

# STAY RELEVANT

## CASE COMPETITION

### COMPANY:

#### NAME AND ADDRESS OF COMPANY

Name:	Silkeborg IF A/S
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#### CONTACT(S)

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#### DESCRIPTION OF COMPANY

Silkeborg IF is a homegrown football club founded in 1917 with a proud past and an exciting future. We focus on our own talents, and it is very common to see “the boy next door” playing for our first team.

We are currently working with schools, partner clubs and fan groups – and of course also with sponsors, media and other stakeholders.

One of our tasks is to ensure that more people come to the JYSK Park Stadium to watch our matches – this improves the experience for spectators and helps to improve the chances of achieving better results.

Our stadium is completely new and renovated.

#### THE CHALLENGE

At the JYSK Park Stadium in Silkeborg, we have a spectator average (before Covid-19) of 3,500. Our facilities are excellent and our results are good – so how can we get more people in Silkeborg to come to our stadium and watch our matches?



**Silkeborg**  
K o m m u n e



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