

THE STADIUM BUSINESS AWARDS 2016

.....
Recognising leadership, innovation & achievement in the delivery, operation and
management of sports facilities globally

THE WINNERS



1 June 2016 • Estadio Santiago Bernabéu • Madrid



EVENT OF THE YEAR

For the best sports or non-sports event, guest event, concert or one-off spectacle held at a major sports venue in the last 12 months.

...and the award goes to...

'Tangled Up' Release Party

AT&T Stadium, USA

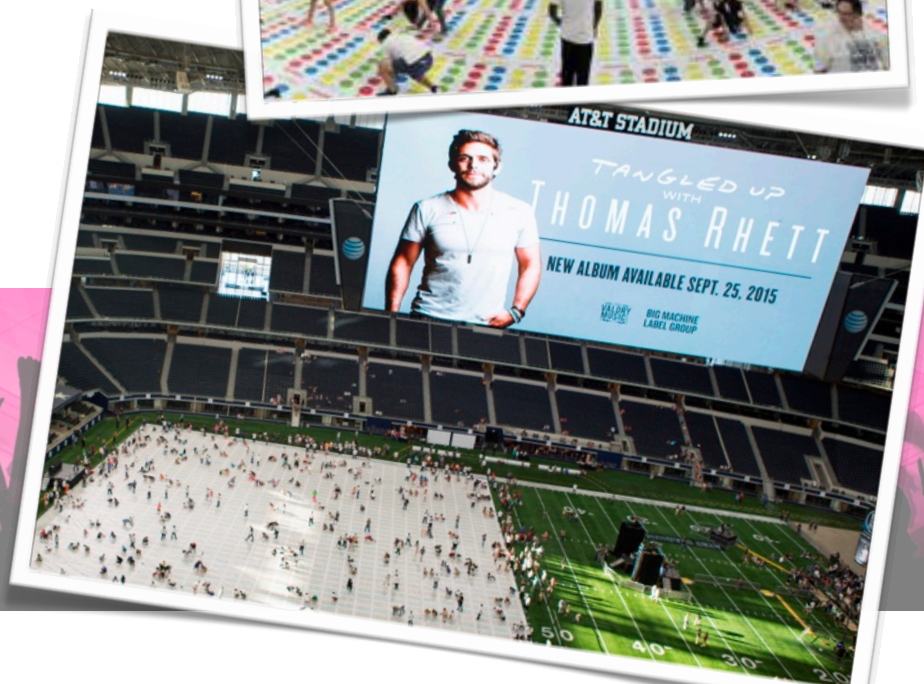


A Word from our Judges:

Drone racing was a strong contender but until the sport can safely host crowds, we went for something a little unusual: A stadium-scale album launch with the world's largest game of Twister at AT&T Stadium. Once again, fun and creativity prove to be the key to filling stadiums.

The Finalists

- Grateful Dead Fare Thee Well Show at Soldier Field, USA
- **Thomas Rhett Tangled Up Release Party at AT&T Stadium, USA**
- Felix Manalo Movie Premiere at Philippine Arena, The Philippines
- US National Drone Racing Competition at Bonney Field's, USA
- The Gathering computer party at Vikingskipet Olympic Arena, Norway
- Insomnia Multiplay Gaming Festival at Ricoh Arena, UK
- Miami Lights' Drone Racing season opener at Sun Life Stadium, USA





...and the award goes to...

Paul Barber

Chief Executive, BHAFC, UK



About the Winner

Recognised as one of English football's most experienced executives, Barber has now spent close to 20 years in football administration at all levels of the game.

In his first season with the club, Brighton recorded their highest league finish for more than 30 years and reached the Championship play-offs with crowds topping 30,000.

During the same season, Barber announced Brighton & Hove Albion's most valuable ever sponsorship deal when he confirmed at a press conference that American Express had signed a multi-year agreement to be the Club's shirt sponsor for its men's, women's and youth teams.

At the time of nomination, he had overseen three play-off campaigns, a relegation fight and three changes of manager since joining Albion at the end of their first season at the Amex in 2012 after high-ranking roles with the FA, his boyhood club Spurs and Vancouver Whitecaps in the MLS.

