



# FOR MATCHDAY

PROVIDING A UNIQUE AND UNRIVALLED EXPERIENCE.

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# WE CREATE **UNIQUE** **EXPERIENCES** FOR CLUBS

Fans are the heartbeat of every club. Connect and interact with them, by using the Elite Skills Arena products and ensure they feel an integral part of your club's community.

At ESA, our arenas allow fans to get closer to the **action**, testing their skills, competing against their friends, and even comparing their scores to top pro's.

The products on matchdays **create a competitive, enjoyable and engaging atmosphere**. Our kit is also available for season-long hire and is highly customisable, with paint and vinyl options.



# ... AND DON'T JUST TAKE OUR WORD FOR IT



Zarah ANTONACI  
Rhein-Energie (Cologne, Germany)

“

We use the ICON as part of the **FC Cologne matchday activations**, which we host as one of the club's sponsors outside of their stadium.

The response to the football ring was excellent. A great piece of technology, with perfect branding opportunities and **a huge participation factor** for the club's supporters.”



# MATCHDAY

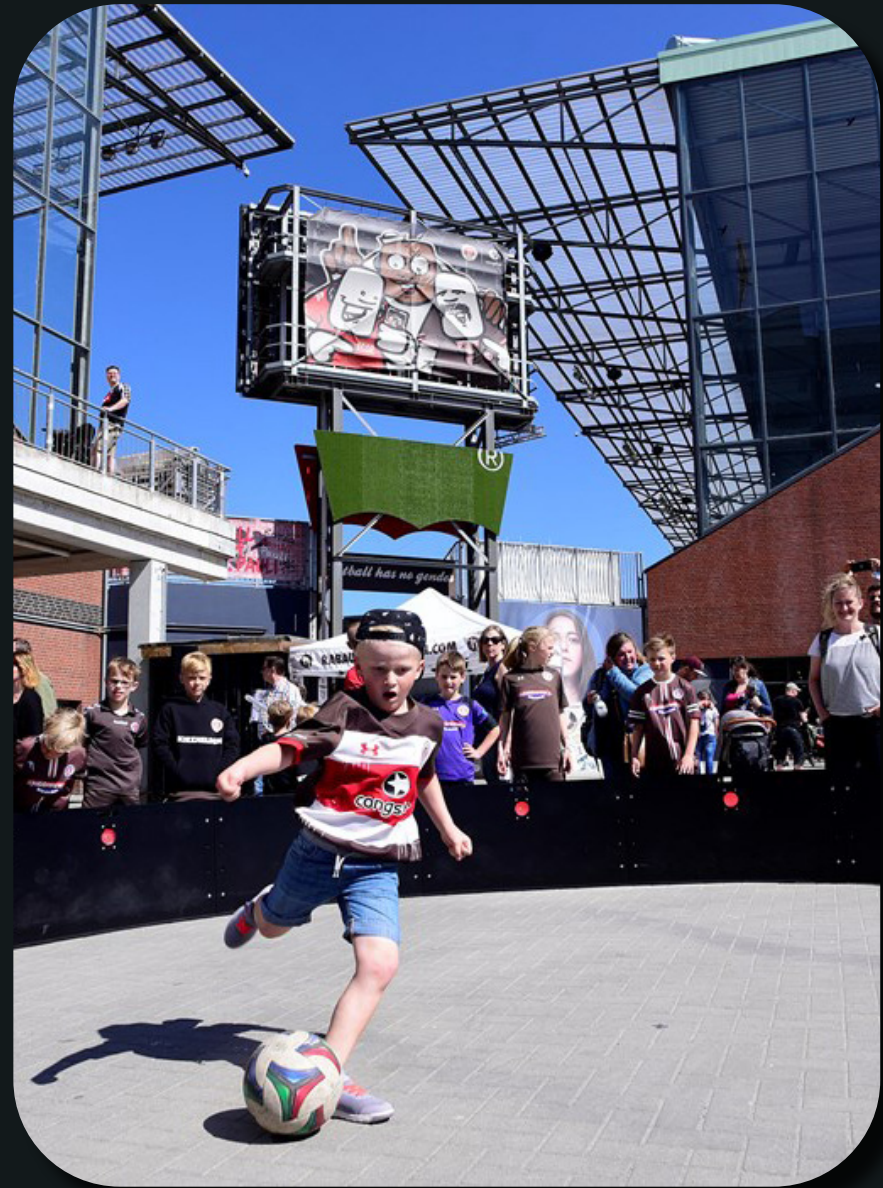
## BENEFITS

### FAN BENEFITS

- Increase Enjoyment Levels
- Full-Day Out Experience
- Get to Play and Watch
- Chances to Win Prizes
- Interaction with Team Players and Opposing Fans

### CLUB BENEFITS

- Supporter Satisfaction with Enhanced Experience
- Grow Revenue with Longer Fan Time at Stadium
- Sponsorship Opportunities and Advantages
- Reduces Congestion with Extended Arrival Period



# COMPETE

## AGAINST THE GAME'S BEST

- All ESA products come with customisable leaderboards, allowing fans to get closer to the action as they compete against friends, their favourite players or even rival fans.
