



Play Away, Stay Away
The fan-to-fan host network



WHAT IS PLAY AWAY, STAY AWAY?

Play Away, Stay Away (PASA for short) is the UK's first commercial fan-to-fan host network exclusively for sports supporters (initially both rugby and football supporters).

Our mission is to eliminate the cost of accommodation and bring opposition fans together during away trips by connecting travelling supporters with hosts in their destination location and enable more people to be able to follow their team away from home, more often.

The network is built on an indirect reciprocal basis so that the original host is then able to search for accommodation for an away game that he or she may be planning on going to in the future.

The need for this platform is particularly relevant to rugby where the cities such as Galway are generally smaller and often lack the infrastructure or accommodation spaces that larger cities may have and the rivalry between fans is a lot more friendly than in football. We firmly believe, in fact, *we know*, that supporters have a lot more in common and shared interests than is frequently portrayed.

WHAT'S THE PROBLEM CURRENTLY?

One of the most common issues encountered when following or supporting a club like Connacht away from home is the additional cost of accommodation in the destination location, particularly for matches of larger significance when demand can often out-strip available supply.

This then leads to increasing accommodation costs that either price fans out of being able to afford to go or become an accepted part of the matchday cost. Indeed, accommodation is usually larger than the cost of the match ticket itself and often, also the transport cost of getting to the stadium but we firmly believe that this doesn't have to be the case.

Often, the home/local supporters have spare capacity in their homes and we have found, would be happy and proud to host their opposition fans. From our experience to date, we have found that the hosting experience is just as beneficial as the visiting experience as supporters share stories, meals and create a friendship that lasts long after the final whistle.

That's how we're turning fans into friends.

**Let's Kick Accommodation
Costs Into Touch**





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HOW DOES PLAY AWAY, STAY AWAY SOLVE THIS?

By bringing together like-minded supporters, PASA will allow members to register as hosts and be able to request accommodation for a game from a local fan in the location that they're heading to.

Whilst we are still growing the platform, these exchanges will be managed manually, which gives us the added benefit of being able to verify all of our hosts and be able to help bring the two supporters together, ensuring both parties' safety. In the long term, our plan is to automate this process and have an interactive platform that users can search across, send messages from and request accommodation from...but we need your help to get there!

PROPOSAL

As well as allowing supporters to register generally, because this is the first foray into the rugby side of the market, we are targeting specific matches to run initial hosting exchanges and develop the platform further.

The most beneficial fixtures are where there is an obvious or instant chance for reciprocation and the fans are travelling a long distance to go to the game. This is why we have selected the Gloucester fixtures below as the featured events, for which we need your help and co-operation to find a number of volunteer Connacht fans to experience as both hosts and travelling supporters.

- Gloucester vs Connacht - Sunday 8th December at 13:00
- Connacht vs Gloucester - Saturday 14th December at 12:45

FURTHER INFORMATION

For further information, please see:



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www.playawaystayaway.com



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