The Finalists

- Ian Ritchie, CEO, England Rugby/RFU, UK
- Dave Kaval, President, San Jose Earthquakes, USA
- **Paul Barber, Chief Executive, Brighton & Hove Albion FC, UK**
- Karren Brady, Vice Chairman, West Ham United FC, UK
- Jamie Barkley, CEO, Sydney Cricket & Sports Ground Trust, Australia
- Derek Richardson, Chairman, Wasps RFC/Ricoh Arena, UK

EXECUTIVE OF THE YEAR

For the sports venue leader, pioneer or visionary that has over-delivered in the past 12 months.





FAN EXPERIENCE AWARD

For the stadium, arena or major sports venue that has delivered consistently outstanding levels of service and fan experience at every stage of the customer journey.

...and the award goes to...

"Voetbalkijken 2.0"

Amsterdam ArenA, Netherlands



A word from our Judges...

An integrated, stadium-wide technology platform that has developed from test-bed and laboratory to real-world marketing and data insights engine.



The Finalists

- Amsterdam Arena's "Voetbalkijken 2.0", Netherlands
- "ENCORE LA" service excellence programme at Staples Center, USA
- Matchday at the MCG, Australia
- The National Rugby League's "NRL Bunker", Australia
- "Best Delivery" campaign at Emirates Old Trafford (AO.com/LancsCCC)
- "The Selig Experience" at Miller Park/Milwaukee Brewers, USA
- Avaya Stadium's Fan Engagement Wall (San Jose Earthquakes), USA
- Gameday Roof Climb at Adelaide Oval, Australia



...and the award goes to...

SAP



A Word from the Winner

Kick player performance into high gear and spend your talent dollars more wisely with the SAP Sports One solution. Use innovative technology to identify, acquire, develop, and maintain the best personnel. Uncover the insights necessary to create winning strategies, rapidly evaluate in-game situations, and adjust strategies accordingly. Promote efficiency across team operations so you can reach your ultimate goal – championship-level player performance.

INDUSTRY SUPPLIER AWARD

To recognise consistent service and industry support by a product or service supplier.



The Finalists

- SAP
- Samsung
- SGL (Stadium Grow Lighting)
- Natural Grass
- Worldpay





INDUSTRY PARTNER AWARD

Recognising significant contribution to the stadium industry through partnerships and collaboration.

...and the award goes to...

CAFE

Centre for Access to Football in Europe



A Word from our Judges

We are delighted to award the 2016 Industry Partner award to CAFÉ – the Centre for Access to Football in Europe – to recognise all the great work it has done – and continues to do – to promote equal access to all football stadiums and their clubs.





THE DAVID VICKERS AWARD

For New Venue of the Year: the new stadium, arena or major sports venue that opened to great success between 1 January 2015 and close of entries

...and the award goes to...

The Sports Hub

Trivandrum International Stadium, India



About Our Winner

A very strongly-contested category with international entries but this world-class sports facility is the first privately-funded stadium on the Indian subcontinent and a development model for more to come.

The Finalists

- Parc Olympique Lyonnais, France
- Estadio BBVA Bancomer, Mexico
- Kyle Field at Texas A&M University, USA
- **Sports Hub Trivandrum, India**
- Matmut Atlantique, France
- Suita City Football Stadium, Japan
- Vodafone Arena, Turkey
- T-Mobile Arena, USA



...In memory of...

David Vickers

THE DAVID VICKERS AWARD

"A gentleman passed this way."

About David

"Early in the nineties, David Vickers came to work as Finance Director at the newly opened Sheffield Arena, which is where I first met him. This was the beginning of a long relationship, both professional and personal. Those of you who were around then will remember things were a bit more relaxed than they are today, there was no way that David would have flown by the seat of his pants but he accepted and fitted in with those of us who did. He would smile his wonderful smile, which always made his face crumple, make some laconic remark and then get on with things. Whilst a lot of us moved on to other venues, David remained true to his beloved Sheffield. It is normally an exaggeration to say someone was globally liked but of David that is absolutely true. Sheffield was where he was happiest, where his football team, United, were, and where he and his beloved Kathryn lived. David didn't have a bad bone or thought in his body, he's gone too soon and the world is going to miss him. There aren't too many around like him, unfortunately. David truly was one of life's 'Diamond Geezers'...Thank you for being in our lives, David."

