



BayArena Kick-Off Event

In the summer of 2007, Bayer 04 Leverkusen, one of Germany's premier football clubs, hosted a large-scale event for prominent guests to celebrate the planned expansion of their home stadium, the BayArena. The event was to be a well-balanced combination of an exciting night filled with football-related entertainment and a stimulating information session describing the project.



THERE IS A FINE LINE
BETWEEN BEING GOOD
AND BEING GREAT. WE
NEVER LOSE SIGHT
OF THAT.

The Project

By the end of 2010, BayArena, the home stadium of the German Bayer 04 Leverkusen football club, will be completely modernized and expanded to a 30,000 seating capacity – a 56 million Euro project! Shortly before construction was to begin in the summer of 2007, five hundred high-profile guests were invited to an evening celebrating the planned stadium makeover.

For HRG event planners, the stadium itself was the natural choice for the event location. The stadium was to be the main focus of attention during the whole evening and the guests should be able to experience it first hand. Bringing the guests directly to BayArena gave the evening a warm, personal touch. After all, Bayer 04 Leverkusen was inviting everyone “home.”

Challenges

The event was divided into two parts: an inspiring information session with interviews, speeches, slide shows and films, followed by a relaxing evening with cocktails, catering, and a fashion show.

The evening was to revolve around the planned construction without overwhelming the guests with information. It had to be entertaining but informative and create a positive feeling about the project.

It was difficult to find a space in the stadium where all 500 guests would fit comfortably during the whole evening. The carefully-groomed turf was out of the question and sitting in the stands all night too boring.

The Outcome

HRG Germany, working in close cooperation with Bayer 04 Leverkusen, put together an unforgettable event! Eleven rows of seats were removed on one side, so that a special platform on stilts could be built below the seating area. The platform extended right down to pitch-side leaving the turf untouched.

The evening began with a welcome cocktail party at Lindner Hotel. Later, the guests walked along a red carpet to the BayArena. A large curtain blocked the view of the stadium, so the guests could give their undivided attention to the speeches, interviews, films, presentations and an attractive fashion show presenting the team’s new shirt collection.

After the formal part, the curtain fell, allowing everyone a full view of the stadium and the 400 square meter platform already set up for the entertainment part: live music, cocktails and top quality catering. But the evening was not over yet!

Special laser beams and fog machines were used to put on a jaw-dropping laser show. The beams created a realistic image of what the stadium’s brand new roof would look like. Twenty-four posters featuring photos of the players rolled down one after another on the East and West side of the stadium giving the guests a truly spectacular introduction to the Bayer 04 Leverkusen stars.

Everyone was utterly impressed
with HRG’s creative ideas and
the meticulous event planning.