JULY 4TH | BALLERZ | LONDON, UK

THE CONCEPT

In 2025, we (LMG) will continue strengthening our foundation with strategic, tailormade events that help clients promote their services while building meaningful connections in a fun, competitive but relaxed setting. For the UK edition we've also partnered with the London based agency Playmakers.

LMG FUTBOL EXPERIENCE is a sports and networking event traditionally held in professional football stadiums in key cities alongside major industry events. In 2024, we hosted editions in São Paulo, Buenos Aires, and Lima, with overwhelmingly positive feedback.

Participants loved the mix of competition and camaraderie,

fostering both personal and business relationships beyond the formalities of traditional events.

More than just a game, this experience extends beyond the pitch—through pre-match gatherings, post-match award ceremonies, and networking dinners—creating lasting connections for players and attendees alike.

BALLERZ

THIS TIME

WHEN: 1st July 2025 - Alongside and in partnership with iGB Live

WHERE: Ballerz - Bluewater Event Space, Blue Car Park, Upper Plaza, Bluewater, Dartford, Greenhithe DA9 9ST

WHAT: A full day's event starting at 13:00 and ending ~22:00. Transportation to and from the ExCeL provided

DAYTIME

🤾 A live streamed 7-a-side tournament played in the Dome with each team guaranteed at least three matches

🤾 Esports & Gaming Tournament, Skillzone Games & Competitions

🤾 Lunch, Drinks & Socialising

EVENING

🤾 An Evening Social including Prize Giving Ceremony & Drinks Reception

🤾 A Poker Tournament

🤾 There will be 300+ guests in attendance, including ~80 players across eight teams.

THE LOCATION

Ballerz offers the ideal setting for an event that blends sport, networking, and entertainment in a fun and memorable space. With a state-of-the-art 5G pitch and an interactive Skill Zone arcade the venue provides the perfect mix of competition and social connection, see more on the next slide...

BALLERZ
TELL ME MORE

The Pitch - Stadium Experience, Floodlights and Skill Games

From the moment you step out of the Ballerz® tunnel, you'll be immersed in the atmosphere of a Champions League game, with the roar of the crowd, big-screen replays and instant match highlights instantly ready to share with friends and on your socials.

From our state-of-the-art stadium, we've got you covered every step of the way to bring you football like you've never experienced before.

GREAT FOOD & DRINKS
Fuel up at the Ballerz Café or grab a drink at the Heineken Lounge. From coffee to cocktails, banging burgers to classy canapes, there's something for everyone, and plenty of social spaces around the venue.

WHAT ELSE?
🏆 Changing Rooms, Showers & All The Facilities
🏆 A Gaming Space with PS5s and Screens
🏆 Directors' Boxes & Seating for Fans Branding Opportunities for partners
🏆 <35 mins drive from the ExCeL
It's all under cover, happy days rain or shine.