Carl Martin

"Despite David Vickers being a qualified accountant we shouldn't hold that against him as he really was a venue man through and through. I first met him in 1997 when then Apollo Leisure beat out the incumbent SMG to the management contract of the Sheffield Arena. Apollo's usual modus operandi was to fire the older (more expensive) management team and put in our younger (cheaper) managers but David Vickers was different. Sheffield Arena was in his DNA and in his quiet unassuming way he ran the smoothest of operations. David was the consummate professional, despite me trying to lead him astray on many occasions. Whatever the scenario, be it management or bidding, David always exuded a calm and assured demeanour and was a hugely valuable member of our team." As his wife remarked at his funeral....." A gentleman passed this way"

Paul Latham





...and the award goes to...

Peter McKenna

Stadium Director, Croke Park, Ireland



About Our Winner

The quiet achiever of the stadium world, Peter McKenna joined the Gaelic Athletic Association (GAA) in 2001 and has been the Association's Commercial and Stadium Director at Croke Park since 2011. The GAA is Ireland's largest sporting organisation. It is celebrated as one of the great amateur sporting associations in the world. He has overall responsibility for not only the GAA's commercial operations but also Europe's fourth largest stadia with over 1.5m guest each year. In his role, Peter has been tireless in his innovation and pioneering approach to the business.

Under his watch, Croke Park has been modernised, expanded and enhanced to the very best safety, environmental and community standards. In recent years it has hosted the opening and closing ceremonies of the Special Olympics, set records for soccer and Heineken Cup match attendances, a historic visit by HM The Queen and numerous concerts (from U2 and Westlife to the Red Hot Chilli Peppers) – alongside hosting Ireland's unique national games of Hurling and Gaelic Football. Peter has led his colleagues in the implementation of the best environmental standards and implement the best ideas from other stadia (such as the stadium's Etihad Skyline rooftop walkway or creative Christmas Markets) in his efforts to drive visitor numbers and revenues. Most recently Peter has overseen the development of GAAGO, the Association's global sports streaming service that allows Gaelic Games' fans to watch their favourite games – live and on-demand – anywhere in the world.

He started out as a chemist, then a publisher, and his desire to experiment, innovate and apply the best learnings from others has never been stronger. A true friend to the industry and pioneer of the stadium business as a profession. In 2013, Peter won Ireland's Marketer of the Year Award. This year we recognise his Outstanding Achievements for the stadium business – long may it continue.

OUTSTANDING ACHIEVEMENT

Recognising an individual that has shown exceptional commitment, service and leadership to the stadium industry over a sustained period of time.





Category sponsored by:



PREMIUM SEAT AWARD

For the stadium, arena or major sports venue that has delivered exceptional service or innovation to their premium seat, suite or hospitality business.

...and the award goes to...

CF Monterrey Rayados' hospitality sellout

Estadio BBVA Bancomer, Mexico



About Our Winner

Selling out the entire inventory of a new stadium in an emerging market – with 320+ suites and over 3,000 premium seats – is a huge achievement for the club and its partners. Proof again that well-designed, well-managed venue offers find their own market.

The Finalists

- CF Monterrey Rayados' hospitality sellout at Estadio BBVA Bancomer, Mexico
- Optum Field Lounge at Gillette Stadium, USA
- The Cheltenham Club at Cheltenham Racecourse, UK
- Manchester City FC's "Premium Seats" programme, UK
- Audi Stadium Club at Adelaide Oval, Australia
- DraftKings Fantasy Sports Bar & Grill at Staples Center, USA
- '72 Club' at Sun Life Stadium, USA
- Dressing Room A at The O2, UK





...and the award goes to...

PRODUCT INNOVATION

For a product or service that has uniquely transformed and improved the way stadiums, arenas and sports venues do business.

Cashless Payment Infrastructure

Twickenham Stadium (RFU/Worldpay/Kappture), UK



About the Winner

A comprehensive POS makeover at one of Europe's largest stadia which took the very best from the retail sector to enhance Twickenham's matchday fan experience (with significant operational benefits) and provide the foundation for future innovation and technology deployments.



The Finalists

- Mobile App for In-Seat Merchandise Delivery at Staples Center (Tap.in2), USA
- Instant mobile sales at Levi's Field (ReplyBuy), USA
- Mobile Access Control at Charlton Athletic FC (Teamcard), UK
- **Cashless/Contactless Payment Infrastructure at Twickenham Stadium (RFU/Worldpay/Kappture), UK**
- Arenamatrix CRM and yield management solution (Tech4Team), France
- Vantage Workforce Management/Dynamic Labour Forecasting at Manchester City FC & Southampton FC (Verteda), UK





...and the award goes to...

