

THE GLACIER GAMES ZONE IGLOO



PITCH

2026

PRESENTED BY : Eden Edger

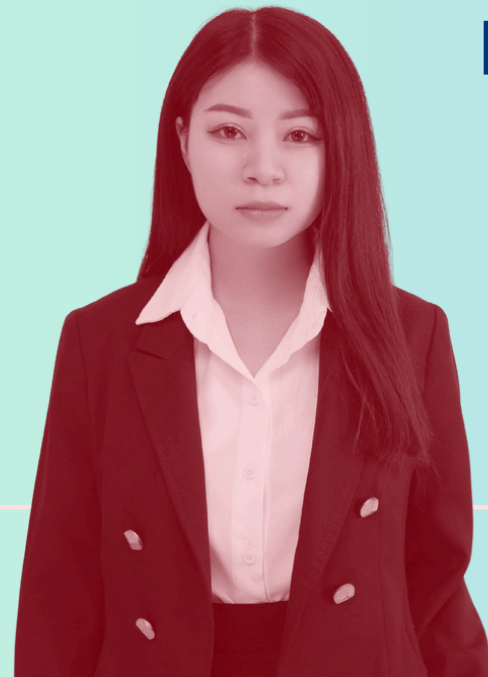
PRIINCIPALITY STADIUM

TEAM



**EVENT MANAGER/ OP
MANAGER**

Ketut Susilo



ACTIVITY COORDINATORS

Korina Villanueva



**FINANCE & ADMINISTRATION
OFFICER**

Stacey James



**MARKETING & SOCIAL
MEDIA MANGER**

Kyrie Petrakis



**SPONSORSHIP &
PARTNERSHIPS LEAD**

Nina Williams



**LOGISTICS & TECHNICAL
SUPPORT**

Kimberly Nguyen

WHAT EXACTLY DOES OUR IGLOO CONSIST OFF??



PHYSICAL ACTIVITIES

- Rugby/ football reaction games (speed kicks, reaction walls)
- Mini quizzes or prediction (“Who will score first?”) and if correct after the game come back to the igloo to collect your ‘prize’!
Prizes for each different age group!
- Crossbar/ Target Toss- mini rugby or football toss
- Try-Line Dash- short sprint + button tap to test speed
- Kick accuracy wall- soft balls, target zones. Kick into the correct targeted hole.
- Tackle dummy timing contest



CREATIVE & PERSONALISED EXPERIENCES

- Face paint / Temporary Tattoos
- Design your own Scarf or Flag on our activities sheets
- Custom matchday poster generator- name + date + teams



VALUE PROPOSITION

Offering inclusive and accessible activities.

Supporting physical and mental wellbeing through movement, creativity, and social interaction.

Increases audience satisfaction and creates a more premium and engaging pre-event environment.

UNIQUE SELLING POINT (USP)

Combination of structured physical interaction and creative engagement within a visually distinctive, weather-protected igloo structure.

INNOVATION

Light physical challenges with interactive digital elements and the listed creative activities.

Increases emotional engagement and dwell time.

Portable igloo structure allows the concept to be adapted quickly for different events and locations for matchday events.



MARKET RESEARCH

(Johnson, 2024) Market Segmentation Theory

TARGET MARKET

1. Primary Audiences

- Sports Fans Pre-Event
 - Rugby supporters (e.g. Six Nations, Autumn Fixtures, Wales national team fixtures)
- Fans attending rugby and other major events at the Principality from all around the world internationally!
- Those arriving early for match day atmosphere and activities

1. Secondary Audiences

- Parents with children waiting structured, safe play activities
- Tourists exploring event areas that may not be attending the Principality
- Sponsors who want interactive branding
- Local businesses seeking on-site activation

MARKET NEED & DEMAND DRIVERS

Strong demand for pre-event experiences as many stadiums and venues increasingly invest in:

- Fan zones- as “Fan Zones represent a powerful tool for football clubs to enhance fan engagement, build community, and generate significant revenue.” (Pioneergroup.co.uk, 2024)
- Interactive installation- as “UK stadiums are set to transform traditional sports arenas into high-tech hubs” (footballgroundmap.com, 2025)
- Partnerships with food & beverage outlets- as “Following a competitive process, the WRU has named Aramark UK as its new food, drink and hospitality partner at Principality Stadium.” (Gillespie, 2025)

However, our business is portable with mini-activity tents which is rare, which will position us in an undercrowded niche.

