ's to perform in front a large gathering.

Live Pregame & Post-game Show Broadcast

- The Plaza will include a broadcast set for live pregame and postgame shows, enabling fans to provide the energetic backdrop, as popularized by College Gameday.

Merchandise

- No soccer experience is complete without a scarf or jersey. Fans will have the opportunity to ensure that they enter the stadium dressed to support the home club.

Partner Activation

- Corporate Partner stations will be set up to engage and interact with fans. Past activations have featured opportunities to enter to win merchandise and experiences as well as interactive displays such as the Adidas Kick Cage and Wells Fargo Done Challenge. A vehicle sponsor could display a car (Mazda, Volkswagen).

Kids Zone

- Stations geared towards the youngest fans will include face painters and autographs/photo opportunities with Talon, our official mascot. An official kids club will also operate from this area.

Fun & Games

- Fans will enjoy such pregame activities as cornhole, bocce, giant jenga and soccer tennis. New soccer-related games such as soccer billiards and soccer darts will also be featured. And no interactive area would be complete without game consoles and large screens for fans to play EA Sports FIFA video game.

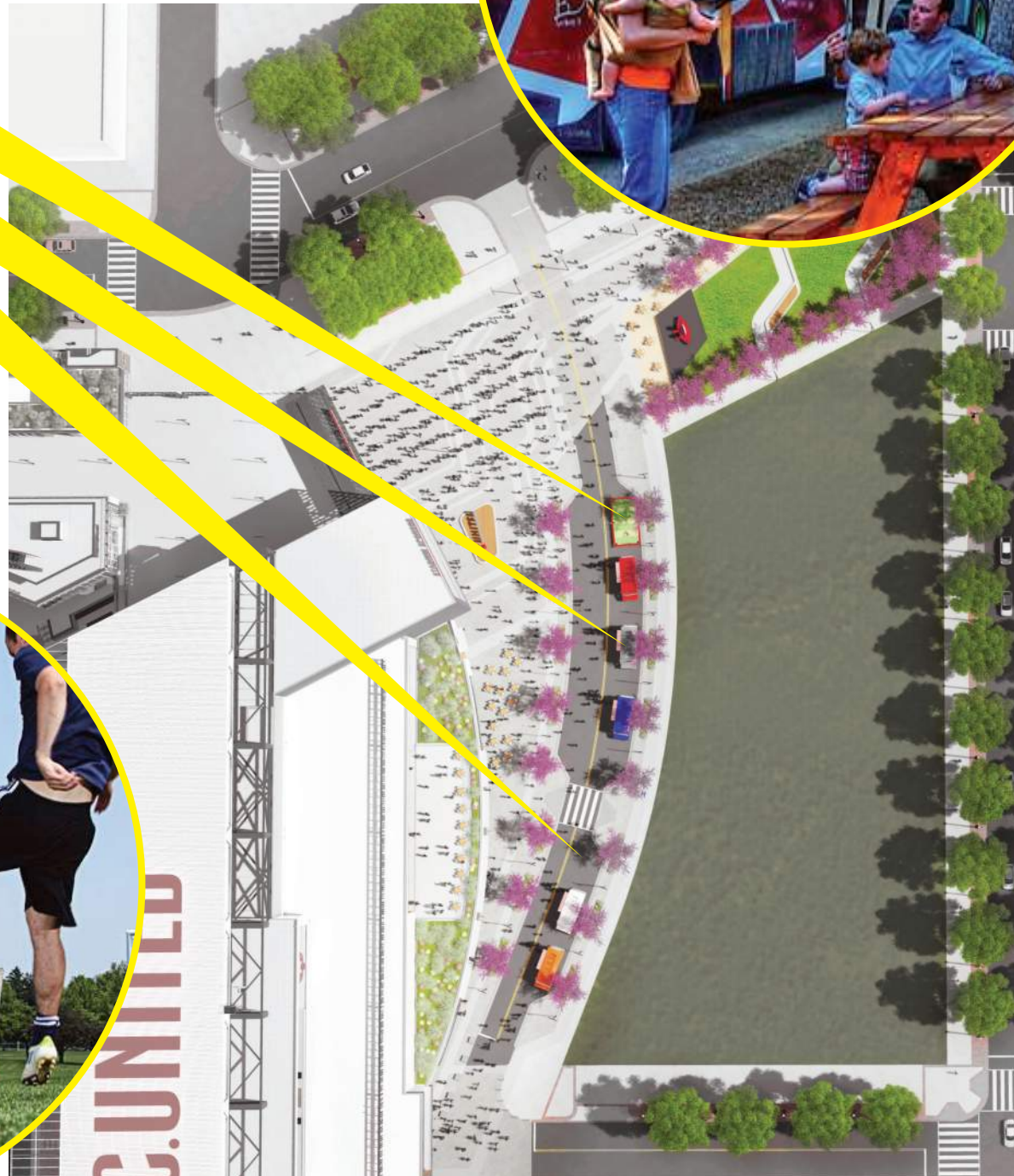


1ST STREET ACTIVATION

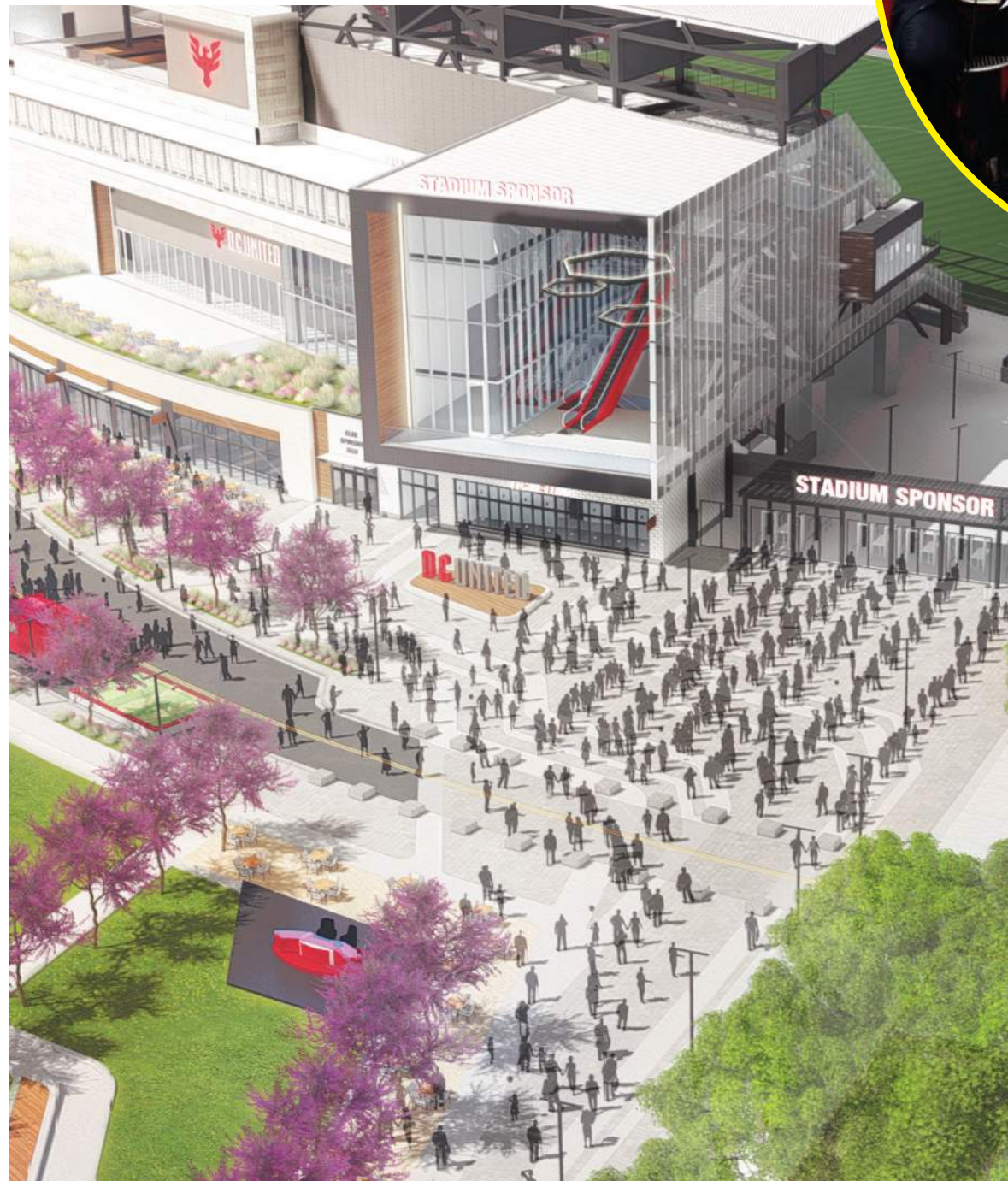
YARD GAMES

FOOD TRUCKS

PARTNER ACTIVATION



PLAZA ACTIVATION



BROADCAST

LIVE MUSIC



NEIGHBORHOOD EXPERIENCE

NEIGHBORHOOD NON-MATCHDAY EXPERIENCE AND ACTIVATION

As important as the matchday fan experience is, we cannot overlook the importance of the stadium being a friendly neighbor. The stadium is seen as a catalyst for future development but also serves as a key landmark for the existing neighborhoods to the north. For this reason the design has incorporated a number of key features to serve as a positive resource and a place to gather in the Buzzard Point neighborhood.

