

FAN EXPERIENCE + ACTIVATION MATCHDAY

NEW D.C. UNITED STADIUM – 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 & Postgame Show Broadcast

- The Plaza would 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 would also operate from this area.

Fun & Games

- Fans would enjoy such pregame activities as cornhole, bocce, giant jenga and soccer tennis. New soccer-related games such as soccer billiards and soccer darts would 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.



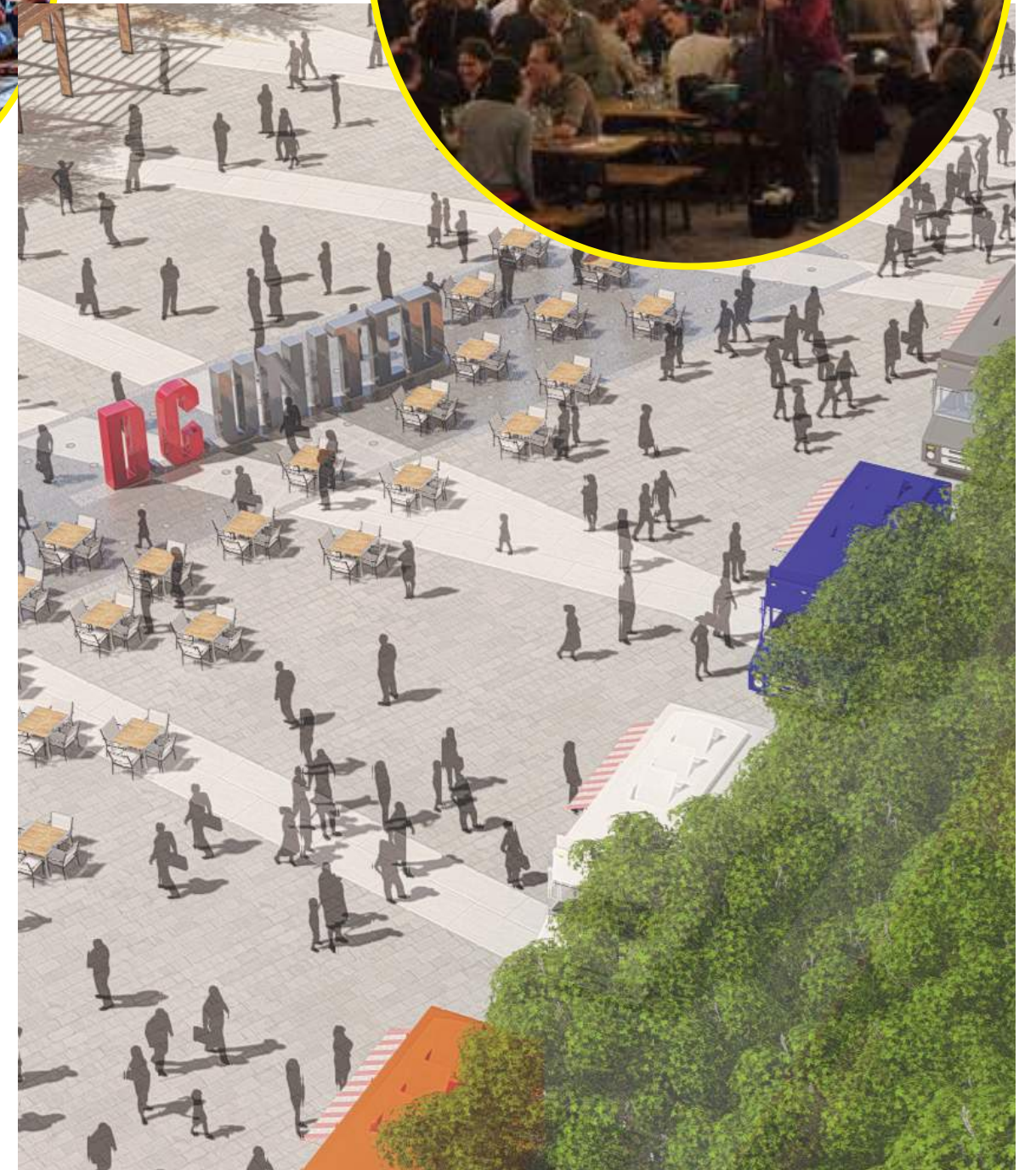
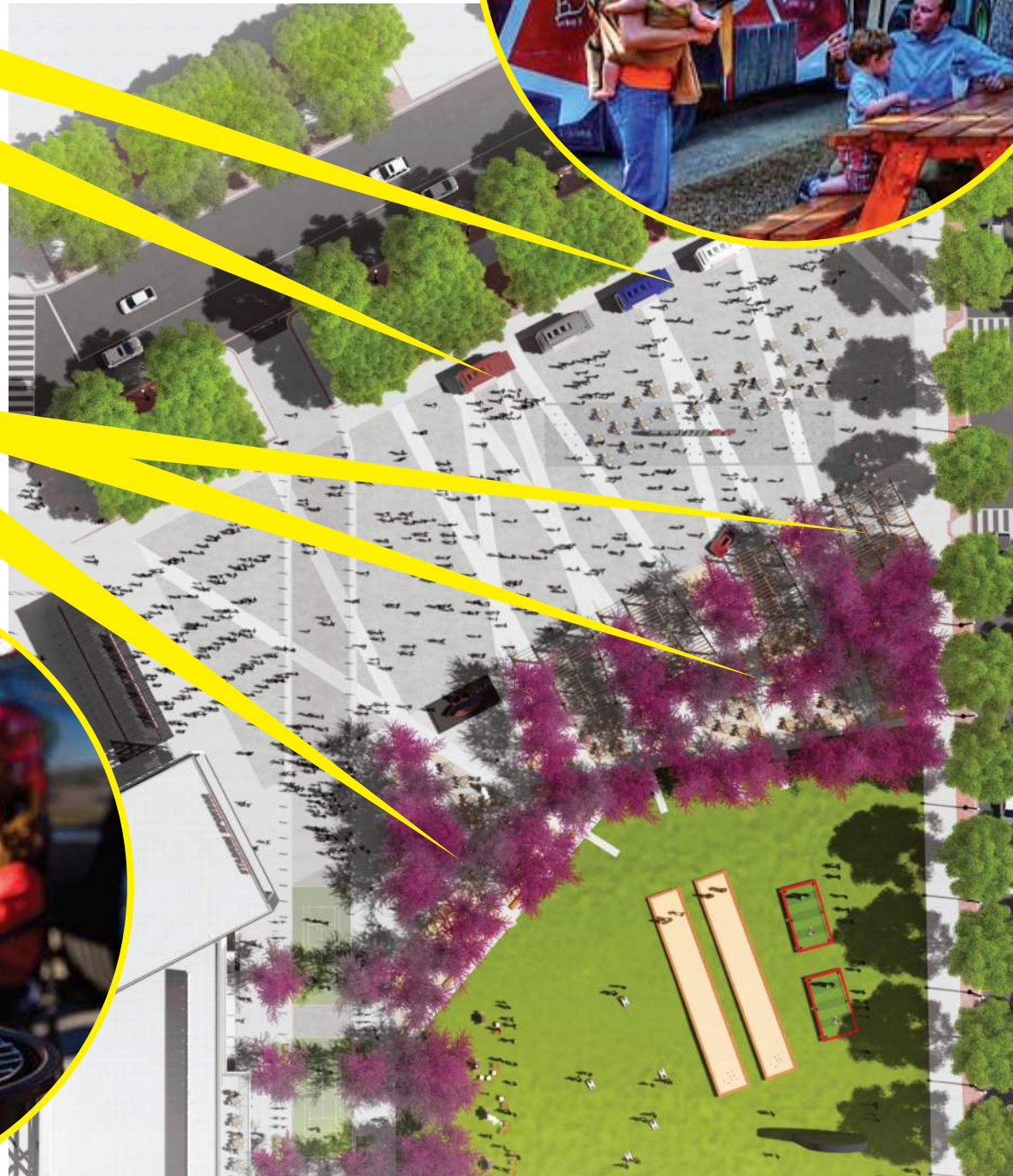
FOOD AND BEVERAGE & MERCHANDISE

