



SPORTS MUSEUM

MAXIMUM ROI FROM STADIUM SPACE

Need of the Hour

- 365 days Stadium operations to ensure maximum ROI for various stakeholders of the stadium
- Attract more people to the stadium
- Ensure maximum spending from visitors

Way Ahead ?

Converting the stadium to a **LIVE SPORTS MUSEUM** with the following facilities

1. Sports History Museum & Retailing
2. Sports Theatre
3. Brand Museum/Hall of Fame
4. Mascot Museum
5. Game Zone
6. Star Park
7. Other facilities

1. Sports History Museum

- History and origin of sports
- World famous and regional sports person
- Sports Memorabilia and display
- Sports equipment display
- Major Championship winners
- Digital Sports Museum

Sports History Museum + Retailing

- The museum shall be developed & managed by leading sports brands like Nike, Sports Associations like KCA, Media Houses and other interested agencies
- Display the history of sports brand (by Sports brands) /history of particular sports (Sports Associations)/Sports photographs and videos (by Media House)
- New products and designs display
- Replica of displayed items for sale
- Product and technology experience centre



← Inside Field

Aisles

Toilets/outside→

The concourse can be used for creating the Sports History Museum

2. *Sports Theatre*

- The Press Conference Room can be converted into SPORTS THEATRE cum conference room
- Live match streaming for Fans, Groups (limited Seats)
- Sports Movie shows
- Sports celebrity chat
- Press Conference
- Product or book launch





NOTRE DAME
20

0:27

UCLA
7

TIME
OUTS
LEFT

3. Brand Museum + Hall of Fame

- Corporate boxes shall be used as the brand museum. Corporate houses can display their history and products in this space
- During the game days, the corporate houses which run the BRAND MUSEUM can use it as their corporate boxes
- Other corporate boxes shall be used as Hall of Fame



Circular Head Wall of Fame

Special Olympics



Ken COTTON & Michelle HEALD
b. 1957 & 1969


Ken Cotton and Michelle Heald are a husband and wife team who have competed in the Special Olympics for over 30 years. They have won numerous medals and are considered one of the most successful teams in the world.



Harold G. (Bill) VINCENT
b. 1931

Bill Vincent was the first person to be elected to the position of President of the International Brotherhood of Teamsters in 1968. He served in this position until 1982. He was also the first person to be elected to the position of President of the International Brotherhood of Teamsters in 1968. He served in this position until 1982.

Smithton LADIES BOWLS



Smithton Ladies Bowls is a team of women who have competed in the Smithton Bowls Club for over 50 years. They have won numerous medals and are considered one of the most successful teams in the world.

Lily WAINWRIGHT
1906-1977



Lily Wainwright was a prominent figure in the community. She was known for her work in social services and her dedication to helping those in need.

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Merba KELLY
b. 1943



Merba Kelly is a well-known figure in the community. She has been involved in various social and community projects throughout her life.

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CAPE GRIM
Baseline Air Pollution Station



Cape Grim Baseline Air Pollution Station is a world-renowned research facility. It is the only station in the world that provides a continuous record of clean air.

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Heather INNES
b. 1949



Heather Innes is a well-known figure in the community. She has been involved in various social and community projects throughout her life.

Mervyn KAY
b. 1940



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Colin NIBBS
b. 1940



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Philip McCULLOCH
b. 1940



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Margarette PLAPP
b. 1940



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Garth STEWART
b. 1940



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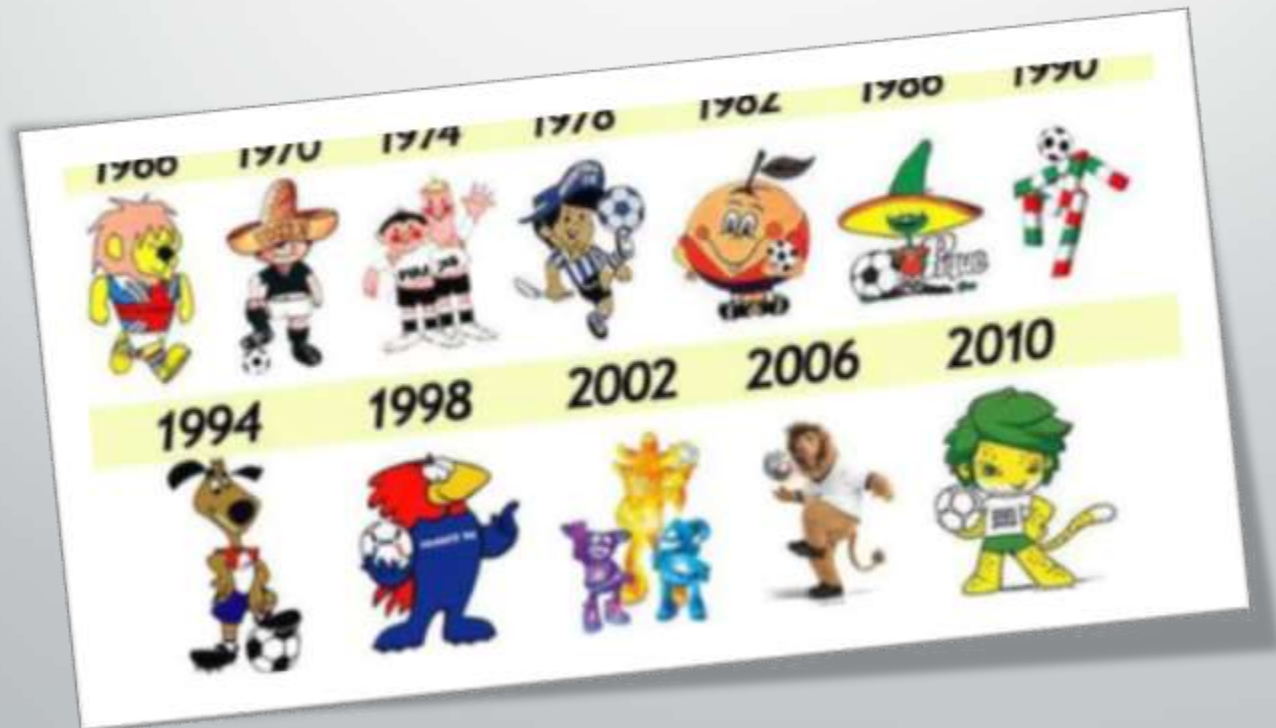
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4. Mascot Museum

- Mascots of different sports championships, teams and clubs shall be displayed in this zone in the form of statue or mannequin
- Toys and stationaries resemble to the mascots shall be available for sale





TOYOTA

HIT IT HERE!
\$1,000,000

7:42

verizon wireless

Astros

MARLINS

5. Game Zone

- Real & Video games for Kids and Adults
- Set up for selfies with jerseys in sporting actions.
- Virtual reality can be used to create a surrounding where anyone can experience a real match on the field or pitch. Recent technology with cheap setup.





5
170

20
POINTS

50
POINTS

40
POINTS

10
POINTS

30
POINTS

adidas is all in

adidas

6. Star Park

- Walk way and surroundings of the stadium can be converted into Star Park and Star avenue by fixing the statues of Hall of Fame athletes and Sports Administrators such as GV Raja.





gettyimages
DANIEL MIHAILESCU

7. Other Facilities

- Sports books, videos & music- Library cum sales
- Exclusively for Women zone for women
- Nutritionist and dietician Consultation
- Drive in Sports theatre

This presentation is not comprehensive. Stadiums, especially Greenfield Stadium has a great potential to be the best SPORTS HUB of the world.

Let's discuss more..
THANK YOU!!



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