ENGAGING SPORTS FANS IS THE PERFECT SOLUTION TO MAXIMISE A NATIONS REPUTATION AND INCREASE VISITORS

Football is the most popular sport globally, with a larger audience than any other sport combined. For countries or cities looking to showcase the wonders of their location, there is no better way than through famous football teams. Many nations have already partnered with teams, promoting their brand on team clothing, stadium signage, and websites to maximise logo and video marketing. This partnership creates a great revenue stream for successful teams, but there is an even more engaging way to increase the value of the partnership for football supporters. By making the team stadium fully playable on a sports simulator, and turning the country or city into the game challenge, national flags and current marketing logos like "Visit.........." can be fully promoted. The simulator can include fixed signage on the pitch, up to 4 rotating graphics on stadium banners, and promotional videos playing on the stadium video screens. This maximises the club's partnership, whether it's playable on match days or non-match days, increasing marketing benefits for the club's partner. This approach ensures that the marketing team can easily find country and city sponsors for the club while increasing the partnership value. Additionally, the 3-dimensional stadium and country challenge can be taken to various locations like shopping malls, sports bars, family entertainment centers and hotels, making the association a 365-day-per-year event instead of just 20+ match days. Sports simulators can even integrate the country's marketing materials at a minimal cost and create unique 3-dimensional renderings of major cities, which is becoming very popular. Football simulators, whether 90° or 270° models, are affordable, and teams can reap huge financial benefits. Therefore, teams should consider this innovative marketing technique to increase their revenue streams and engage with their supporters in a more interactive way. Click to View the Sports Simulator Blog.