FaceInTheCrowd
What is FaceInTheCrowd?

Sport is at the heart of our community.

Be it leisure or competitive, it brings communities together and creates bonds.

Sport acts as a driving force for many individuals, the chance to support a team/person through the shared love of the sport. Which is why the sporting community have been largely affected by COVID-19. Not just the clubs across a multitude of sports but us, the fans.

With social distancing systematically in place for the foreseeable future and the very real prospect of sports being played behind closed doors, FaceInTheCrowd provides fans and clubs the opportunity to continue to actively support their team from inside the venue with our loyal fan visuals.
Why choose FaceInTheCrowd?

The technology used in the production of our loyal fan visuals is totally unique to the market.

We have worked closely with one of the leading print companies in the UK to develop software that makes the journey from purchase to installation seamless.

The machinery used for our loyal fan visuals includes the world’s first robotic-cutting bed and a collective machinery cost of over £1,000,000.

Using cutting-edge technology that is exclusive to FaceInTheCrowd, we can offer the highest-quality product with impressive turn-around timeframes at a very appealing and competitive cost.

Our close partnerships provide us with a unique edge to other companies offering a similar service.
Engage your fans.

Your fans will be missing the sport and your club.

Our loyal fan visuals allow your fans to show their support from afar whilst simultaneously bringing a visual atmosphere to the stands. Ways to position the loyal fan visuals on your existing online ticket or shopping systems are as below:

- **Get your family involved**
  Reunite all of the family and/or friends at the game using our loyal fan visuals.

- **Gift a loyal visual fan**
  The perfect gift for a sports fan. Family member or friend, a virtual fan will bring a smile to their face!

- **Wear your old replica shirt**
  The perfect opportunity to dig your favourite shirt out of the wardrobe. Be in the stands at every home match with just one payment!
Support your club.

Our loyal fan visuals can bring an immediate new revenue stream to support your club through these tough and unprecedented times.

With no revenue being generated from ticket sales or any matchday activities, this could be a much needed source of income for all clubs.

At FaceInTheCrowd, we understand the importance of identifying new revenue opportunities for your club and our loyal fan visuals will provide you with this additional financial boost.

Unbeatable cost price to your club of less than £10 per visual!

With each loyal fan visual product ordered costing you less than £10 (can be less dependent on numbers) we would recommend a sale price to the fan of £20-£25. Offering superb instant profit margins.
Opportunities.

Potential revenue can come from the following areas:

• Working alongside your clubs main sponsors and partners. We can create branded loyal fan visuals to work within your sponsorship deals, giving added value from any loss of exposure through lack of games. Recognising this lack of exposure and providing added value and exposure behind closed doors will create a good partnership between you and the sponsor/partner.

• Offering the virtual fan product to current season ticket holders as an incentive to your fans to purchase next seasons’ season ticket. In return, their virtual fan will be placed in the stand until you welcome your fans back to your stadium.

• New kit launch, with many clubs in the process of launching new kits, why not include a loyal visual fan incentive with each online purchase.

• When purchasing a loyal visual fan, supporters automatically enter a competition for their loyal visual fan to be placed in the dugout.

• Help your clubs charities and foundations. An opportunity to offer funding to your charitable partners. A donation from every sale could go direct to your chosen charity e.g. £1 of every sale or 20% of every sale.

• Once lockdown and social distancing is relaxed, fans will be invited to watch a training session inside the stadium to meet the players and take home their loyal fan visual.
How it works.

Your 5-step experience:

1. Simply add our loyal visual fan product to your existing club website for supporters to add to basket and purchase.

   Payment is to be received directly to the club.

2. Fans will then be directed to upload an image of themselves. Our technology will then send the image to our IQPortal system.

   Our innovative tech will automatically remove the background and place image on to your choice of background e.g. club colours or logo wallpaper background.

3. The virtual fan will then be printed and cut to shape.

   Our production partners use technology that is exclusive to the UK. All products will be printed on the highest-grade 4mm correx material.

4. After it has been printed and cut to shape, the loyal visual fan will then be delivered to your club.

   All loyal fan visuals will be delivered with a material spec sheet, a template guide and an installation guide.

5. Installation will be next.

   The loyal visual fan can be installed by your own team following our supplied installation guide and fixings.

   Or we can install the virtual fan(s) at a fixed price per seat.
Sell atmosphere,
Support your club.

www.faceinthecrowd.football

General Enquiries: hi@faceinthecrowd.football
Ade Danes at 07710577119

Football Enquiries: hi@faceinthecrowd.football
Richard Carpenter at 07485305404

Cricket Enquiries: hi@faceinthecrowd.cricket
Paul Nixon at 07720222333