



THE STADIUM BUSINESS
AWARDS 2015
WINNER

THE STADIUM BUSINESS AWARDS 2015

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

THE WINNERS

10 June 2015 • Camp Nou • Barcelona





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...and the award goes to...

Thomas Perslund

CEO, Friends Arena, Sweden



About the Winner

Thomas Perslund is the CEO of Sweden Arena Management (Friends Arena) and deserves plaudits for his impressive work in securing the Arena operation deal with Lagardere Unlimited; allowing Friends Arena to have a successful future as a national stadium and arena. Thomas has fought a great uphill battle, well documented by the media, football fans and other stakeholders, regarding challenges created before he even started working at the company. Thomas is a true leader and a role model for the business.

EXECUTIVE OF THE YEAR

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



The Finalists

- Robert J Hunter, Chief Project Development Officer, Maple Leaf Sports & Entertainment, Canada
- Denise Barrett-Baxendale, CEO Everton in the Community and Deputy CEO, Everton FC, UK
- Roy Sommerhof, VP – Stadium Operations, Baltimore Ravens, USA
- Michael Craig Enoch, GM, Mercedes-Benz Arena Shanghai, China
- **Thomas Perslund, CEO, Friends Arena, Sweden *WINNER***
- Janet Marie Smith, Senior VP Planning & Development, LA Dodgers, USA



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...and the award goes to...

FC Union Berlin

'The World Cup Living Room'



A Word from the Winner

"We are very proud of being recognised in the Fan Experience Award, amongst so many other famous clubs and venues. It goes to show that creativity is still very important. If you are brave enough to bring your ideas to life, you can reach the impossible. The "World Cup Living Room" made FC Union Berlin and the Stadium Alte Försterei famous all around the world. This Award encourages us to go ahead in our path of ideas and creativity."

Christian Arbeit, Head of PR, FC Union Berlin

The Finalists

- Plymouth Argyle's '#ThreeTalk' (Crowd-sourced team talk), UK
- **FC Union Berlin's 'Bring your Sofa', Germany *WINNER***
- Servette FC's 'Un Enfant, Un Cadeau', Switzerland
- AS Roma's '#RideWithUs', Italy
- NFL UK's 'Tailgate' at Wembley Stadium, UK
- Emirates Old Trafford's 'Natwest T20 Blast' UK
- Superbowl XLIX at University of Phoenix Stadium, USA

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.





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...and the award goes to...

Sydney Monster Jam®

at ANZ Stadium

GUEST EVENT OF THE YEAR

For the best 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 Winner

"To receive this Award is a wonderful validation of all the hard work and dedication that goes into presenting Monster Jam, not just in Sydney, but around the world. I especially want to thank and congratulate Daryl Kerry and the entire team at ANZ Stadium for their support and partnership. This was a true team effort! We're excited to be heading back 'down-under' in 2015!"

Magnus Danielsson, International Vice President, Feld Motor Sport.

The Finalists

- Sydney Monster Jam® at ANZ Stadium, Australia ***WINNER***
- 2014 FIFA World Cup™ Opening Ceremony, Brazil
- BBC Sports Personality of the Year Awards at The SSE Hydro, Scotland
- Winter Party Festival at the Montreal Olympic Stadium, Canada
- 2014 Commonwealth Games Opening Ceremony, Scotland
- One Direction at Allianz Stadium, Australia





...and the award goes to...

Green 4 Solutions

INDUSTRY SUPPLIER

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



About the Winner

Voted for on-site by delegates of TheStadiumBusiness Summit 2015, the 2015 Industry Supplier Award goes to Green 4 Solutions for its continued hard-work with clubs, teams and venues worldwide in Customer Relationship Management and Ticketing.

The Finalists

- Green 4 Solutions ***WINNER***
- Levy Restaurants UK
- Stechert,
- Cisco
- Desso Sports Systems
- CTS Eventim
- Vanguardia





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...and the award goes to...

Groupama Aréna

NEW VENUE

For a new stadium, arena or major sports venue that has opened to great success.



About the Winner

This multi-purpose arena in Budapest can hold up to 23,7000 and cost €40m to construct. It is now the second-largest stadium in the country and is the home of Ferencvárosi TC with the Hungarian national football team also playing games there. It is also home to the Fradi Museum which gives a detailed history of Ferencváros.

The Finalists

- Levi's Stadium, USA
- Singapore Sports Hub, Singapore
- Otkrytie Arena, Russia
- Allianz Parque, Brazil
- San Mamés Stadium, Spain
- **Groupama Arena, Hungary *WINNER***



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...and the award goes to...