- First team players can set scores to challenge supports in an unrivalled and unique experience.
- Prizes can be awarded to those who can beat the pro's and the rest of competition and top the leaderboard.
- Clubs can personalise their leaderboard to promote and display any sponsors, providing the club with an extra source of income.

England's Phil Foden inside the ICON Fast Feet before the 2022 FIFA World Cup in Qatar.



### BEAT THE ENGLAND STARS

ICON FAST FEET (MAESTRO, 60 SECS)

YOUR NAME

TIME

00:57

GOALS

3

ASSISTS

1

LEADERBOARD

1.	PHIL FODEN	135	0
2.	JACK GREALISH	130	0
3.	HARRY KANE	125	0
4.	BUKAYO SAKA	120	1
5.	TRENT ALEXANDER-ARNOLD	115	0
6.	YOUR NAME	110	2
7.	MASON MOUNT	105	2
8.	JORDAN HENDERSON	100	1
9.	DECLAN RICE	95	0
10.	CALLUM WILSON	90	5



# PERSONALISED FOR YOUR CLUB

- We have a range of standard colour base paints, that clients can choose from for their arena. There are also additional options for those looking to feature their own unique brand colour.
- Our panels can then be customised with vinyls, allowing you to showcase your badge or sponsors.
- All visuals can be done in-house with our design team, who will work with your brand book.
- Our arenas present an opportunity to add branding to your matchday activation. Vinyls are changeable, allowing you to customise your product for specific occasions.
- Social engagement for your brand should increase with **User Generated Content (UGC)**.

*Right: ICON Fast Feet personalised for Ligue 1's Rivalry Week, which saw fans of French clubs battle it out to become arena champion.*

