



THE STADIUM BUSINESS AWARDS 2018

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

THE WINNERS



12 June 2018 • Emirates Old Trafford • Manchester



...and the award goes to...

Mercedes-Benz Stadium Atlanta, USA



A Word from the Judges

"The Atlanta Falcons, the City of Atlanta and the team behind this new NFL stadium have demonstrated an incredible understanding of delivering a successful guest experience through innovation and design – arguably setting the benchmark for stadiums globally. From the Halo board to the focus on sustainability and even pushing forward with the brave decision to drop food and beverage prices – has simply highlighted that if stadium operators provide fans with the right environment, they will continue to return and support their teams."

The Finalists

- Mercedes-Benz Stadium, Atlanta, USA
- Optus Stadium, Perth, Australia
- CenturyLink Field, Seattle, USA
- Etihad Stadium, Manchester, UK
- AAMI Park, Melbourne, Australia
- Little Caesars Arena, Detroit, USA

VENUE OF THE YEAR

For the world's best stadium, arena or sports venue. From the small local club venue to the mega-capacity national sports stadium which deserves recognition for its outstanding performance over the past 12 months





EXECUTIVE OF THE YEAR

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

...and the award goes to...

Tery Howard

former CTO/SVP of IT, Miami Dolphins & Hard Rock Stadium, USA



A Word from the Judges

"After 19 years, Tery Howard has stepped down from her role as Senior Vice President/Chief Technology Officer at the Miami Dolphins. Most recently she led all technology aspects over the three-year redevelopment of the Dolphins' home at Hard Rock Stadium. Howard will now be applying her experience through a new consulting business, with a particular focus on the digital transformation challenge at sports and entertainment businesses. One of the few female technology leaders in sports, this Award recognises her great work in leading the field during her near two decades with the Dolphins"

The Finalists

- Al Guido, President, San Francisco 49ers, USA
- Javier Martinez, Board Advisor for Sports & Entertainment (formerly Managing Director for Business, Club Atlético de Madrid), Spain
- Jacques Grobbelaar, CEO, Stadium Management South Africa, South Africa
- Lee Zeidman, President, Staples Center, Microsoft Theater & L.A. LIVE, USA
- **Tery Howard, former CTO/SVP of IT, Miami Dolphins & Hard Rock Stadium, USA**





...and the award goes to...

#Game4Grenfell

At Loftus Road, Queens Park Rangers, UK

EVENT OF THE YEAR AWARD

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



A Word from the Judges

"The stadium sector is nothing without events. There are many worthy nominees in this category however our winner is #GameForGrenfell, where the local football club delivered an incredible event raising money for its community at such a poignant time and within sight of the location of the tragic tower block fire. True credit should be given to the club who are continuing with their support of the victims of Grenfell to this day."

The Finalists

- First Day-Night Ashes Test at Adelaide Oval, Australia
- Wrestlemania at Camping World Stadium, City of Orlando Venues, USA
- **#Game4Grenfell at Loftus Road, Queens Park Rangers, UK**
- NatWest T20 Blast Finals Day at Edgbaston Stadium, UK
- "Battle of Brisbane" – WBO Title Fight, Suncorp Stadium, Australia
- Arsenal FC in Sydney Tour, ANZ Stadium/VenuesLive, Australia



**#GAME4
GRENFELL**
LOFTUS ROAD
02.09.17



...and the award goes to...

Patrice Lafarge

Stadium Operations and Maintenance,
Paris Saint-Germain FC, France



A Word from the Judges

"There are many unsung heroes in our industry but this year we recognise a Gallic hero! Patrice Lafarge is one of the longest serving employees of Paris Saint-Germain FC, having worked at Parc des Princes for 37 years. He began his career as a gardener at Le Parc before moving into Operations and Maintenance. Today, he leads a team which ensures everything runs smoothly at the stadium, both for match fixtures and the numerous and varied non-matchday events. No wonder everyone at his club simply calls him 'Magic Patrice'."

The Finalists

- **Patrice Lafarge, Stadium Operations and Maintenance, Paris Saint-Germain FC, France**
- Human Resource Team, Everton FC, UK
- Rafael Mangabeira, Marketing Leader, Arena Corinthians, Brazil
- Sarah Smith, John Motton & Facilities Management Team at Wembley Stadium & St George's Park, The FA, UK
- Thomas Franke, Head of Infrastructure & Organisation, VfL Wolfsburg, Germany

UNSUNG HERO AWARD

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





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...

The Junior Tigers Club & JTC Takeover Day

Leicester Tigers, UK



A Word from the Judges

"A special mention goes to The Children's Healthcare of Atlanta's kid park. Providing parents not only with an amazing and safe place for kids to enjoy their own event experience is fantastic but providing bookable slots is genius! However our collective votes go to Leicester City Tigers who, year-on-year, showcase how they are growing as a venue with the Fan Experience at the forefront of all of their enhancements across all levels. Creating an environment to connect and empower youth to participate in sports venue management is very powerful."