EverBank Field

Jacksonville Jaguars' Poolside Cabanas



A Word from the Winner

"It's been our goal, along with the City of Jacksonville, to make EverBank Field a world-class destination that brings energy and attention to downtown Jacksonville. Our goal is to offer best-in-class amenities and the best in-stadium experience for our fans and for everyone who visits Jacksonville and EverBank Field. The world's largest video boards in addition to the poolside cabanas and premium seat offerings have helped achieve that while also generating new business opportunities. It's nice for the hard work by so many people to be recognised internationally in this way."

The Finalists

- EverBank Field's 'Poolside Cabanas', USA ***WINNER***
- Milwaukee Brewers' '\$1000 Timeless Ticket', USA
- Wembley Stadium's 'One-Off Butler Service', UK
- Gillette Stadium's 'Field Level Lounge', USA
- Levi's Stadium 'Premium Seating at the world's most technologically advanced stadium', USA
- Arsenal FC's "Premium Seat Flexibility", UK

PREMIUM SEAT

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





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...and the award goes to...

Avaya Stadium

First Cloud-Enabled MLS Sports Venue' by Avaya

PRODUCT INNOVATION

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



About the Winner

On a sunny October day in 2012, more than 6,000 soccer fans showed up at an empty field to help kick off a new era for their team, the San Jose Earthquakes. With Quakes-branded shovels in hand, they all dug for two full minutes, and in doing so set the Guinness World Record for the largest participatory groundbreaking ever. Now the Quakes are set to break ground in another area: technology. Their new home, Avaya Stadium, will be one of the most technologically advanced stadiums in the country. What better place than San Jose?

The Finalists

- SunLife Stadium's 'Targeted Mobile Notifications' by Gimbal, USA
- University of Phoenix Stadium's 'NFL LED Illumination' by Ephesus Lighting, USA
- Indiana Pacer's 'End-to-End Audience Engagement' by SignalShare Live-Fi, USA
- Lancashire County Cricket Club's 'First-Ever Cricket Bond', UK
- EverBank Field's 'World Largest Video Board Installation' by Daktronics, USA
- **Avaya Stadium's 'First Cloud-Enabled MLS Sports Venue' by Avaya, USA *WINNER***





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...and the award goes to...

Sydney Cricket Ground

New MA Noble, Don Bradman, Dally Messenger Stands

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

The new stand at SCG, has redefined the spectator experience at major sporting events in Australia, boasting a number of firsts: The first grandstand in the southern hemisphere with high density Wi-Fi and IPTV; groundbreaking design and striking roof has eliminated sight-restricted seats and provides wet weather cover; Moving fans closer to the field of play, and at the same time allowing for an expansion to the field of play; Gourmet food and beverage offerings, which you can order from your seat; and A giant (272m²) new high definition LED video board.

The Finalists

- PGE Arena Gdansk's 'FUN ARENA', Poland
- Barclaycard Arena's 'Redesign Project', UK
- Sydney Cricket Ground's 'New MA Noble, Don Bradman, Dally Messenger Stands', Australia ***WINNER***
- Watford FC's 'New East Stand', UK
- Harlequins Rugby's 'F&B Activation Project at Twickenham Stoop Stadium', UK
- EverBank Field's 'Poolside Cabanas & Premium Upgrades', USA
- Adelaide Oval's 'Redevelopment Project', Australia





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...and the award goes to...

Tom Gorringe

Marketing Manager, Brighton & Hove Albion FC



About the Winner

Tom began his career in football at Portsmouth FC, working in every single club department. It was when he was based in the commercial department, as part of the marketing team, that he fell in love with the job by coming up with campaigns and managing partnership activation. By the time he left, he was the only member of the department and undertook all responsibilities from negotiating all of the clubs commercial contracts for the 2012-13 season, launching the clubs season tickets campaign, to bringing in a strategy to improve the match day experience. Upon moving to Cardiff FC in 2012 as Marketing Manager, Tom's team increased matchday hospitality revenue by over 200% from the previous season, as well as winning the 2013 Family Club of the year Award. Tom is now Head of Marketing at Brighton & Hove Albion - his boyhood club - where he is responsible for the marketing of all club commercial channels including ticketing, commercial, retail, events and catering.

RISING STAR

Who's a future leader? Who's going on to greater things? We want to identify the stadium industry's rising star.





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...and the award goes to...

