

EVENTIVE SPORTS

A Troon Company

ABOUT EVENTIVE SPORTS

- A Troon Company
- Founded in 1996
- Headquartered in Birmingham, AL
- 70+ full-time event professionals, nine offices, two countries
- 24 years of Gameday experience
- Successfully managed 275+ major sporting events nationally & internationally

EXPERIENCE WITH MAJOR BRANDS



EVENTIVE SPORTS GAMEDAY OBJECTIVES

- 1** Deliver first-class driveway-to-driveway fan experience
- 2** Generate revenue & contain costs
- 3** Amplify Athletics & University staff bandwidth
- 4** Mitigate University risk & improve fan safety

THE EVENTIVE SPORTS FORMULA

Eventive Sports

- 30+ years of best practices
- 70+ event professionals
- Fresh ideas & new perspective



University & Athletics

- Iconic brand
- Institutional knowledge
- Loyal fanbase

Enhanced fan experience & increased attendance

Optimized Gameday revenues & expenses

Amplified staff bandwidth & reduced burnout

Increased stakeholder engagement & accountability

Improved student & athlete recruitment

Mitigated risk

GAMEDAY SERVICES



DISCOVERY

Utilize findings to create custom plan & implementation priorities



PARKING & SHUTTLES

Proprietary parking sales platform, lot & shuttle management



TRAFFIC

Aerial observation, traffic flow management & efficiencies



TAILGATING

Reserved & public tailgate planning & management



COMMUNICATION

Gameday website, app, email, hotline & social media management



OPERATIONS

Best practices, economies of scale, vendor management, staffing management



SHARED SERVICES

Reimbursables expenses at no markup, payroll, creative services, procurement



METRICS

Data collection & analysis to drive improvement recommendations



FAN AMENITIES

Supplement the fan experience with innovative, fan driven initiatives



IN-STADIUM

Observation & management of the fan experience



RISK MANAGEMENT

Mitigate risk through mindful operational planning & improved fan safety



OTHER EVENTS

Services applicable to any Athletics & University event