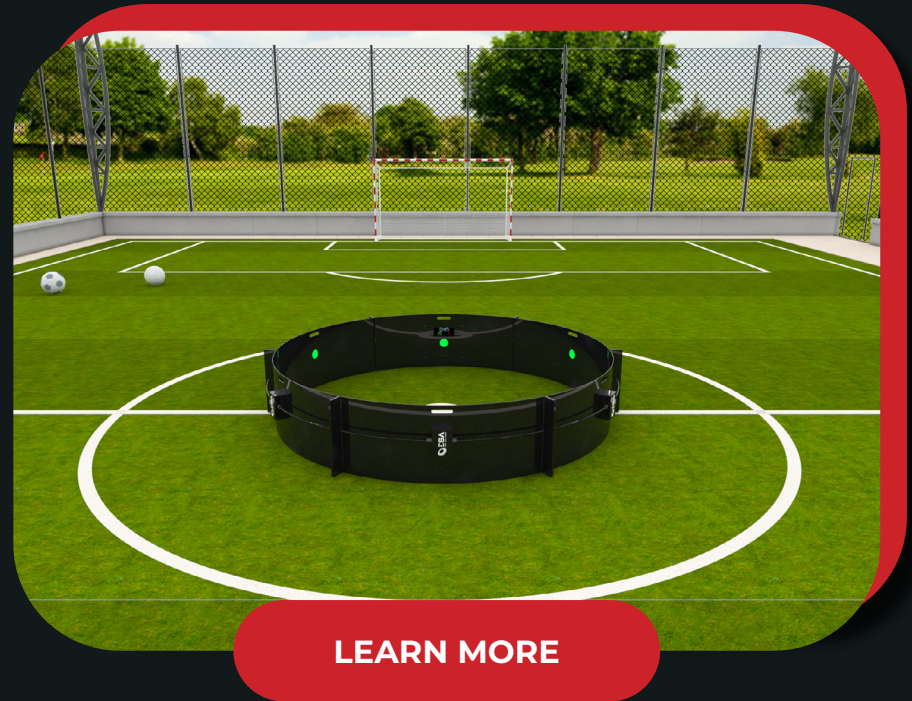


# ICON FAST FEET

Designed to fit into tight spaces, the ICON Fast Feet is all about intensity, testing a players close ball control, reaction time and body manipulation.



- Space Needed: **9m<sup>2</sup> (3m x 3m)**
- Game Modes: **12\*** (\*4 Additional via ESA+)
- Set-up Time: **5-10 Minutes**
- Number of Targets: **6**



Adam **LALLANA**  
Brighton & Hove Albion

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Nowadays football is becoming more demanding technically. The ICON Fast Feet is brilliant for improving all of the fundamental attributes players need to be successful. It has also been a great fitness and rehabilitation aid, where I could speed up recovery times and get up to full match fitness.”

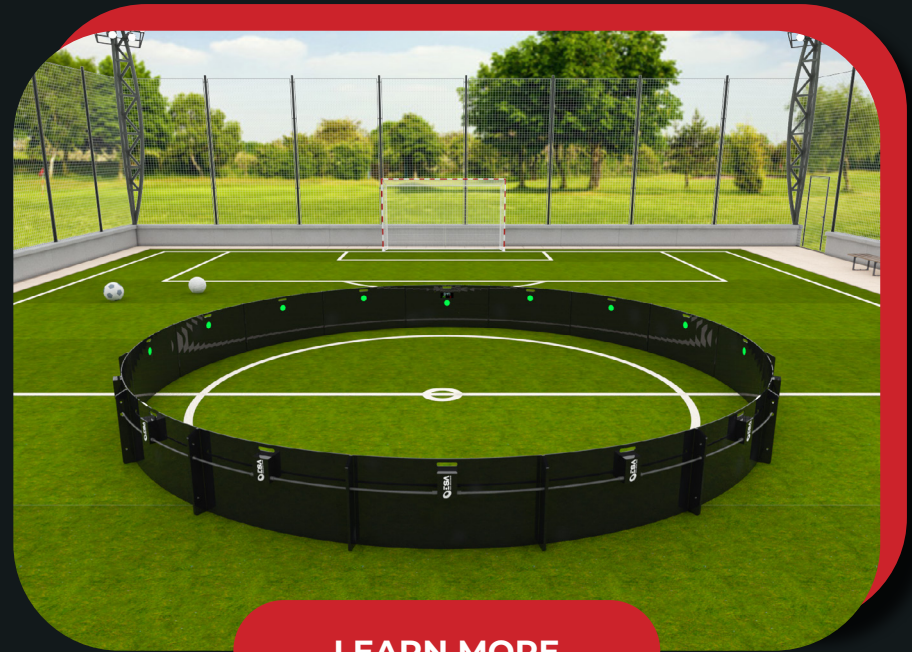


# ICON 3.0 (4M)

Highly customisable and easily portable, fans can **benchmark their own ability** using one of our many game modes. The ICON 3.0 is our flagship arena, used by the likes of Cristiano Ronaldo.



- Space Needed: **20.25m<sup>2</sup>** (4.5m x 4.5m)
- Game Modes: **18\*** (\*8 Additional via ESA+)
- Set-up Time: **10-20 Minutes**
- Number of Targets: **12**



[LEARN MORE](#)



Yannick **BOLASIE**  
DR Congo

66

The ICON 4M has benefited me and done a lot more for my game than I anticipated. When things come naturally to me in games I know that a lot of it has come from training within the ICON in a small space. I train in the ICON a minimum of 3 times a week and it has become indispensable.”



