



FAN ENGAGEMENT PLAN

On-site and digital recommendations to engage attendees with State Farm Stadium's sustainability initiatives.

2026

TABLE OF CONTENTS

Overview	3
Digital Engagement	4
- Digital Engagement & Education	4
- Gamification & Challenges	4
- Real-Time Game Day Feedback	5
- Earn Rewards	6
- Post Game Impact Reporting	6
Best Ways to Reach Fans	7
- Stadium & Social Media Signage	7
- Video Board	8
- Sustainability Webpage Content	9
Tools to Sort Waste	11
Celebrating Employee Milestones	13
Other Stadium Initiatives	14

OVERVIEW

The Fan Engagement Plan establishes consistent digital and on-site methods to inform fans about sustainability and highlight SFS's achievements in this area. It complements the proposed Sustainable Activation Ideas (SAIs), which focus on physically engaging fans at the stadium, and will be incorporated into the Green Game Guide to support event-day monitoring and engagement. The plan includes key strategies for reaching fans through multiple touchpoints, including video board and digital content, social media engagement, a dedicated sustainability webpage, and physical signage. This plan also outlines a variety of ways to celebrate sustainability milestones and successes, while highlighting proven initiatives from peer stadiums to inform and strengthen SFS's approach.

To strengthen digital engagement, a post-event survey will be emailed to attendees, providing baseline data on their attitudes toward sustainability and collecting feedback on current initiatives to inform future improvements. Additionally, it is recommended that SFS develop a dedicated sustainability webpage that allows fans to easily access information on ongoing efforts, key achievements, and future goals.

To enhance on-site engagement, SFS should expand public-facing sustainability signage to increase visibility and frequency throughout the venue. This includes adding clearer waste-bin signage with correct sorting instructions, as well as installing signage that highlights SFS's broader sustainability initiatives. Strengthening these visual cues will help capture fan attention, reinforce sustainable behaviors, and communicate the stadium's overall impact.

DIGITAL ENGAGEMENT

1. DIGITAL ENGAGEMENT & EDUCATION

Use tools fans already have—phones, apps, and social media—to make sustainability easy to understand and participate in.

Pre-Game Digital Content

- Instagram stories and sustainability tips before games
- Collaboration posts highlighting sustainability accomplishments
- Push notifications and “Before You Go” emails with quick sustainability reminders

Stadium App & QR Codes

- “Where does this cup go?” quick sorting prompts
- 10-second waste sorting guides

QR codes placed on:

- Waste bins
- Cups and napkins
- Concourse signage

Instant Feedback Messages

- “You just helped divert waste from the landfill. Keep it up!”

2. GAMIFICATION & CHALLENGES

Turn sustainability into an interactive game that fans want to participate in.

In-App Fan Challenges

- **Scan to Win Recycling Challenge:** Fans scan a QR code to play a 30-second game showing proper waste streams for items in their section.
- **Green Zone Trivia:** Quick quizzes focused on the stadium’s sustainability initiatives, rewarding fans for learning about the venue.
- **Waste-Sorting Mini Games:** In-app, repeatable games to practice sorting random stadium waste.
- **General Sustainability Trivia:** Fans answer general sustainability questions throughout the game, with top scores displayed on concourse screens.

- **Green Zone Trivia:** Short quizzes on stadium sustainability initiatives appear at random points during the game, offering fans a chance to test their knowledge and earn rewards.
- **Waste Speed Sort:** Drag and drop stadium items into the correct bin before time runs out.
- **Compost or Trash Tap:** Quickly tap whether each item is compostable or landfill as it flashes on screen.
- **Recycle Right Rush:** Swipe items left or right to sort recycling correctly in a fast-paced challenge.
- **Zero Waste Picker:** Tap the most sustainable option from a set of game-day items to build a low-waste experience.

Game-Day Competitions

- **4th Quarter Clean-Up Rally:** Final push to hit the stadium's waste diversion goal.
- **Section vs. Section Diversion Challenge:** Real-time competition between seating sections to achieve the highest waste diversion rate, with live leaderboards displayed throughout the game.

3. REAL-TIME GAME DAY FEEDBACK

Show fans the impact of their actions throughout the game.

