



THE STADIUM BUSINESS AWARDS 2019

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

THE WINNERS



4 June 2019 • Emirates Old Trafford • Manchester



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...

The Green Team successes at The O2

AEG 1Earth, UK



About the Winner

In 2018, we built a bespoke, on-site waste compound to house the latest recycling and waste technology, plus a wormery to compost food waste and generate fertiliser, which is distributed to local schools as well as utilised on-site. The O2 made a huge financial investment in the waste compound. Built especially for our needs, it houses a variety of waste solutions, including a state-of-the-art Waste Transfer Packer (the only one to currently exist in the world), which double compacts all general waste and an Eco-Food Digester, which processes 500kg of food waste into foul water waste every day. The O2 currently commits less than 1% of its 3,500 tonnes of waste per annum to landfill, segregating all oils, cardboard, wood, food, glass and Dried Mixed Recyclables.

The Finalists

- Sporting Salutes at Children's Mercy Park (Sporting Kansas City), USA
- Tackling Dementia Sports Café at Sixways Stadium (Worcester Warriors), UK
- The Green Team successes at TheO2 (AEG 1Earth), UK
- Protect The Pitch (LA Galaxy/Dignity Health Sports Park), USA
- Reconstruction of Paride Tilesi Stadium after the Amatrice earthquake, Italy
- Sensory Bags+ at Bridgestone Arena (Nashville Predators/Kulture City), USA





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

...and the award goes to...

The Pink Test – Jane McGrath Day 2019, Sydney Cricket Ground



About the Winner

The 2018 New Year Sydney Cricket Ground Ashes Test match was one which will be remembered for many years. Summer came alive at the SCG when the Australia v England 'Ashes' Test match was held over five days in early January. Months of planning went into the event, with every division of the Sydney Cricket Ground invested in making it an event to remember. It was the 105th Test to be held at the hallowed SCG, and the 55th time Australia and England had played at the iconic venue. The 'Pink Test' was once again celebrated with the McGrath Foundation and the SCG Trust coming to deliver a world class spectacle on one of the world's favourite sporting arenas. Over 170,000 fans packed the stands across the five-day match.

The Finalists

- MultiSport Expo at Kazan Arena
- CONMEBOL Libertadores Cup Final (River Plate v Boca Juniors) at the Bernabéu
- 2018 HSBC Sevens at Cape Town Stadium
- Give Gift of Football/Come Home This Christmas - Boxing Day Game at Stadium of Light (Sunderland AFC)
- Washington Capitals Stanley Cup Finals Watch Party at Capital One Arena
- The Pink Test – Jane McGrath Day 2019 at Sydney Cricket Ground





...and the award goes to...

VENUE TECHNOLOGY AWARD

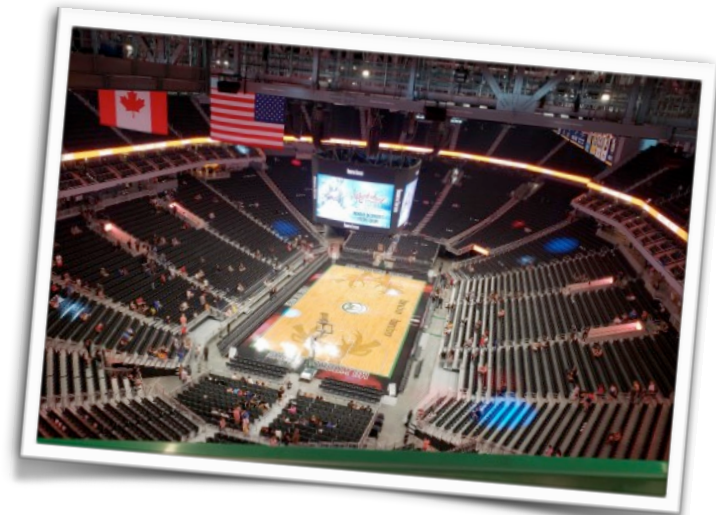
For the stadium, arena or major sports venue that has delivered innovative technology to transform and improve the way it operates

Integrated arena systems at Fiserv Forum (Milwaukee Bucks)



About the Winner

First, Fiserv Forum has enough free WiFi to support up to 18,000 fans simultaneously for basketball, concerts and other events. It is a technologically-advanced arena that is redefining the fan experience through its stellar connectivity, enhanced mobile app, IPTV signage, and the first all-IP video production infrastructure in North America. The WiFi and DAS systems have exceptional Internet bandwidth – over 104 gigabits per second, which is enough to send 300,000 Snapchats per second – and an optimal experience for viewing and sharing content in real time – during a single basketball game, the system can transfer 72 trillion bytes.



