



## FAN ACTIVATION

The **Fan Activation** area deals with the entertainment and involvement of the Fan Base focusing particularly on activations on physical and digital touchpoints: Stadium, Casa Milan and the official stores, official website and apps. The area is responsible for organizing fan events (such as Meet and Greet, competitions, etc.) aimed at establishing a relationship between each fan and the Club.

The **Fan Engagement** deals with the FRM (Fan Relationship Management) activities, i.e. all those initiatives whose main purpose is to establish a direct relationship with the Fan Base, trying to maximize its value.

### Season review

During the 201-2020 season the Fan Activation focused on **strengthening the relationship with fans** in particular with:

- Official Fan Club/Milan Club
- Home matches spectators focusing on the fans at the stadium
- MyMilan community

And carried our digital and physical activations:

- Entertainment at the Stadium before the home matches addressed mainly (but not limited) to Family and U14 targets
- Exclusive activities and events for AC Milan Clubs Italy
- Contests and digital activations dedicated to the MyMilan community

Besides the constant activities carried out during the season, we organised some specific events:

- **2019 Summer Tour:** AC Milan participated in the International Champions Cup in the US and played two matches in Boston e Kansas City. It was an important moment for Fan Activation as it included important initiatives with the local Fan Base like the special meet&greet with footballers and the Legends
- **Milan 120:** the celebrations for the 120th year of the Club's foundation involved Italian and global fans, through engagement initiatives on digital platforms and at the San Siro stadium during AC Milan v. Sassuolo on December 15, 2019
- Launch of the entertainment project **Together AC Milan**. The Covid-19 pandemic that caused the suspension of sports activities in March 2020, resumed in June 2020 behind closed doors, have changed the rules of engagement and activation of the Fan Base. We thus increased the outreach effort on digital platforms. The web platform <https://together.acmilan.com> was launched and hosted several digital initiatives dedicated to the entertainment and activation of fans pursuant to motto:

***“Distanti, ma vicini: il Milan e i suoi tifosi sempre insieme!”***

## Focus

### **MILAN 120: AC MILAN CELEBRATES ITS 120TH ANNIVERSARY WITH ITS FANS**

A special gift was given to all fans at San Siro for the match AC Milan v. Sassuolo on December 15 2019: a celebratory scarf that led to a spectacular choreography in the stands, in every sector of the stadium, to celebrate AC Milan 120th birthday together.

Over fifty thousand Rossoneri were able to collect their “Milan Pass120n” scarf directly at the gates of the stadium. Kids had the opportunity to play Football Darts before sitting in the stands, where the animators of the Tribuna Family completed younger fans’ experience with coloured balloons and Rossoneri make-up, making them the real protagonists of an unforgettable day. Even AC Milan Clubs, who came for the celebrations and the match, had the opportunity to live a special experience: in the morning of the match-day, a few hours before kick-off, they walked the grass of San Siro taking photos on the side lines with two prestigious trophies: the European Cup and the Intercontinental Cup.

### **AC MILAN TOGETHER: AC MILAN AND ITS FANS, *DISTANTI MA VICINI!***

The second part of the 201-2020 season was affected by the pandemic that literally upset the rules of the game, keeping fans away from the stadiums.

That's why AC Milan has activated several entertainment initiatives aimed at feeling closer.

Starting with AC Milan v. AS Roma, on June 27, 2020, the Rossoneri from all over the world were able to be close to the team, even if digitally: everyone was invited to share their passion through photos and videos; they had the opportunity to announce AC Milan starting-XI on the occasion of the Big Match AC Milan vs FC Juventus, their faces starred on the side lines and they virtually wore the new 2020/21 Home shirt.

All content were broadcast online on the together.acmilan.com platform on dedicated pages and at the stadium on a special third row of LEDs that was specifically installed.

Several thousand fans participated in the initiatives, thus confirming the passion and attachment to the Club even away from the football pitches.



## ★ GOALS:

The new 2020-2021 season was marked by ambitious goals for the area that focused on maintaining and strengthening the relationship with the Fans. The uncertainty linked to the reopening of sports facilities required us to focus on the development of activations that could be used regardless of the presence of the public at San Siro however reducing reduce or cancelling the physical distance between the team, the Club and the Fan Base. However, the main focus continues to be on the activations allowing inclusion of the fans during the matches and the opportunity to live digital experiences with AC Milan universe through new methods and contact channels. The MyMilan community represents a central element of this strategy.

Other innovations feature prize contests and other reward initiatives that will be a further incentive to live the Rossoneri passion.

AC Milan is also going to continue the work with the AC Milan Clubs, in Italy and abroad, carrying out joint activities to strengthen the bond with the team and the Club society