Displayed On

- Concourse screens
- Video boards
- Stadium app as notifications

Game Day Metrics

- Total waste diversion rate (%)
- Pounds of stadium waste diverted today
- Diversion progress by quarter

Interactive Visualizations

- Section vs. Section Heat Map: *"Section 132 leading with 74% diversion!"*
- Contamination Tracking: *"Incorrect items in recycling down 8% from last game."*

Impact Message

- *"You helped divert X% of waste from landfill today."*

Potential partner integration: real-time waste tracking platforms such as Spare-It.

4. EARN REWARDS

Food & Beverage

- Discounted or free refill offers
- Concession meal discounts

Merchandise Giveaways

- Reusable stadium cups
- Sustainability-themed T-shirts
- Tote bags
- Stickers, team pins, foam fingers, hats

Loyalty Points

- Earn points in the stadium app
- Unlock larger rewards over time

5. POST-GAME IMPACT REPORTING

Close the loop by showing fans the impact they made together.

Example Impact Updates

- “Fans diverted 12 tons of waste today.”
- “Together, you diverted 18,240 lbs of material from the landfill.”
- “That’s equivalent to removing 22 cars’ emissions from the atmosphere.”

Additional highlights

- # of single-use bottles avoided or bottles refilled
- % of Food scraps diverted from the landfill
- Saved enough water to supply X homes for a day

BEST WAYS TO REACH FANS

1. STADIUM & SOCIAL MEDIA SIGNAGE



Fryer Oil Recycling

All fryer oil used at this venue is collected and recycled as part of our sustainability efforts.

Thank you for supporting waste reduction.



From Plastic To Purpose



OUR WASTE BINS ARE MADE FROM RECYCLED PLASTIC

The waste bins you see around the stadium are made from recycled plastic, helping reduce waste and giving plastic a second life!



Compostable Paper Products

All paper towels and paper products in this restroom are compostable as part of our sustainability efforts.

Thank you for supporting waste reduction.



From Plastic To Purpose



OUR WASTE BINS ARE MADE FROM RECYCLED PLASTIC

The waste bins you see around the stadium are made from recycled plastic, helping reduce waste and giving plastic a second life!



GREEN SPORTS DAY

A WORLDWIDE CELEBRATION OF THE POSITIVE IMPACT SPORTS CAN HAVE FOR PEOPLE AND THE PLANET



Sustainable Materials in Use

These recycling bins are built from recycled materials, reducing the need for new raw materials and lowering overall environmental impact.

Thank you for supporting our sustainability efforts.

2. VIDEO BOARD

Utilize Big Red

- In a proper waste sorting video
- Touring sustainability initiatives found in the stadium
- Showing local food partners using compostable and/or reusable cups
- Sorting correctly and receiving the free shirt, discounted concessions voucher, or reusable cup
- Showing how much waste is being diverted per game using Spare-it Technology

Utilize a Cardinals player

- Share waste sorting information
- Give a quick message on their support for SFS's new sustainability initiatives

Video Ideas

- Big Red is throwing a football that turns into a can or bottle mid-throw and lands in a recycling bin, and does a celebration dance
- General sorting guide to avoid contamination ([Mercedes-Benz Sorting Guide](#))
- Showing ways to earn an incentive, discount, or concession voucher from proper recycling or composting
- Introducing new and current sustainability initiatives overall
- Show how to use the app and the gamification aspect

Written Messaging Ideas

- "MAKE SOME NOISE. NOT WASTE."
- "EVERY CAN COUNTS."
- "PASS IT TO THE RIGHT BIN."
- "THINK BEFORE YOU THROW."
- "DEFENSE WINS GAMES. RECYCLING SAVES THE PLANET."
- "YOUR TEAM. YOUR STADIUM. YOUR RESPONSIBILITY."
- "SORT LIKE A CHAMP."
- "BIN IT TO WIN IT."
- "TEAMWORK MAKES THE GREEN WORK."

3. SUSTAINABILITY **WEBPAGE CONTENT**

1. Stadium Sustainability Partners

Highlight current partners that support sustainability initiatives at the stadium. Include a brief description of each partner's role and how their collaboration contributes to waste diversion, energy efficiency, or other environmental efforts.

