

GRAEBEL SCORES WINNING GOAL IN 13 U.S. CITIES

HANDLES GEAR LOGISTICS FOR THE CONCACAF GOLD CUP™

CASE STUDY

The Gameday Management Group (Gameday) hired Graebel to coordinate and transport the personal and team gear of 12 teams in 13 U.S. cities across the country for the Confederation of North Central American and Caribbean Association Football (CONCACAF) 2011 World Cup soccer (aka football) tournament.

THE CHALLENGE

To transport the game-day critical items of 12 teams based on the Gold Cup's 'bracket play' where elimination meant the team would go home. Depending on the ranking after each match, each teams' goods required immediate transportation to either the current city hotel, airport, or on to the next city team hotel.

THE SOLUTION

With fancy 'footwork' in a tight timeframe, Graebel worked proactively with its local centers in these 13 cities to meet the demand of the Gold Cup's four week schedule:

- > Arlington, TX
- > Carson, CA
- > Detroit, MI
- > Charlotte, NC
- > Miami, FL
- > Tampa Bay, FL
- > Chicago, IL
- > Harrison, NJ
- > Kansas City, KS
- > East Rutherford, NJ
- > Washington, D.C.
- > Houston, TX
- > Pasadena, CA

Logistics were meticulously mapped out according to every possible scenario. Once each team arrived at the airport, Graebel would transport the personal items and gear to the hotel, from the hotel to the game and then after the game, back to the hotel while the team prepared for departure home or on to the next tournament city. Graebel dedicated

resources in each city including an operational single point of contact to ensure smooth execution. In addition, two Graebel drivers and trucks handled the unique shipments.

Many variables were at play including delayed or cancelled flights and out-of-the-ordinary requests. In every case, Graebel stepped in without delay and exceeded expectations.

THE RESULTS

With 93,000 fans present, Mexico won the CONCAFAF Gold Cup against the U.S. with a score of 4-2 at the Rose Bowl in Pasadena, California. Graebel successfully coordinated and moved goods for the championship game, too.

What's next on the field? Graebel and Gameday will transport items for the Manchester United U.S. soccer tour across five cities during a three week period.

"It was a pleasure working with Graebel for the Gold Cup tournament across 13 cities in the USA. Graebel did a great job of meeting our needs with the ever changing schedules and demands of a soccer/football tournament. Graebel provided great equipment and knowledgeable and hard working drivers."

- Jeff Hinton, Sr. PM, SP Plus Gameday

THE CUSTOMER

SP Plus® Gameday (aka Gameday Management Group)

Gameday offers global transportation management for major sporting events such as the Olympics, a variety of college bowls and other marquee events.

www.gamedaymanagement.com

ABOUT THE CONCACAF GOLD CUP

The CONCACAF Gold Cup evolved from a series of championships dating back to 1941 and is the main soccer competition of the men's national soccer teams. It is held every two years as an independent championship, however, once every four years, the winner is the entrant to the FIFA Confederation Cup.



PROJECT GOALS

Graebel was tasked to proactively plan and execute the moving logistics for 12 teams' game-critical gear and personal items to and from the airport and various hotels in 13 cities with a flexible, ever-changing timeframe.

WHY GRAEBEL

Graebel had already successfully handled the CONCAFAF Gold Cup. With its 40 centers nationwide, Graebel on-the-ground locations, expertise, flexibility and capability to dedicate resources for this highly-distinctive project were among determining factors in Gameday's decision.



#1 Relocation Company in the "HRO Today" Baker's Dozen - Two Years Running, 2010 and 2011.

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