THE MATCH IN FIVE ACTS

The Match, the Umbrella Product

The match belongs to the coach and the players; the event around it belongs to the club and to marketing. The business follows the path story → ritual → experience → revenue, and the measure is profit.

Act 1 · Before the match

From the gates to kick-off: supporters enter, the team arrives, pitch inspection, preparation, warm-up, crowd mobilisation, opening ceremony. Most emotion can be designed here.

Act 2 · The first half

The sport leads. Support it: goal celebrations, the rhythm of the stands, minimal interruptions.

Act 3 · Half-time

Fifteen minutes most clubs waste: sponsor activation, the academy on the pitch, a surprise, a story from the club's history.

Act 4 · The second half

The emotion grows; rituals the community owns (a song at a certain minute) belong here.

Act 5 · The end

The final whistle, the greeting, the way out, the message on the way home. The last act decides the memory.

Four channels

Screens · the pitch · sound · LED boards. Every channel tells the same story at the same moment.

Senses, fan zone, wow

See, hear, touch, smell, taste. A fan zone turns two hours into a four-hour day. One wow moment per match is enough.

What a ritual is

A repeated behaviour, recognised by the community, with emotional and symbolic value. Operational announcements and sponsor mentions are not rituals.