

## FACT SHEET

## Visa In-Stadium FIFA World Cup™ Fan Experiences



At the 2010 FIFA World Cup South Africa™, Visa will bring its global FIFA-themed marketing campaign, *Go Fans*, to life with a variety of in-stadium activities to help passionate football fans express their true colors and show support for their national teams. These match day activities, along with providing Visa cardholders a safe and convenient method of payment within the stadium, represent a few of the ways that Visa is helping passionate football fans enhance their experience at the 2010 FIFA World Cup™ and express their true colors with the easier way to pay – Visa.

### In-Stadium Fan Experiences

Fans of the 32 competing national teams will have the opportunity to visit Visa *Go Fans* booths at Soccer City, Ellis Park, Durban and Cape Town throughout the FIFA World Cup™ on match days to celebrate and express their passion for football through a variety of activities, including:

- **The Visa Gooool Shout** – Football fans will be able to express their true colors by showing how long they can shout a goal for their teams. A stopwatch will hang within the booth in front of participants will measure the length of the shout.

Fans at home can visit [www.youtube.com/visagofans](http://www.youtube.com/visagofans) to view videos of football fans around the world expressing their true colors in support of their national teams, and upload their own. From June 1 to July 11 visitors will also be eligible to win a trip to the 2014 FIFA World Cup™ in Brazil in *Visa's Watch your Way to Brazil Sweepstakes*.

- **Face Painting** - Fans can display their true colors during matches by having their faces painted with their nations' colors.
- **Go Fans Billboard Photo** – During FIFA World Cup™ matches, fans of the two competing nations will have the opportunity to take a souvenir photo in front of their country's *Go Fans* billboard. Participating fans will receive an individually numbered Visa FIFA World Cup™ card. Fans can go to [www.gofansphotos.com](http://www.gofansphotos.com) to get more information on how to download and share their photo with friends and fellow football fans.

**Locations**

Visa *Go Fans* booths will be hosted in four stadiums within South Africa throughout the FIFA World Cup™: Soccer City and Ellis Park Stadiums (Johannesburg), Green Point Stadium (Cape Town) and Moses Mabhida Stadium (Durban).

Visa *Go Fans* booths will open with stadium doors on match days, typically two hours prior to the first kick, allowing fans to display their true colors as they cheer on their favorite country within the stadium. Booths will close as soon as matches begin.

**Visa Preference at the 2010 South Africa FIFA World Cup™**

Visa is one of six global FIFA partners with exclusive global category rights through 2014, and is the exclusive card of the 2010 FIFA World Cup South Africa™. In recognition of Visa's sponsorship, the 2010 FIFA World Cup™ proudly accepts only Visa-branded credit, debit, and pre-paid cards, along with cash, in all stadiums and locations to pay for food and beverages, retail goods, and services while attending the 2010 FIFA World Cup South Africa™.

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