FOOD TRUCKS

MERCHANDISE

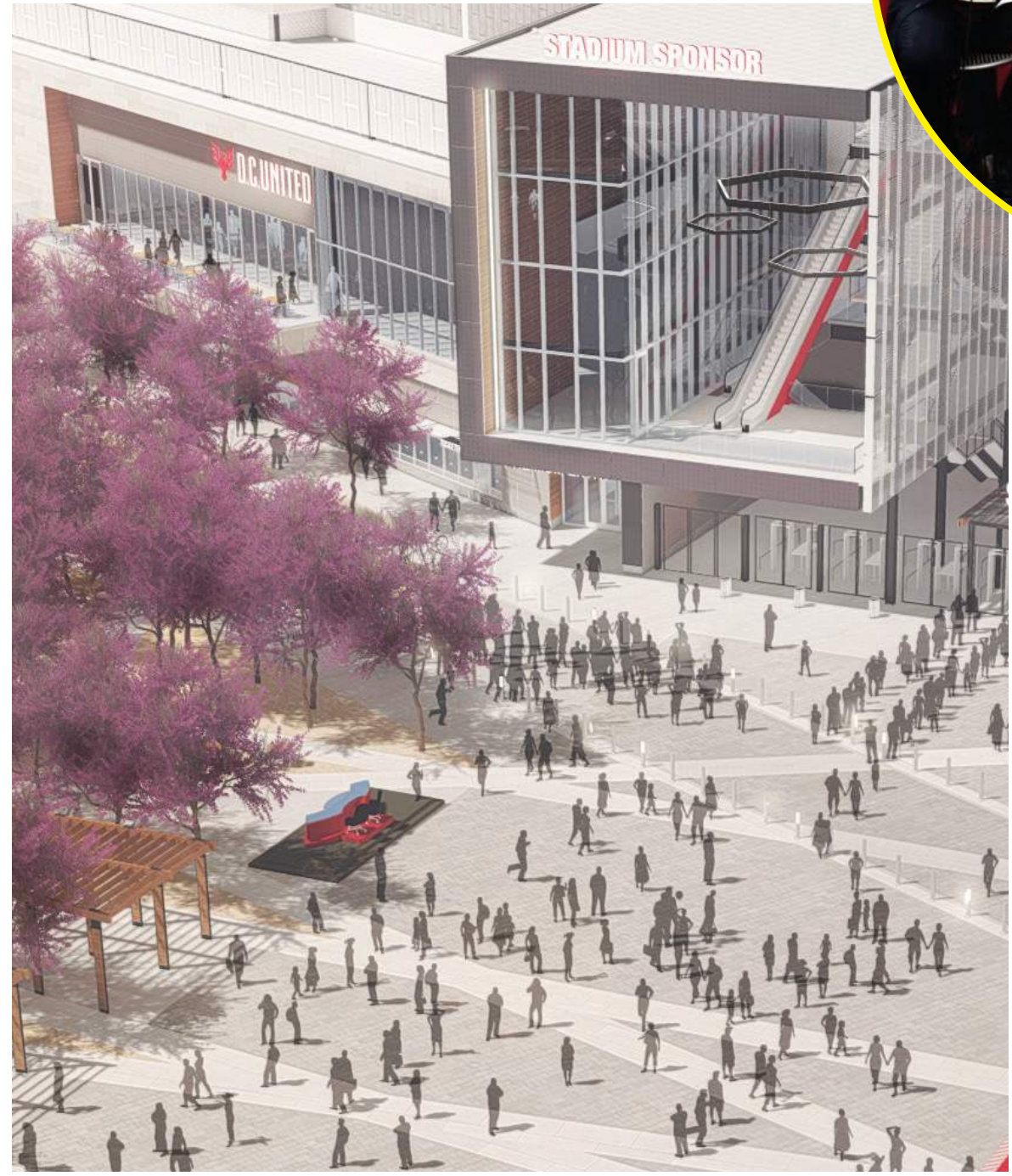
BEER GARDEN

TAILGATE





LIVE MUSIC & BROADCAST



LIVE MUSIC

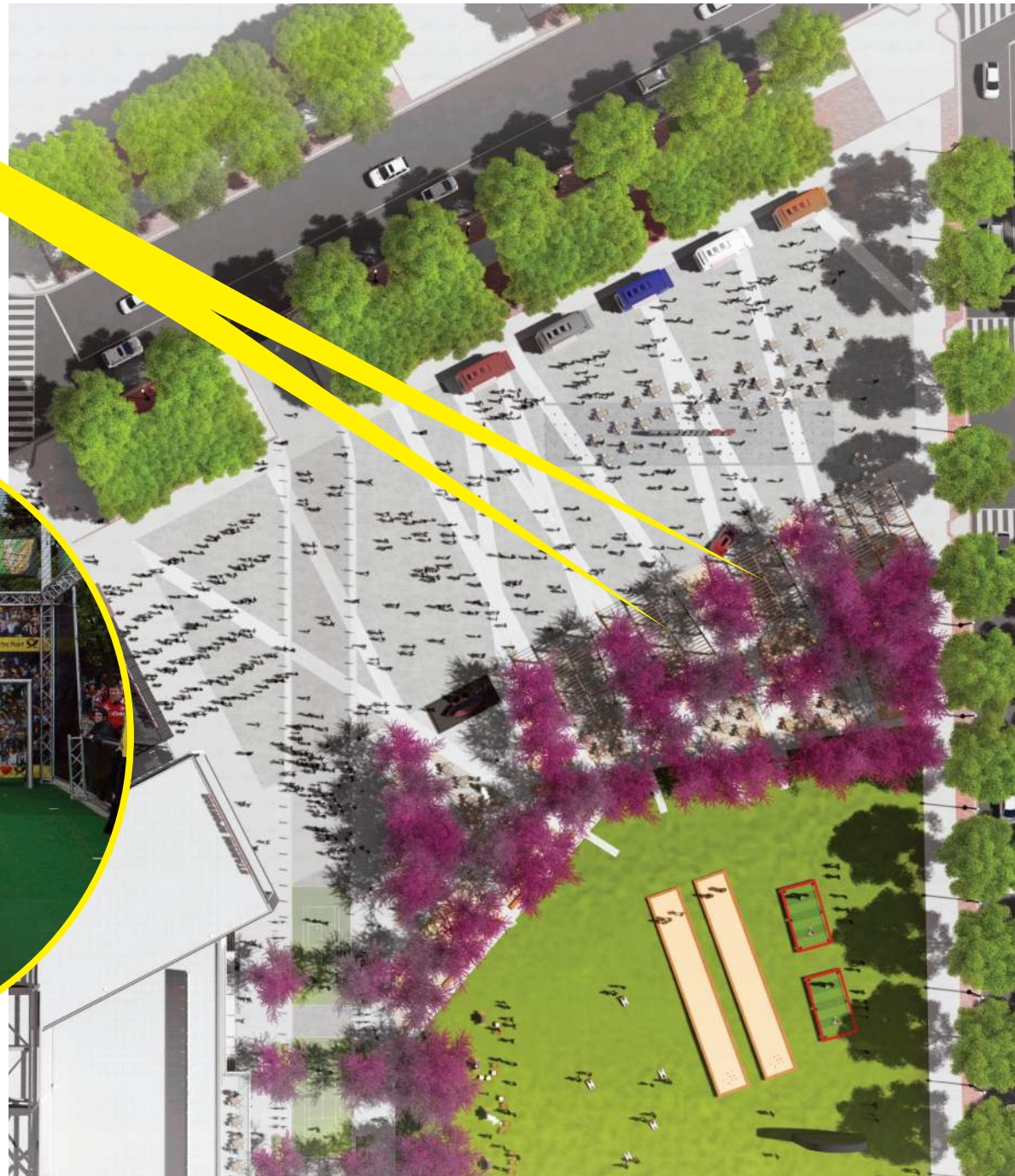
BROADCAST



opening up the stage at the Lot 8 Pregame Tailgate to local bands and DJs

PARTNER ACTIVATION

PARTNER ACTIVATION





KID ZONE & FUN AND GAMES

SOCCER TENNIS

KIDS ZONE

YARD GAMES

