

1 August 2024, 10:10 (BST)

FC BARCELONA JOIN FORCES WITH FEVER AS EXCLUSIVE TICKETING PROVIDER AT THE CLUB'S FACILITIES

The technology world leader becomes the new 'Official Ticketing Technology Partner' for the Club for the next five seasons, until 30 June 2030



FC Barcelona and Fever will join forces through a sponsorship agreement with the leading live entertainment discovery platform, becoming the new 'Official Ticketing Technology Partner' for the Club for the next five seasons until 30 June 2030. This strategic partnership aims to improve the spectator experience at the Club's facilities through a wide offering of events, activities, and other exclusive content.

The alliance between the Club and Fever once more strengthens FC Barcelona's commitment to transforming its facilities into an international hub of innovation, underlining the

desire the adopt new technology to improve the experience of fans and members who come to visit the future Espai Barça. The collaboration with Fever will allow Barça fans to enjoy access to the most accessible, efficient, and fastest ticket sales platform in the industry. Thanks to its global presence, it has multiple payment systems, both national and international, and the most complete 24/7 customer service system. The main goal is to facilitate buying match tickets, tickets for events and all types of experiences related to the Club.

This agreement forms part of the sponsorship programmes associated with Espai Barça and has been made possible due to a shared ambition to bring the project the latest generation technology and make it a reference point in the field.

A 100% personalized experience

Offering a unique and personalized experience to fans who visit the FC Barcelona facilities is one of the key areas for the Club with regards to the refurbishment of Spotify Camp Nou and the Espai Barça project. Fever will implement their advanced technology to optimize the sales process, including systems of personalized recommendations and a more intuitive, safe and rapid purchase experience.

Furthermore, exclusive content will be developed, and fans will have access to unique experiences that will make the most of their connection with the Club, making it easier to go to games and the various events that take place at the FC Barcelona facilities. This alliance is also based on bringing in a new way of relating to fans to allow them to enjoy a 100% Barça experience.

Statement from Juli Guiu, FC Barcelona Marketing Area vice president

“This agreement with Fever strengthens FC Barcelona’s commitment to transforming its facilities into an international hub of innovation and adopting revolutionary technology to offer a unique experience with a great range of opportunities for members and fans who come to the future Espai Barça. This is also one of the is one of the key areas that FC Barcelona wishes to build on with regards to the refurbishment of Spotify Camp Nou, to have a personalized, 100% Barça experience worthy of the best team in the world.”

Statement from Rocío Trujillo, Fever General Manager Southern Europe

“We are proud to become the 'Official Ticketing Technology Partner' of an emblematic sports club like FC Barcelona. This agreement is a sign of Fever’s commitment to developing a global platform that not just an improved experience for the user, but also provides our partners with access to a whole world of content and technology, regardless of the entertainment of the category”.

About Fever

Fever is the leading global live-entertainment discovery platform which has helped millions of people discover the best experiences in their cities since 2014. With a mission to democratize access to culture and entertainment in real life through its platform, Fever inspires users to enjoy unique local experiences and events, from immersive exhibitions, interactive theatrical experiences, and festivals to molecular cocktail pop-ups, while empowering creators with data and technology to create and expand experiences across the world.

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