

# Vitesse Buiten Spel



## What is Buiten Spel?

'Buiten Spel' is a game platform based on football battles that allow the younger supporters of Vitesse to play football against and with each other at different places throughout Arnhem.

The concept lifts playing football outside to a higher level providing battles that are guided and demonstrated by the team of Vitesse and linked to specific places in Arnhem, aiming to achieve a positive social impact in Arnhem. The game exists of different elements that form a connection between the users, Arnhem and Vitesse to create a sense of belonging and relatedness.



## The Elements

To make the platform work, 'Vitesse Buiten Spel' is built-up in four elements

### Who - Peers

*Goal: To connect the supporter to their peers, other supporters and Vitesse*

*Facilitated by: The four different battle formats; one, one vs. one, team vs. team, one vs. Vitesse.*

### What - Play & Discover

*Goal: To let the supporter discover new people, Arnhem, Vitesse and the team*

*Facilitated by: playing and discovering the football battles of 'Buiten Spel', which is the heart of the game and connects the four elements.*

### Where - Arnhem

*Goal: To connect the environment of the supporter with Vitesse and Arnhem*

*Facilitated by: Empowering the user to start playing from their home to special assigned locations in relation to the city or Vitesse.*

### How - Game

*Goal: To lift playing football outside to a higher level.*

*Facilitated by: developing and growing in the game by earning points and digital and offline rewards, creating a new objective to play.*

## The App

The app has the purpose to connect the four elements creating a connection between the game and the real world.