Daytona Rising

Completion of Daytona International Speedway redevelopment, USA

PROJECT OF THE YEAR

For a completed expansion, modernisation or major capital enhancement project of an existing venue that has delivered on all its goals and more.

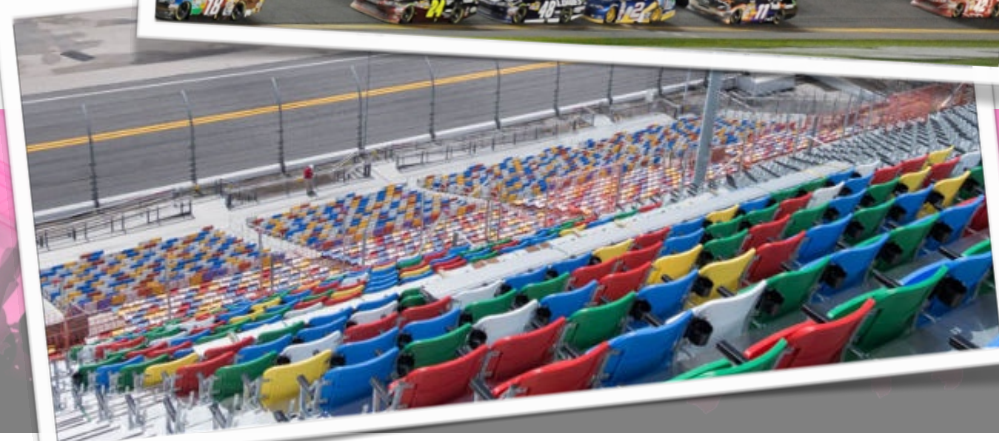


About the Winner

Following a two year, US\$400 million reimagining of this American icon – Daytona International Speedway reopened to global celebration in January 2016. The project has set a new benchmark for motor racing fans, preparing a 57-year old venue for its next chapter of sports history.

The Finalists

- Rebuild of Brunton Park after Storm Desmond (Carlisle United FC), UK
- Renovation of Estadio Cuauhtémoc/CF Puebla, Mexico
- Seating and F&B makeover at Sun Life Stadium, USA
- Tranmere Rovers FC's "Project Turnaround", UK
- Daytona Rising – Completion of Daytona International Speedway redevelopment, USA**
- Redevelopment of Cheltenham Racecourse, UK
- Technology Makeover at Allianz Stadium, Australia
- Completion of Ageas Bowl redevelopment (Hampshire Cricket), UK





SALES & MARKETING

Recognising the sales or marketing initiative which has delivered new audiences, new revenues and new partnerships.

...and the award goes to...

International Cricket Sales Strategy

Emirates Old Trafford, (LancsCCC/Aspire TiMSSS), UK



About the Winner

LCCC and Aspire have crafted the most sophisticated, incisive and creative fan segmentation and engagement strategy being implemented anywhere in the world outside of the USA.

The Finalists

- Allianz naming rights activation at Allianz Riviera Stadium, France
- Corporate Sponsorship renewal programme at Amway Center, USA
- Emirates Old Trafford's International cricket sales strategy (LancsCCC/Aspire TiMSSS), UK**
- Fast Break Pass mobile ticket offer at Amway Center, USA
- Bury FC's revitalised Partnership Programme success, UK
- Melbourne Storm's "Lightning Rewards" at AAMI Park, Australia
- England Rugby's Facebook Live activation, UK





SUSTAINABILITY & COMMUNITY

To recognise achievement, success or leadership in the pursuit of sustainable and community-driven venue management.

...and the award goes to...

The Lužánky Project

Volunteer Workforce at Lužánky Stadium, Czech Republic



About the Winner

A true example of community, sport and action coming together to resurrect a dilapidated (but much-loved) stadium. An effort which garnered national media coverage and has become a benchmark for other community sports infrastructure initiatives.