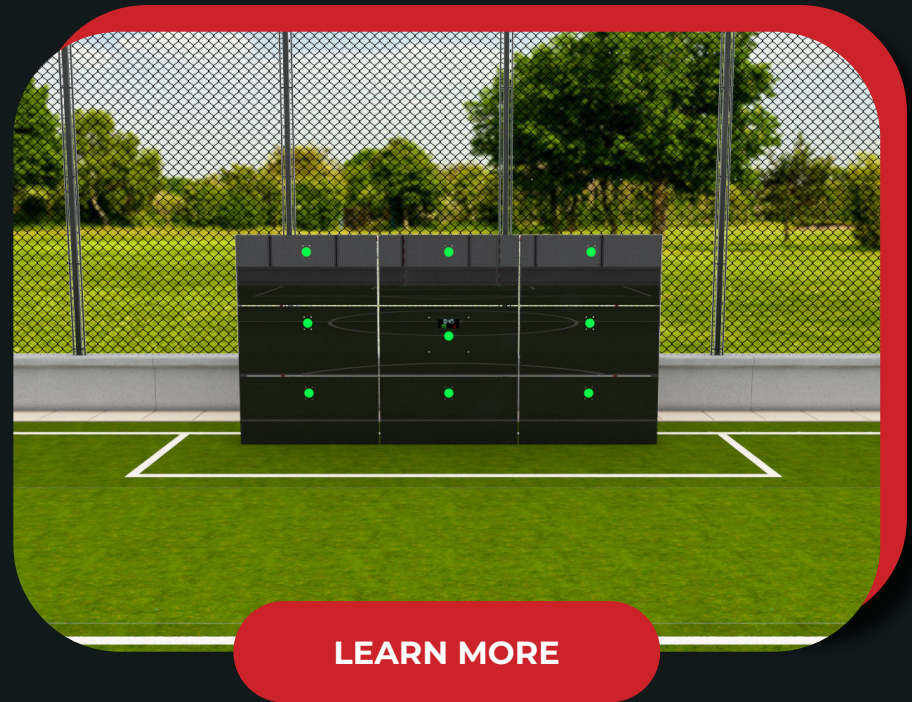


# PRECISION WALL (9 PANEL)

Learn to **take the perfect penalty** using our Precision Wall! Aim for the top corner? Send the keeper the wrong way? Or just smash it down the middle? Fans have a great time **taking aim at the interactive goal**, while challenging their friends and fellow supporters to do better.



- Space Advised: **50m<sup>2</sup> (10m x 5m)**
- Game Modes: **17\*** (\*7 Additional via ESA+)
- Set-up Time: **20-30 Minutes**
- Number of Targets: **9**



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Jack **WILSHERE**  
Arsenal (Coach)

66

“The Precision Wall is great, as not only could you **spend hours taking shots** at it to improve but also it’s **very enjoyable and fun for a wide range of players**. Goal scoring was always something I looked to develop throughout my career and the Wall is a product which helps you repetitively practice and ultimately, improve.”



# TRUSTED ON MATCHDAY GLOBALLY

Many clubs, including the likes of Manchester City, Inter Miami and Southampton are currently using multiple ESA products as part of their matchday experience. Now **over 50 clubs have trusted us** to help sustain a strong connection between themselves and their fan base.



# OUR JOURNEY

Many great products begin life on a piece of paper. Our Founder sketched out the first ICON in 2014, shortly after selling AFC Bournemouth. Having taken the club from the bottom end of League Two through to Premier League contention, he was no stranger to the impact that great coaching can have on player development.

Ten years later, **ESA supplies cutting-edge training technology to some of the world's best clubs and academies. We empower coaches with data**, allowing them to focus on the specific attributes required to enhance performance on the pitch.

Our product range is the result of **years of research and development**, in consultation with some of football's leading coaches.

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