CUSTOMER PROFILES



JAKE WILLIAMS- SOCIAL SPORTS FAN

Jake is 21 year-old student who attends matches with friends and arrives early. He enjoys competition, socialising, and interactive experiences. The Glacier Games Zone appeals to him by turning waiting time into fun, energetic group activities.



SOPHIE TURNER- CASUAL EVENT GOER

Sophie is a 26 year-old professional who attends sports events and concerts occasionally. She values comfort and novelty over sport knowledge. The glacier Games Zone enhances her experience by offering relaxed, enjoyable activities while she waits.



MARK EVANS- FAMILY ATTENDEE

Mark is a 43 year-old parent attending events with children. He seeks safe, engaging activities that reduce stress. The Glacier Games Zone appeals by keeping children entertained before events start.

FINANCIAL PROJECTIONS

Segment	Potential Visits Per Year	Notes
National Rugby Fixtures at the Principality	<i>“Overall, the SMALLEST attendance in the tournament at the Principality Stadium was 58,349 against Italy in 2002.” (Mayor, 2026)</i>	Multiple fixtures per season.
Other events (concerts at the Principality)	Variable. “70,000 fans descended on the Principality Stadium to see Taylor Swift's The Eras Tour” <i>(Facebook.com, 2026)</i>	High potential.
Local corporate bookings	50-150 companies.	Team events, promotions.

REVENUE

- Pay-Per-Activity
 - 1 game challenge- £3-5
 - 3 game bundle- £10
 - £10 face paint/ temp tattoos
- Group / Family Pass
 - Family bundle (2 adults, 2 kids)- £18-£25
 - Pre-booked team challenge slot- £30
- Sponsor Branding Fees
 - Local brand takeovers- £200-£500 per event
 - Premium sponsor (logo + game naming rights) - £1,000+

PRICING AND ROI - RETURN ON INVESTEMENT

Approximately £2,780- storage, insurance and marketing, plus staffing and setup costs for around four match-day events per month.

This results in an estimated monthly profit of £4,220.

With a conservative estimate of 200 participants per event paying between £5-£10, alongside small sponsorship contributions, projected monthly revenue is around £7,000.

COMPETITORS

1. *The Game Station Bus Gaming Van* (Gaming Squad, 2018)

★ 4.7 Review ★

A mobile gaming van that brings multiple consoles (like Xbox and PlayStation) to events, parties and gatherings in and around Cardiff.

2. *Event and Party Hire* (Uk, 2026)

★ 5.0 REVIEW ★

A broad event equipment hire service providing items for parties and corporate events — including games, inflatables, and entertainment props.

SWOT ANALYSIS

S- Distinct niche positioning within the pre-event entertainment market. By combining a weatherproof igloo tent with interactive, sport-themed activities, the concept addresses a clear gap in fan engagement outside major venues such as the Principality Stadium.

W- The business is heavily dependent on event frequency and high footfall, which may lead to fluctuating income during off-peak periods.

O- There is increasing demand within the live events industry for enhanced spectator experiences that extend engagement beyond the core event.

T- Potential threats include adverse weather conditions, regulatory requirements for operating in public spaces, and the possibility of imitation by larger entertainment providers with greater resources.



MARKETING - 4P'S

The marketing strategy for The Glacier Games Zone can be effectively analysed using the marketing mix (4Ps) framework (McCarthy, 1960),

PRICE

Price is set using an accessible pay-per-play and bundled model, encouraging impulse participation while remaining affordable for a broad audience.

PLACE

Place is strategically focused on high-footfall areas outside major venues such as the Principality Stadium, ensuring visibility at moments of peak consumer engagement.

PROMOTION

Promotion relies on a combination of event-led social media marketing, on-site visual impact, and partnerships with local brands and sponsors to maximise reach.

PEOPLE

People play a critical role, with trained staff delivering high-energy interactions, ensuring safety, and enhancing customer experience.

THANK YOU

ANY
QUESTIONS???

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