2. Current Sustainability Initiatives

Provide an overview of the sustainability programs currently implemented at the stadium. This section could include initiatives related to waste diversion, recycling and composting, water conservation, energy efficiency, and sustainable purchasing.

3. Waste Diversion Data and Metrics

Share transparent performance metrics that track sustainability progress. Examples may include waste diversion rates, recycling and composting totals, and waste generated per fan during events.

4. Future Sustainability Goals and Plans

Outline upcoming sustainability goals and planned initiatives for the stadium. This could include infrastructure improvements, new partnerships, or expanded waste-diversion and energy-efficiency programs.

5. What Sustainability Means at State Farm Stadium

Provide a short explanation of the stadium's sustainability philosophy and commitment. This section should communicate why sustainability is important to the stadium and how it guides operational decisions.

6. Sustainability Newsletter Subscription

Allow visitors to subscribe to a sustainability newsletter to stay informed on stadium initiatives.

Updates may include:

- Waste diversion progress
- Water efficiency improvements
- Energy efficiency initiatives
- Sustainable purchasing programs
- Alternative transportation options for events
- Emissions awareness and education

7. Perspectives from the Sustainable Stadium Alliance

Include quotes or short insights from members of the Sustainable Stadium Alliance describing how sustainability initiatives have positively impacted their experience at the stadium or what they have learned through participation.

8. State Farm Stadium's Sustainability Journey

Provide a timeline or narrative highlighting the stadium's sustainability progress, including major milestones, partnerships, certifications, and key initiatives over time.

9. Master of Sustainability Solutions (MSUS) Program Partnership

Highlight the collaboration between State Farm Stadium and the MSUS program. Describe how student research, projects, and internships advance sustainability efforts at the stadium, or introduce a Green Team made of MSUS student volunteers.

10. MSUS Project Testimonials

Include brief reflections from MSUS project team members describing their experiences working on stadium sustainability initiatives and the impact of their work.

11. Photos of Sustainability Initiatives and Events

Include recent photos highlighting sustainability-related events, activations, infrastructure improvements, or behind-the-scenes operations to visually showcase ongoing efforts.

12. "Did You Know?" Sustainability Facts

Create a short facts section highlighting lesser-known sustainability initiatives at the stadium. Examples may include fryer oil recycling, composting programs, or other operational sustainability practices.

13. LEED Certification Feature

Once received, a section highlighting the stadium's LEED certification plaque, with a short explanation of what LEED certification means and how the stadium achieved it.

14. NFL Green Super Bowl Initiatives

Provide information on initiatives implemented during the NFL Green Super Bowl, highlighting how the stadium contributed to the event's environmental goals.

15. Waste Sorting Education Video

Include a short educational video demonstrating proper waste sorting at the stadium. A model for this could be a video similar to the [Mercedes-Benz Stadium Sorting Video](#), customized to show how fans should sort waste at State Farm Stadium.

PASS IT TO THE RIGHT BIN

In an effort to minimize waste and divert as much material as possible from landfill, we ask all fans to follow the sorting system below. Every item placed in the correct bin helps us reduce our environmental impact.

1. FOOD BIN

- ☐ All leftover food
- ☐ Ex: fries, pizza, nachos, popcorn, etc.

***No cups, wrappers, or packaging**

2. COMPOST

- ☐ Napkins and paper towels
- ☐ Greasy pizza box bottoms
- ☐ Paper food trays
- ☐ Compostable plates, bowls, and utensils

3. RECYCLING

- ☐ Aluminum cans
- ☐ Plastic bottles
- ☐ Plastic cups and lids
- ☐ Clean cardboard and paper

***Always pour out liquids first**

4. LANDFILL

- ☐ Chip bags and candy wrappers
- ☐ Foam containers
- ☐ Plastic-lined paper cups
- ☐ Condiment packets



Quick Tips

- Empty liquids into the landfill first, then recycle.
- Separate items when possible (lid from cup).
- Look for labels such as “compostable” or “recyclable.”
- If still unsure, place it in the **Landfill** to avoid contamination of other bins.