Croke Park Stadium

Certified Safety Management



About the Winner

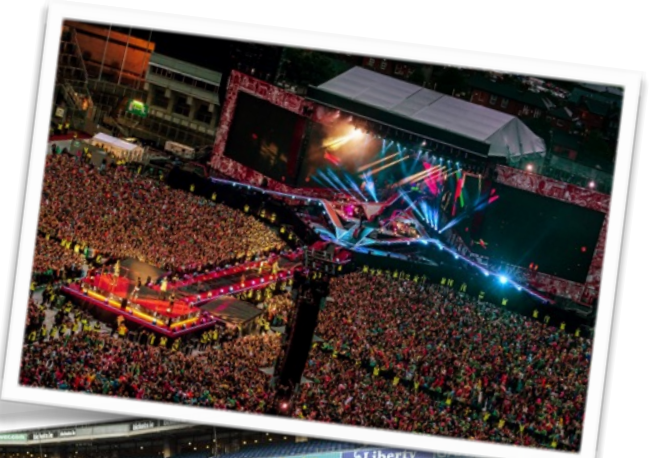
Croke Park: home of Gaelic Games & mecca to GAA fans across the world was the first stadium in Europe to receive certification to OHSAS 18001. 2014 was the first year that the stadium functioned under this certified safety management system with remarkable results in all areas of stadium operations. The scope of the system covers all occupational health and safety activity from building works to ergonomics, match days, concerts and conferences.

The Finalists

- Croke Park Stadium's 'Certified Safety Management', Ireland ***WINNER***
- The TESS Group's 'Safety Training Solutions', UK
- Groupama Arena 'Setting New Safety Standards', Hungary
- Otkritie Arena's 'Safety in Numbers', Russia
- International Centre for Sport Security 'Safeguarding Russian Football', UAE

SAFETY & SECURITY

Awarded to a stadium, arena or sports venue, an individual, or an organisation to recognise a continued effort to ensure the safety, comfort and security of sports venue patrons.





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...and the award goes to...

SPORTS EVENT OF THE YEAR

For the best sporting event held at a stadium,
arena or major sports venue in the last 12 months.

MLB at Sydney Cricket Ground

Los Angeles Dodgers Vs Arizona Diamondbacks



About the Winner

The 2014 MLB Opening Series games at the SCG proved a massive success. Crowds of 38,266 and 38,079 packed the ground on Saturday night and Sunday afternoon respectively as a total of 76,345 fans witnessed the LA Dodgers and the Arizona Diamondbacks competing in the southern hemisphere for the first time. The historical event commenced with 2014 Australian of the Year and Sydney Swans star Adam Goodes throwing the ceremonial first pitch on Saturday evening. The Dodgers beat the Diamondbacks 3-1 on Saturday and were again victorious on Sunday afternoon winning 7-5.

The Finalists

- Brazil 1 – 7 Germany (World Cup 2014) at Estadio Mineirão, Brazil
- J.P Morgan Tournament at Grand Central Station, USA
- Day of Handball at Commerzbank Arena, Germany
- Superbowl XLIX at University of Phoenix Stadium, USA
- **Major League Baseball at Sydney Cricket Ground, Australia *WINNER***
- Abu Dhabi Grand Prix (Formula 1) at Yas Marina Circuit, UAE





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...and the award goes to...

2014 Commonwealth Games

Hampden Park: Avoiding 'the Impact of a New Stadium'

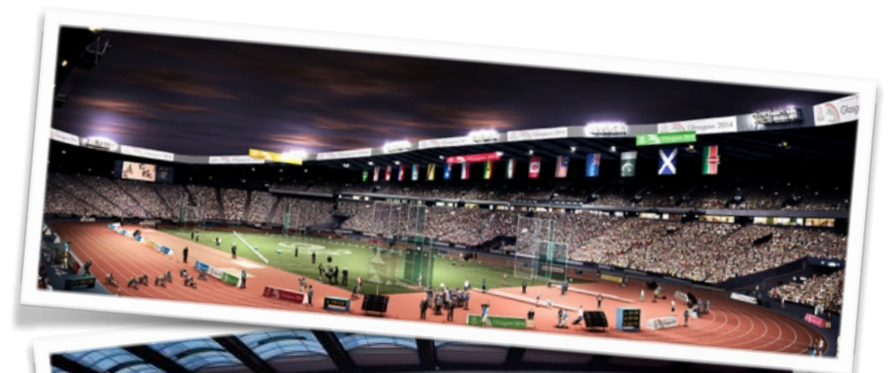
SUSTAINABILITY

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



About the Winner

Hampden Park was 're-purposed' during 2014 from being a football stadium, into an international athletic stadium that was used as the main venue for the 2014 Glasgow Commonwealth Games. The technical solution was to raise the playing surface by 1.8 metres at a cost of £35M, far below the cost of building a new stadium and avoiding the environmental impact of a new stadium.



