

Case Study: Elevating NYCFC's Event Experience

Client Overview:

The New York City Football Club (NYFC), a renowned Major League Soccer team, sought to produce high-impact events to kick off the 2023 season.

Role:

Brought on as the Interim Head of Events to produce three major events.

Event 1: NYCFC City Kickoff Event

- **Overview:** A season kickoff event presented by Heineken® Silver at Webster Hall, celebrating the start of the 2023 season against Nashville SC.
- **Attendance:** Drew an impressive crowd of 2,465 attendees.
- **Impact:** Successfully created an electrifying atmosphere, setting the tone for the season.



Event 2: 2023 NYCFC Homecoming Gala

- **Overview:** Exclusive gala at Tribeca Rooftop, offering fans a chance to meet the NYCFC First Team.
- **Purpose:** Supported City in the Community (CITC) New York's mission to empower youth through soccer, contributing to the initiative of building more soccer pitches and providing free soccer programming.

- **Impact:** Strengthened community ties and showcased NYCFC's commitment to youth empowerment.



Event 3: Home Opener at Billy's

- **Overview:** A celebratory event at Billy's for the first home game of the season, featuring activities, a DJ, and a star player appearance.
- **Attendance:** Attracted 1,767 attendees, enhancing fan engagement.
- **Impact:** Provided fans a unique opportunity to interact with a star player, deepening their connection with the team.

TESTIMONIAL

"Lauren Scrima, Head of Marketing NYCFC: 'I was so impressed! Keep it up!'"