The Finalists

- Tranmere Rovers FC's "Project Turnaround", UK
- Croke Park's Community Team initiative, Ireland
- Broadhurst Park – the new home of fan-owned F.C. United of Manchester, UK
- Arsenal FC's LED lighting at Emirates Stadium, UK
- Bloom Energy fuel cells at Staples Center, USA
- Sydney Cricket Ground's environmental achievements, Australia
- **Volunteer Workforce at Lužánky Stadium, Czech Republic**





...and the award goes to...

'Environmental & Sustainability Management Group'

Croke Park, Ireland



About the Winner

This is the second time that Croke Park's "Avengers" have been recognised by TheStadiumBusiness Awards but the track record of this core team of 15 staff and stadium contractors to drive the stadium's sustainability programme is simply world-class.

The Finalists

- Lilly Barnes, Stadium Tour Guide, Everton FC, UK
- Karolina Żurawska, Arena Gdansk/Stadion Energa, Poland
- Croke Park's 'Environmental & Sustainability Management Group', Ireland
- Reece Watson, Grounds Manager, Emirates Stadium, UK
- Adam Pearson, Head of Commercial, Lancashire County Cricket Club, UK
- Ben Biffen, Business Development Manager, Saracens FC, UK

UNSUNG HERO

For an individual (or team) that delivers consistently outstanding service to a particular stadium, arena or major sports venue... without recognition!





VENUE TECHNOLOGY

For the stadium, arena or major sports venue that has delivered innovative technology to transform and improve the way it operates.

...and the award goes to...

Fan Engagement Technology

Allianz Stadium, Australia



About the Winner

Two years and A\$20m later, Allianz Stadium has established a new benchmark for stadium tech integrations built around a rigorous, multi-stakeholder approach to evaluation and ROI – with a focus on operational returns, data capture and future roadmap.

The Finalists

- Orlando Magic App at Florida's Amway Center, USA
- **Fan Engagement Technology at Allianz Stadium, Australia**
- Parc OL App at Parc Olympique Lyonnais, France
- Melbourne Cricket Ground's Smart Stadium technology, Australia
- SharkPark3D VR tour for Cronulla Sharks FC, Australia
- Fan Experience Technology at Twickenham Stadium, UK





VENUE OF THE YEAR

For the world's best stadium, arena or major sports venue.

...and the award goes to...

Twickenham Stadium

home of the RFU, UK



About the Winner

2015 was a landmark year for Twickenham: hosting a world-class Rugby World Cup, delivering an enhanced fan experience, completing major capital works on-time and in-budget, implementing £20m+ of stadium technologies, and delivering record revenues back to grassroots rugby – and for this we believe Twickenham Stadium is the deserving winner of TheStadiumBusiness Awards' Venue Of The Year 2015.



The Finalists

- Daytona International Speedway, USA
- Twickenham Stadium, UK**
- Kyle Field at Texas A&M University, USA
- Adelaide Oval, Australia
- T-Mobile Arena, USA
- Melbourne Cricket Ground, Australia



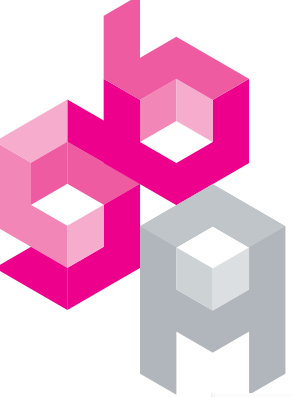
AWARDS AFTER PARTY

Sponsored by:



Winning or Losing – Signature Systems Group has it covered. The 2016 official Awards after-show party is sponsored by Signature Systems Group – the supplier of the industry leading ArmorDeck pitch protection system.





...with thanks to...

The 2016 Judges

OUR JUDGES

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*Thank you to our international judging panel
for their support and commitment to
TheStadiumBusiness Awards 2016*



Our Judges

- Thomas Perslund, former CEO, Friends Arena, Sweden (2015 Winner);
- Ian Nuttall, Founder, TheStadiumBusiness (Xperiology), UK;
- Roger Maslin, former Managing Director, Wembley, UK;
- Denise Barrett-Baxendale, CEO, Everton in the Community (Everton FC), UK (2015 Winner);
- Tomasz Kowalski, President, Stadion Energa Gdansk, Poland;
- Susan Fink, Operations Director, Sports & Entertainment Eurest Mexico/Compass Group, Mexico;
- Chris Overholt, CEO, Canadian Olympic Committee, Canada;
- Peter Dallas, Managing Director, Hampden Park, UK