

Growing partnerships, transforming experiences

The Denver Broncos envisioned a better experience for fans and richer sponsorship opportunities. The Cisco® Connected Sports solutions delivered.

“ We offer the unique ability to blend targeted advertising and branding with game video and other features to a stadium of passionate fans. ”

— Mac Freeman, SVP of Business Development, Denver Broncos

Case Study | Denver Broncos

Venue: Sports Authority Field at Mile High

Location: Denver, CO

Industry: Sports and Entertainment



Business

“ We’re helping partners better align their messages with the content that fans care about. ”

– Brady Kellogg, VP of Corporate Partnerships, Denver Broncos

Fans and sponsors

From the moment fans arrive on the property, the new experience begins.

Reliable Wi-Fi offers connectivity and innovative wireless opportunities. HD displays throughout the venue keep fans engaged with relevant event information, promotions, and video so they don’t miss a minute of the action.



More revenue

Delivers more value to sponsors with targeted, digital inventory instead of static concourse signage



Reliable Wi-Fi connections

Places fans at the center of the action like never before and extends the experience to parking lots and fan zones

More opportunities through connectivity

Cisco Connected Stadium Wi-Fi and Cisco StadiumVision solution help the Broncos offer speed, reliability, and flexibility to sponsors like CenturyLink during events at Sports Authority Field.

Advertising with impact

Cisco StadiumVision solution provides targeted delivery of digital advertising to give sponsors more value.



The Broncos’ newfound branding and advertising flexibility boosted concourse signage revenue by 50%






“The powerful Connected Stadium networking platform gives us the future-proofing and high performance we need. Cisco wireless solutions knocked it out of the park.”

– Russ Trainor, VP of IT, Denver Broncos

Seeking powerful flexibility

The Broncos wanted its stadium to feature the latest in connectivity, mobility, and video technology. Creating new opportunities for fans to use their mobile devices lets the Broncos offer unique experiences. These innovations also improve operational efficiency by enabling centralized management of digital assets for all events.

A foundation for innovation and growth

The Broncos deployed the Cisco Connected Stadium Wi-Fi solution at Sports Authority Field at Mile High, and selected the Cisco StadiumVision solution for delivering live HD video and targeted digital content to displays throughout the stadium. Everything runs on one network and is easy to control, so the Broncos can:

- Build on a scalable, secure platform for innovation and growth
- Deliver more reliable connectivity for tens of thousands of fans and partners
- Centrally manage delivery of video, promotions, and event information

1200
displays delivering HD video, branded experiences, and partner content



 100 Wi-Fi-enabled, mobile point-of-sale concession stations to better cater to fans



FANTASY LEADERS - QUARTERBACKS

TEAMS	PLAYERS	ATT / CMP	YDS	TD
ATL	M.Ryan	27 / 21	315	3
PIT	B.Roethlisberge	25 / 18	305	1
NO	D.Brees	35 / 25	285	1

FANTASY LEADERS - RUNNING BACKS

PLAYERS	TD
K.Moreno	0
M.Lynch	2
C.Patterson	1

FANTASY LEADERS - RECEIVERS

PLAYERS	TD
P.Garcon	0
J.Nelson	0

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