

# sports activities



## EVENT OVERVIEW

- Installation of sports themed activities, challenges and simulators.
- Activities to be enclosed in safe activity area with artificial grass and picket fencing.
- Typical activities could include tennis serve speed simulator / football penalty shoot out, snow board simulator, giant billiards, foot golf, roller rink etc.
- Professional Comperre / host to interact with guests and encourage involvement.
- Full Installation / removal
- PA / technical support.
- Ideal for: Summer holidays or to coincide with major sporting events.
- Flexible event days - single day, consecutive weekends or short runs (i.e. 1 week).



## BENEFITS

- Retained footfall, keeping customers on site for longer
- Family friendly activities.
- Encourages families to stay while parents shop
- Community focused event

## ADDITIONAL ACTIVITIES

- Cash grabber dome
- Food samples from retailers
- Charity involvement / competitions
- Face Painting
- Mindfulness workshops



## COMMERCIALISATION OPPORTUNITIES



- Popcorn / Ice cream / Refreshment sales
- Souvenir Photos sold on site
- Sponsored score sheets
- Local groups to promote activities and services
- Fundraising for local charities



### BRANDING

Full branding opportunities available



### TAKE AWAYS

Free gifts, samples and activities for all families to take away.

Vouchers from retailers



### AVAILABILITY

Available all year round or tied in with seasonal activities.



### REPORTING

Full breakdown of visitor numbers and engagements