The Finalists

- Looking After The Fans at Ashes Test, Sydney Cricket Ground, Australia
- **The Junior Tigers Club and the JTC Takeover Day, Leicester Tigers, UK**
- 'Fans First' design at Optus Stadium, Australia
- The Children's Healthcare of Atlanta's kids park at SunTrust Park/Atlanta Braves, USA
- Daily's Place at EverBank Field, Jacksonville Jaguars, USA





...and the award goes to...

The Tunnel Club

Etihad Stadium (Manchester City FC), UK



A Word from the Judges

"Special mention to AFC Bournemouth and its innovation in AI Chatbots as a future fan portal but the majority winner is Manchester City FC's The Tunnel Club at Etihad Stadium. The Tunnel Club redefines both hospitality standards and the customer experience on a global scale, further demonstrating this club's commitment to bringing supporters closer to the action. Opening up previously 'off-limits' spaces provides a fan experience like no other – unprecedented backstage access to the most exclusive of moments."

The Finalists

- "ASB G9" Stadium Golf at Eden Park (Eden Park), New Zealand
- The Tunnel Club at Etihad Stadium (Manchester City FC), UK
- CherryBot AI Chatbot at AFC Bournemouth (Greenwood Campbell, Microsoft & Bournemouth • University), UK
- Virtual Hybrid LED digiBOARD (ADI.tv, Supponor), UK
- The District Detroit Mobile App (Olympia Entertainment, XFINITY), USA
- Wi-Fi Deployment Innovations at Notre Dame Stadium (AmpThink), USA

PRODUCT INNOVATION

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





SUSTAINABILITY & COMMUNITY AWARD

Awarded to the individual, team or venue that has achieved success in the pursuit of sustainable venue management

...and the award goes to...

CenturyLink Field

Seattle Seahawks, USA



A Word from the Judges

"CenturyLink Field continues to be one of the most environmentally-friendly and sustainable sports and entertainment facilities in the world. In the past year alone, the Seahawks and First & Goal Hospitality (FGH) have announced partnerships covering composting – with payback in organic vegetables – ongoing energy and water usage reduction, food donations to the Salvation Army, sustainable seafood supplies and many more programmes. The entire stadium transitioned to paper-based, ocean-degradable straws in 2017. We recognise Century Link Field's ongoing efforts to minimise the impact of stadium events on our shared environment."

The Finalists

- Rush2Recycle at Super Bowl LII, U.S. Bank Stadium/Minnesota Vikings, USA
- Reds Going Green at Anfield, Liverpool FC, UK
- Sustainability Programmes at CenturyLink Field/Seattle Seahawks, USA
- #ThisIsOurIce Campaign, NHL Minnesota Wild/Xcel Energy Center, USA
- Our Neighbourhood Initiative, Eden Park, New Zealand
- Cleveland Cavaliers' Quiet Space Sensory Room at Quicken Loans Arena, USA





SPONSORSHIP, SALES & MARKETING AWARD

For the individual/organisation with the most effective sales or marketing initiative which has delivered new audiences, new revenues and new partnerships

...and the award goes to...

Pitchside Bedroom at Audi Cup

Allianz Arena, Germany

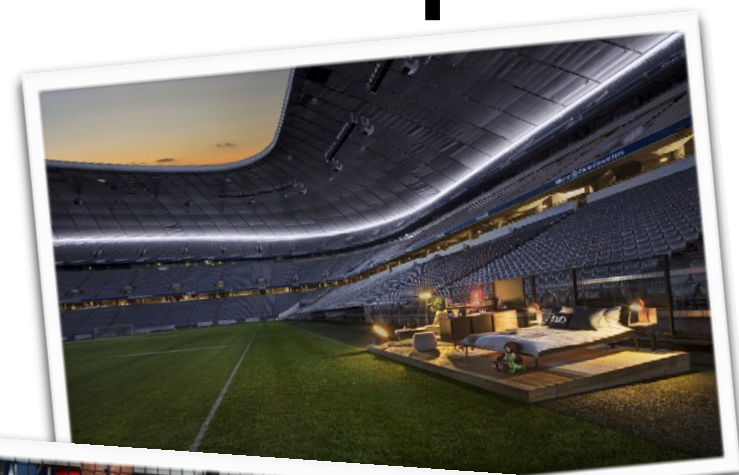


A Word from the Judges

"A synergistic fan engagement initiative which utilised the strengths of global brands – such as Audi and AirBnB – to provide a once-in-a-lifetime concierge matchday experience at Allianz Arena. A great demonstration of a partner activation. The club and Airbnb have identified some synergies and executed this a great opportunity to enhance a fan experience and bring them to the heart of FC Bayern Munchen whilst being hosted by won of its best players. The global media coverage which followed speaks for itself."

The Finalists

- Uber & AEG Global Partnerships Multi-Venue Deal, USA
- Predictive Seat Sales at Camp Nou, FC Barcelona, Spain
- 'GAME Pods' at Deepdale, Preston North End FC, UK
- Rebranding of "Ciutat de Valencia" Stadium, Levante UD, Spain
- Pitchside Bedroom at Audi Cup, Allianz Arena, Germany





VENUE TECHNOLOGY AWARD

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...