The Finalists

- Shift-bidding and staff swapping at Emirates Old Trafford (Humanforce/Lancs Cricket)
- Catering Digital Transformation across 8 French stadia (St Once/CasinoGroup/Digifood)
- Digital Infrastructure at Gloucester Rugby's Kingsholm Stadium (Landways)
- Arena fan experience makeover at Capital One Arena (Monumental Sports & Entertainment)
- Integrated arena systems at Fiserv Forum (Milwaukee Bucks)
- App-free in-seat ordering at BC Place Stadium (Centerplate/Ready/Bypass)





...and the award goes to...

Carmen Alvarez Beas,

Head of Stadium Operations, Real Madrid

UNSUNG HERO AWARD

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



About our Winner

The club with 9 days notice took responsibility to host the final of the Conmebol Libertadores final, if that was not enough it involved one of the greatest rivalries in world sport and was a game that had been postponed on 2 occasions due to security fears, in the 9 days Carmen oversaw the project which included arranging the ticketing, security, opening and closing ceremonies, training facilities and the decoration of the stadium, due to the security risks involved an unprecedented amount of stewards and police were involved, to complicate matters further Real Madrid had a home game on the Thursday, Rehearsals were carried out Saturday, the final and the celebrations took place Sunday and then we hosted our final champions league group game Wednesday. The game passed by with no issues and was deemed a massive success by everybody concerned.



The Finalists

- Carmen Alvarez Beas, Head of Stadium Operations, Real Madrid
- Kelly Kauffman, Chief Human Capital Officer, Milwaukee Bucks
- Chris Sheap, Vice President of Ticket Operations, Washington Wizards
- Gordon Jackson, Event Safety Officer, Hibernian FC





...and the award goes to...

NFC Ticketing via Apple Devices

Allianz Arena - FC Bayern/SkiData

About the Winner

SKIDATA and Allianz Arena to launch Germany's first contactless NFC stadium access with iPhone and Apple Watch. Allianz Arena, the home stadium of well-known soccer club FC Bayern Munich, is Germany's first sport stadium to offer convenient and fast contactless access via iPhone and Apple Watch, eliminating the need to search in one's pockets, wallets or even e-wallets for paper tickets. Visitors no longer have to search their pockets or mobile apps for their ticket, as access is enabled through contactless ticketing: visitors simply hold their iPhone or Apple Watch up to the SKIDATA NFC reader for lightning fast, hassle-free entry.

The Finalists

- Double-sided LED halo ring display (Coop Norrbotten Arena) Bright Group/infLED
- Viola App - Mobile ticket wallet transfer FK Austria Vienna (keyper)
- NFC Ticketing via Apple Watch and iPhone at Allianz Arena (FC Bayern Munich/SkiData)
- CrowdKinetics' analysis of Safe Standing (Premier League/BuroHappold)
- Oilers Flash Mob/Flashpoint LED light show at Rogers Place (Game Changer/Edmonton Oilers)
- Fantom Smartband (Manchester City FC)

PRODUCT INNOVATION

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





...and the award goes to...

Fan First Culture, Liverpool FC



About our Winner

Tickets are affordable to all – understanding our community and considering our local fans, tickets have been made available for as little as £9. For those who would not normally be able to afford a ticket, this makes it more realistic to purchase a ticket. Creating Memories – our collection of magic moments are all about selecting fans randomly on the day to take part in an activity that will create memories and enhance the experience and engagement. Examples are the assisting of the grounds men in placing the corner flags, watching the players warm up from the managers seat, turning on the stadium lights, erecting the stadium flags, opening the fan zones and the list goes on.

The Finalists

- New East Stand hospitality spaces at Twickenham Stadium
- Fan-First culture at Liverpool FC
- STAGE staff induction and training programme at Fiserv Forum/Milwaukee Bucks
- Smart Wearable Shirt SOLOS (Real Sociedad, Spain and AFL Sydney Derby)
- Benfica Tour 360 App (Sport Lisboa/Benfica)
- Flyers Family Fun Zone (Wells Fargo Arena/MVP)

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





SPONSORSHIP, SALES & MARKETING AWARD

...and the award goes to...

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

Atlanta United's record-breaking run to MLS Cup



About our Winner

Atlanta United opened up the full capacity of Mercedes-Benz Stadium for Sunday's match against the Seattle Sounders, and the Five Stripes faithful again put their stamp on the MLS record books.