Have a question? Ask a **Green Team member!**

****Did you know that since late 2023, State Farm Stadium converted 353 lbs of cigarette butts into energy?****

TOOLS TO SORT WASTE

Food (Brown Bin)	Landfill (Black Bin)	Recycling (Blue Bin)	Compost (Green Bin)
All food scraps	Chip bags	Aluminum cans (beer, soda, seltzer)	Compostable Utensils
	Candy wrappers	Plastic water bottle	Paper food trays and boats
	Foam containers	Clean plastic cups	Napkins and paper towels
	Plastic-lined cups	Plastic lids	Wooden stir sticks and toothpicks
	Plastic bags	Clean pizza lid (no grease)	Paper drink carriers (no plastic lining)
	Condiment packets	Flyers, papers, cardboard, etc.	Greasy pizza box bottoms

When to direct attendees to QR codes

QR codes are available throughout the stadium to support fan education and engagement. Direct attendees to these resources in the following situations:

A fan wants more detail about the sorting guide than you can provide verbally

- Point them to the QR code on the nearest bin or signage.

A fan wants to take the sustainability survey, but doesn't want to stop and chat

- Direct them to scan the QR code at their own pace.

A fan asks about real-time diversion progress

- Point them to the nearest concourse screen displaying live data, or reference the most recent update you've received from your operations lead.

When directing fans to screens or QR codes, always encourage them to return to you or another employee if they have additional inquiries. Interpersonal engagement is the most important part.

CELEBRATING EMPLOYEE MILESTONES

- 1. Green Team MVP:** Fans nominate the most helpful sustainability staff member.
- 2. Green Team Ambassador:** Seasonal or by game/event employee of the Green team who actively engages fans at the Green Zone for 3+ games. Recognition would be sustainability swag for the employee and possibly a recognition badge (presented to fans on social media)
- 3. Recycle Record Game Announcement:** When record amounts of recycling are recorded during a game, (Display the milestone on the jumbotron during halftime, Show the amount of waste diverted from landfills, Thank fans for helping reach the goal)
- 4. Vendor Challenge:** Internal recognition or a weekly/monthly vendor spotlight for the concession stand with the lowest contamination rate, highest compost capture, etc.
- 5. Eco-Champion Milestone:** Employee helps develop 3-5 sustainability initiatives (recycling drives, energy-saving campaigns)
- 6. Green Leader:** Awarded to employees who lead a sustainability team or project with measurable positive impact.
- 7. Green Shout-Out Wall:** Fans write thank-you notes or digital shout-outs that are displayed on a stadium board or big screen, recognizing employees by name.
- 8. Eco-High-Five Moments:** Fans give physical or virtual “high-fives” (stickers, pins) to employees demonstrating exceptional sustainability support.
- 9. Employee-Nominated Sustainability Hero:** A monthly employee poll to select a standout employee who receives a special prize pack and public recognition.
- 10. Eco-Impact Story Sharing:** Employees highlight stories about how an employee’s sustainability efforts inspired their own green actions.

OTHER STADIUM INITIATIVES

Lumen Field – “Go the Extra Yard Challenge”

A fan engagement program that encourages sustainable behavior through a rewards-based challenge.

- Fans earn “green points” for actions such as recycling at the stadium, using alternative transportation, eating a meat-free meal, or reducing energy use at home.
- Points can be redeemed for prizes, including game tickets, field passes, signed jerseys, and gift cards.
- This program is presented by Coca-Cola to promote recycling and reduce packaging waste.

Levi's Stadium – Sustainability Dashboard

A dashboard that allows visitors to see the stadium’s environmental performance in real time.

- Shows real-time energy use and building performance.
- Includes water and air quality monitoring data.
- Allows visitors to see sustainability systems operating live during events.

Levi's Stadium – Sustainability Staff

Onboarded designated “sustainability staff” to assist fans with waste sorting.

- A fan engagement support program that improves waste diversion through on-site guidance.
- Designated “sustainability staff” are stationed at waste hubs to help fans sort recyclables, compost, and landfill correctly.
- Staff provide real-time education, reduce contamination, and enhance overall fan participation in sustainability efforts.