Fundamentally, the plaza is divided into two areas, the passive park and the gateway to the stadium. The park creates quality open space that will anchor the community while creating a sense of space and belonging. This plaza aims to be the heart of the Buzzard Point community 365 days a year.

Terraced Green Space

- The park is designed to create a sense of gathering. Lined with tables and chairs, this divide creates a barrier between the park relaxation and the plaza circulation. The terraced nature of the park, through seat walls and large benches, creates ample opportunity for gathering anytime of the week.

Community Events

- Throughout the year the park can be used as a gathering area for Live Music, Movie Nights, and other festivals. The terraced design creates a natural focus off of 1st Street, the perfect location for a stage or inflatable movie screen.

Flexibility

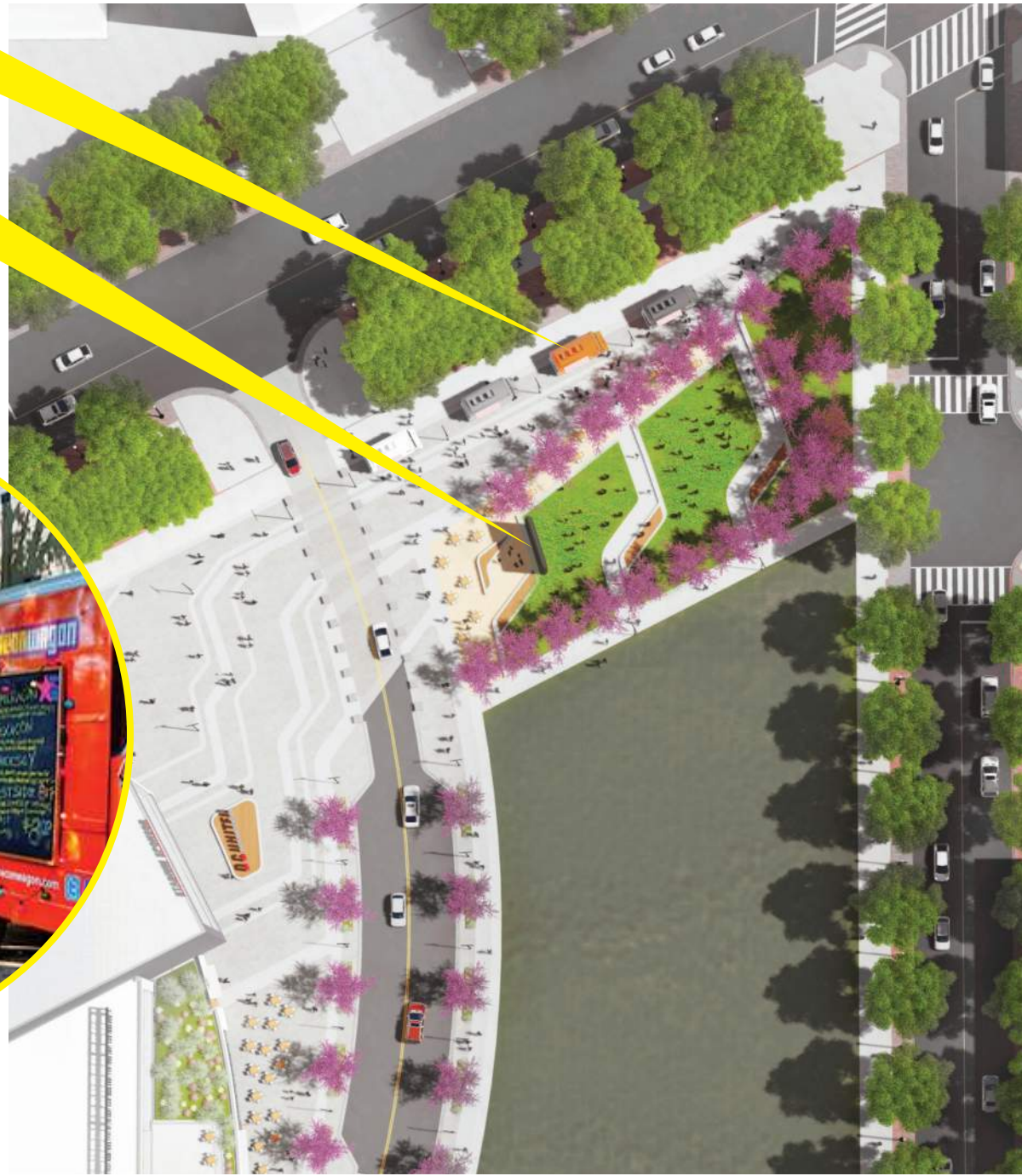
- In the design of the public spaces the design team focused on creating designated areas of leisure and green space and open hardscape space so that a plethora of community events can take place. The plazas are designed to support food truck hot spots, pregame and postgame activities, community gatherings, farmers markets. The key was to provide enough structure so the space could function without an event or with any type of event.