The official crowd of 72,243 at the colossal venue breaks ATLUTD's own record, eclipsing the 72,035 who flocked to this season's home opener against D.C. United, and in doing so takes over the No. 5 spot on MLS' all-time list of largest-ever attendances.

The Finalists

- Atlanta United's record-breaking ticket run to MLS Cup (Atlanta United FC/AMB Sports & Entertainment)
- A's Access membership - new generation, flexible season ticket (Oakland Athletics/MLB)
- SoccerLease vehicle lease activation (Birmingham City FC/SG Fleet)
- Demand Release ticketing (tickets.ie/NewcastleFalcons/EPCR)
- Coors Light Beer Button (NBA Milwaukee Bucks/MillerCoors/Levy)
- AberDNA membership campaign (Aberdeen FC/Stadimax)





...and the award goes to...

Nick Sautner

CEO, Eden Park

About our Winner

Nick Sautner joined Eden Park in March 2016 as General Manager – Commercial and was promoted to Chief Executive Officer in November 2017. The past 30 months since being on the team Nick has led an incessant mission to ensure Eden Park holds its place on not only the New Zealand's map but also the world stage. Nick immediately identified that Eden Park's rich sporting history, global profile and worldwide broadcast reach would attract interest from both national and international brands. Since stepping into the CEO role, Nick wanted to guarantee a focus was put on engaging with the Park's local community. Since Eden Park is situated in a semi-residential area it is imperative for the stadium to put the residents and local businesses surrounding the facility front of mind. A comprehensive community engagement initiative was introduced by Nick which included the creation of The Hood, Eden Park's supporters' club.

The Finalists

- Brad Estes, President, Louisville City FC (USL)
- Kim Bedier, Director, Tacoma Venues & Events
- Laurie Dalrymple, Managing Director, Wolverhampton Wanderers FC
- Nick Sautner, CEO, Eden Park
- Thad Sheely, COO, Atlanta Hawks and State Farm Arena

EXECUTIVE OF THE YEAR

For the sports venue leader, pioneer or visionary





...and the award goes to...

Marvel Stadium, Australia



About the Winner

Located in the heart of Melbourne, the stadium is renowned for regularly staging Australian Rules Football (AFL), soccer (A-League) and cricket (BBL) action under the famous retractable roof. 2018 was a big year for Marvel Stadium. They celebrated their 18th birthday, hosted a record-breaking concert series and welcomed the 40 millionth visitor through the turnstiles, one of two million patrons for the year. They are Australia's only retractable roof stadium with a natural grass playing surface, meaning the turf is a 364-day-a-year job. With a challenging calendar at times, they are committed to delivering a pristine playing surface for all events held at the stadium.

The Finalists

- Fiserv Forum, USA
- Banc of California Stadium, USA
- VTB Arena Park, Russia
- Marvel Stadium, Australia
- State Farm Arena, USA
- Etihad Stadium, UK

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.





OUTSTANDING ACHIEVEMENT AWARD

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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...

Daniel Gidney

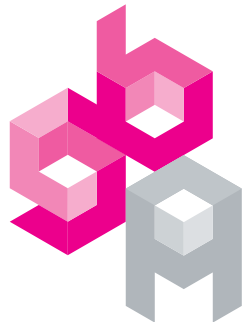
Chief Executive, Lancs Cricket



About the Winner

An established sports industry CEO for over ten years now, Daniel Gidney launched the first ever cricket bond as part of an innovative £12m fundraising to develop and operate a new 150 bedroom Hilton hotel, which will open summer 2017. Daniel's time at LCCC has generated record profits and the securing of the largest ever naming rights in First Class Cricket, with Emirates. He also secured ECB International matches, including an Ashes Test and a World Cup semi-final in 2019. Daniel was also the 2011 Midlands Business Person of the Year, and the 2014 Trafford Business Person of the Year.





...with thanks to...

The 2019 Judges

OUR JUDGES

Thank you to our international judging panel



Our Judges

Ben Veenbrink, Principal, The Stadium Consultancy
Magnus Danielsson, VP International, Feld Entertainment Motorsports
Caroline McEleney, Managing Director, McEleney Consulting
Mark Kelly, Managing Director, Ashton Gate Stadium
Ishveen Anand, CEO & Founder, OpenSponsorship
Ian Nuttall, Founder, TheStadiumBusiness
Andrew Daniels, CEO, Adelaide Oval SMA
Scott Jenkins, General Manager (Mercedes-Benz Stadium), Atlanta Falcons