Sydney Cricket & Sports Ground Trust



A Word from the Judges

"Stadium security is once again top of the agenda. Provide a safe and secure environment for all guests is a priority but SCG's Venue Operations Centre takes it one step further with the application across a multi-agency approach of new technologies in facial recognition, social media monitoring and centralised information"

The Finalists

- Venue Operations Centre for Sydney Cricket & Sports Ground Trust, Australia
- Location Based Services at SAP Arena, Germany
- Digital Ticketing & Fan CRM, Orlando City Soccer/Orlando Stadium, USA
- Aston Villa FC's One Card, UK
- Jewel Skin Projection Mapping at Little Caesars Arena, USA
- The Inside Outside Multi-Use Design at U Arena, France
- Halo Board and Mega Column Video Board at Mercedes-Benz Stadium, USA





OUTSTANDING ACHIEVEMENT AWARD

Recognising an individual that has shown exceptional commitment, service and leadership to the stadium industry over a sustained period of time. (And no, they don't have to be retiring any time soon!)

...and the award goes to...

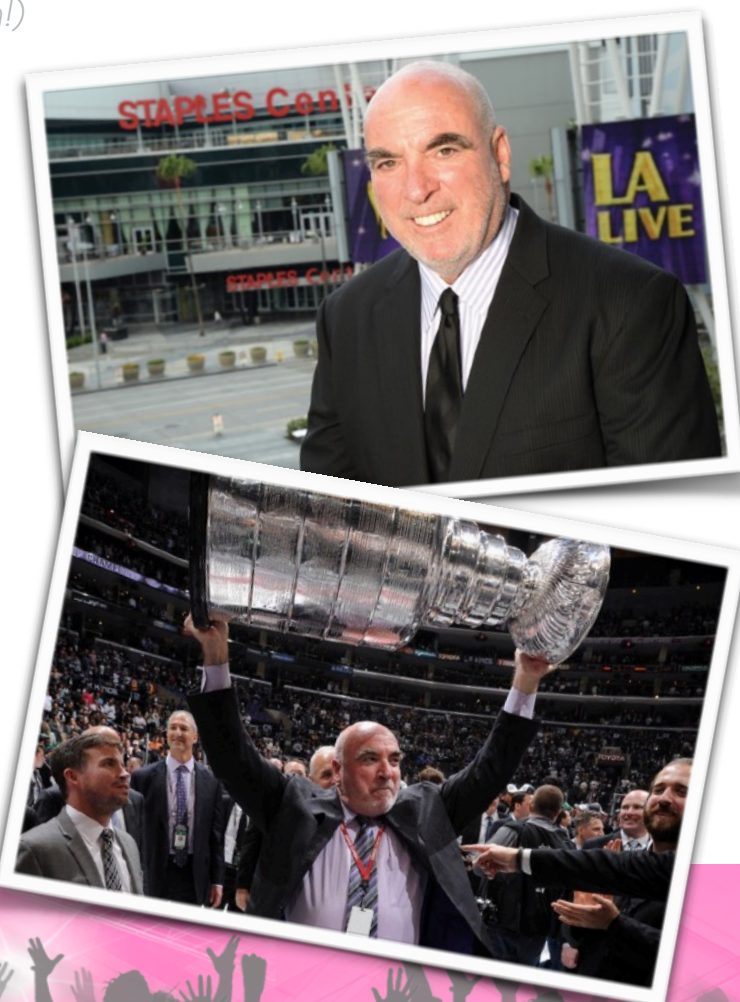
Lee Zeidman

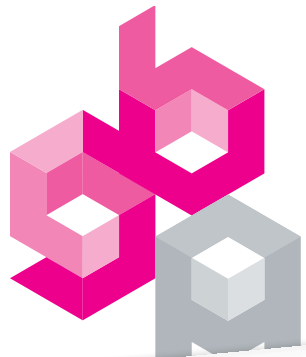
President, Staples Center, Microsoft Theater
& L.A. LIVE, USA



A Word from the Judges

"Lee Zeidman is one of the sports and entertainment sector's true leaders. The first employee hired for the nascent Staples Center back in 1999, Zeidman has spent the past two decades driving the downtown destination in Los Angeles, delivering great shows and guest experiences, constantly innovating and reinventing the customer offer – and, above all, showing other venue leaders – leading by example – how to be the best in the business. Zeidman doesn't just talk a great talk but he continues to walk a great walk and our global venue business is all the better for it."





...with thanks to...

Our 2018 Judges

OUR JUDGES

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*Thank you to our international judging panel
for their support and commitment to
TheStadiumBusiness Awards 2018*



Our Judges (clockwise from top left)

- Robin Buchanan, General Stadium Manager, Celtic FC, UK
- Umut Kutlu, CMO, Besiktas JK, Turkey
- Charlene Nyantekyi, General Manager - Club Wembley, UK
- Roser Queralto, Chief Business Development Officer, Euroleague Basketball, Spain
- Ron Vandeveen, President and Chief Executive Officer, USA
- Ian Nuttall, Founder, TheStadiumBusiness, UK
- Kevin Warren, Chief Operating Officer, Minnesota Vikings, USA