The Finalists

- Arena Das Dunas as a 'Sustainable FIFA World Cup TM Stadium', Brazil
- Sacramento Entertainment & Sports Centre achieving 'LEED Gold Status', USA
- Citizens Business Bank Arena making 'Ice Using Recycled Water', USA
- Tele2 Arena's 'Rooftop Solar Installation', Sweden
- Glasgow 2014 Commonwealth Games avoiding 'the Impact of a New Stadium', UK ***WINNER***
- Getafe FC's 'Sustainability Programme', Spain



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OUTSTANDING ACHIEVEMENT

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

Denise Barrett-Baxendale

CEO Everton in the Community & Deputy CEO, Everton FC



About the Winner

"It is a great honour to be recognised in this category by such prestigious international peers from across the world of sport. At Everton we continually work to break the boundaries and be the first to cover new ground, whether that be as a football club, as Everton in the Community, or both. It gives me great pride to be win in this category and represent my club, charity and colleagues."

Denise Barrett-Baxendale, CEO Everton in the Community & Deputy CEO, Everton FC





...and the award goes to...

Keith Gallis

Seagulls Travel & Matchday Travel, Brighton & Hove Albion FC



About the Winner

Keith is hard working and unassuming and fulfills several important matchday roles for the club. He has been working with and for the club for nearly 50 years. Keith has been associated with the club during the good times and the turbulent times, and has provided vital funds running matchday and other club lottery schemes. In a recent interview in the club staff newsletter we asked Keith why he does what he does. Why? "I sometimes ask myself that question! I love the club. I love challenges and a lot of things that have happened during my time with the club have been challenging and I have to admit, I have enjoyed most of them! To use the old cliché, I have got Brighton in my blood."

The Finalists

- Arturo Olive, Director, NFL en Mexico, Mexico
- Brian Burgess, Director, Brentford FC, UK
- Andreas Hinder, Head of IT, Bayer 04 Leverkusen, Germany
- Martin Englund, Commercial Director, Friends Arena, Sweden
- Carmen Day, Director – Guest Experience, Toronto Blue Jays, Canada
- Keith Gallis, Seagulls Travel & Matchday Travel, Brighton & Hove Albion FC, UK ***WINNER***

UNSUNG HERO

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





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...and the award goes to...

Levi's® Stadium

home to San Francisco 49ers



About the Winner

Opened last summer, the stadium allows all 70,000 fans the ability to connect to Wi-Fi and 4G networks. Featuring 1,200 antennas and 400 miles of cabling, its wi-fi capability is four times that of the minimum standard in the NFL. Partnerships with Sony mean there are 2,000 TVs dotted around the venue and 70 4K screens as well as the giant LED displays. The first of the next generation of stadium hospitality - From concept through to execution... Levi's® Stadium is the most ambitious hospitality program in any venue of its kind.

The Finalists

- Levi's Stadium, USA *WINNER*
- Sacramento Kings' '3D Halloween Court Projection', USA
- Air Canada Centre's 'New Control Room', Canada
- Chelsea FC's 'Upgrade to LED Pitch Lighting', UK
- Barclays Center's 'Next-generation Fan Experience', USA
- Paris St Germain's 'Seat map Integration', France

VENUE TECHNOLOGY

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





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...and the award goes to...

Levi's® Stadium

home to San Francisco 49ers



About the Winner

Levi's® Stadium is home to the San Francisco 49ers, and also serves as one of the world's best outdoor sports and entertainment venues. The \$1.2 billion venue has 1.85 million square feet, seats approximately 68,500 and features 165 luxury suites and 8,500 club seats. The new stadium in Santa Clara is the next generation of stadium design. One of the most unique features of the facility is the green roof atop the suite tower on the west side of the stadium. The three solar bridges, connecting the main parking area to the stadium, also include hundreds of solar panels.

The Finalists

- Levi's Stadium, USA ***WINNER***
- Sydney Cricket Ground, Australia
- Wembley Stadium, UK
- Maracanã Stadium, Brazil
- Camp Nou, Spain
- Avaya Stadium, USA

VENUE OF THE YEAR

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