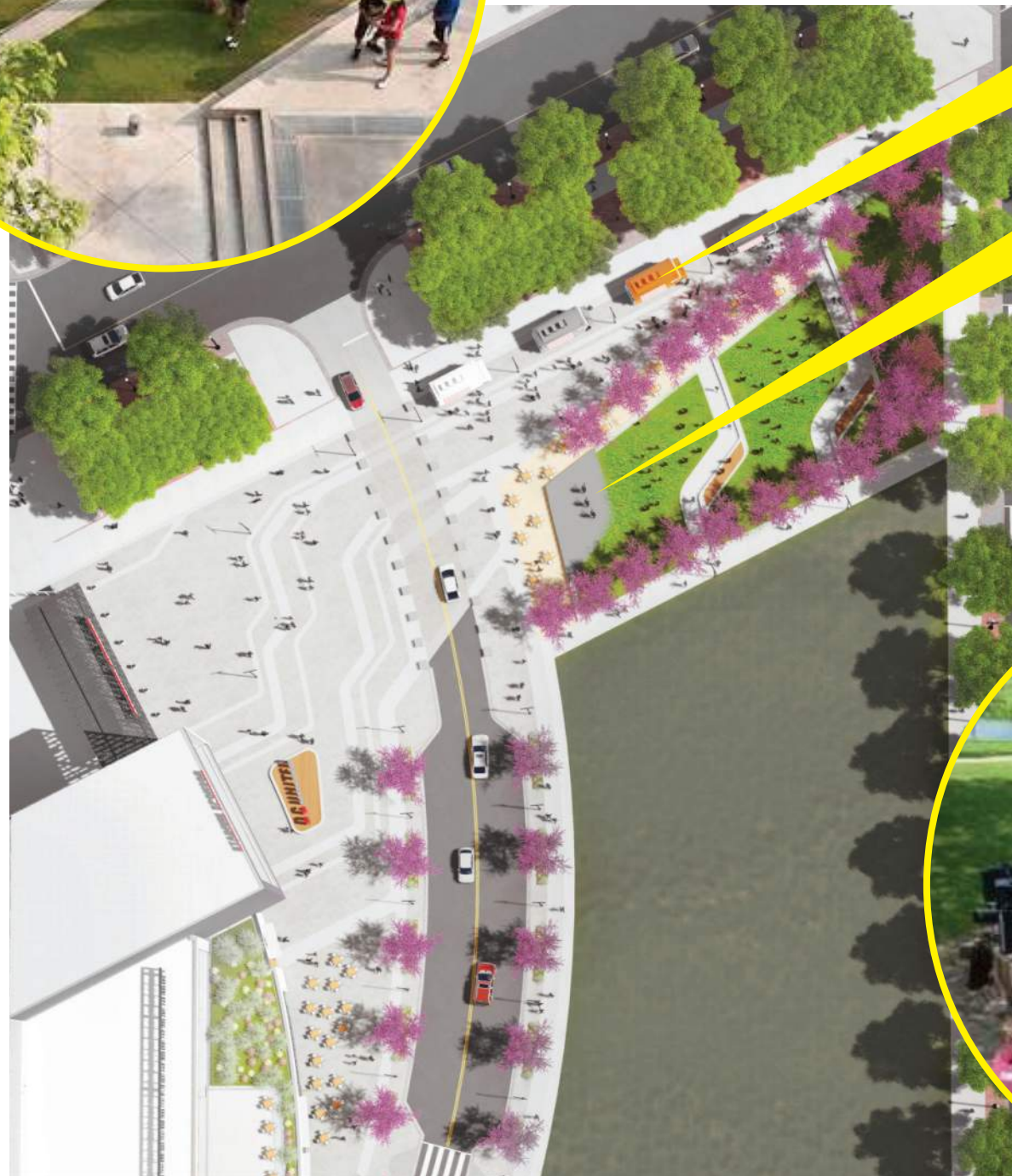


MOVIE NIGHT

FOOD TRUCKS

MOVIE SCREEN





LIVE MUSIC

FOOD TRUCKS

STAGE