

**POWER  
LEAGUE**

**CASE  
STUDY**

 **BARCLAYS**

**BARCLAYS GLOBAL  
5-A-SIDE TOURNAMENT**

**PLAYERS DON'T  
WIN TROPHIES...  
...TEAMS WIN TROPHIES**

[www.powerleague.co.uk](http://www.powerleague.co.uk)

# BARCLAYS GLOBAL 5-A-SIDE TOURNAMENT

## THE BRIEF

Barclays wanted to demonstrate their commitment to staff by sharing some of the benefits resulting from their sponsorship of the Premier League.

## OUR PROPOSAL

Powerleague organised a national tournament for Barclays staff, with the finals played at the home of a Premier League club. The winners even got to lift the Premier League trophy.

## THE EVENT

- More than 300 teams took part in 6 regional heats in Gateshead, Manchester, Birmingham, Slough, Barnet and Croydon
- The 12 regional finalists qualified for the National Finals at Arsenal's Emirates Stadium
- Teams from around the world joined their UK colleagues
- Kids coaching, face painting, food and music encouraged staff to bring their families
- The 6 Powerleague venues were taken over exclusively by Barclays and fully branded
- Powerleague managed all elements of the event

## THE RESULTS

The tournament has increased awareness of Barclays' sponsorship of the Premier League, highlighting the benefits of the sponsorship and giving Barclays staff a fun day out – and the opportunity to win some great football prizes.

## FEEDBACK

**"...a great day out, with memories that will stay with me forever. I can honestly say I have played on the same pitch as Thierry Henry!"**

**Tommy McNally, Barclays**

**"On behalf of my team, I would like to say thank you for organising a great tournament. The atmosphere and organisation was fantastic."**

**Balbir S Gohler, MI Business Partner**

**"...a well-organised tournament, and a good opportunity to meet people from different areas of the business."**

**Mark Raffiee, Barclays**



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