

UEFA CELEBRATES THE 60th ANNIVERSARY OF THE EUROPEAN FOOTBALL CHAMPIONSHIP, SUMMER 2021 WITH ITS PARTNERS

Hosted a year later than originally planned due to the pandemic, the Euros will be the biggest sporting event in the world in 2021 after the Olympics. UEFA have chosen 11 host cities throughout Europe to celebrate their 60th anniversary. Stadiums are in Amsterdam, Baku, Bucharest, Budapest, Copenhagen, Glasgow, London, Munich, Rome, Saint Petersburg and Seville. It's important the tournament's partners get maximum exposure, to ensure that it benefits their specific brands. Official sponsors being Coca-Cola, Heineken, Qatar Airways, Just Eat, Tik Tok, and Vivo; team sponsors being Alipay, Booking.com, FedEx, Hisense and Volkswagen; official licensees being Adidas, Hublot, IMG, Konami and panini. Sponsors will get the maximum marketing benefits by integrating their own branded product or service into the realistic virtual stadiums, at promotional events or at the stadium activations, during the 51 matches by the 24 national teams. The 3D specific brands are played on enjoyable game challenges, for cans, bottles, aeroplanes, phones, payment cards, vans, cars, shirts, watches. Some custom challenges are being specifically developed in conjunction with the sponsors. Each of these game challenges will appear in a different location within the 360° rendition of each world-famous host stadium. Fans are having an enjoyable fun experience playing football challenges, whilst being gently exposed to the sponsor's product or service. Sports Simulators are very popular at all types of entertainment centres and sports stores. Review www.sportssimulator.com/blog

