FOOTY FEST @ THE FORUM

Newsletter · Issue 1 — Launch Edition · September 2026

Welcome to the very first Footy Fest @ the Forum newsletter. We're counting down to 27–28 March 2027 and there's already plenty to shout about — from a confirmed freestyle star to brand-new exhibitions and the opening of trader bookings. Read on for everything you need to know.

IT'S OFFICIAL — FOOTY FEST 2027 IS ON!

Following the success of our previous events at The Forum, Norwich — the Collectors Fairs, the Poppy Events and the Subbuteo Event — Footy Fest @ the Forum is back for 2027, and it's our biggest yet.

We're taking over The Forum, Millennium Plain for a full two days on Saturday 27 and Sunday 28 March 2027. Daytime entry is completely free for all the family, with activities running from 10:00 each day. Saturday evening features a VIP Reception at 18:30 followed by our flagship 'An Evening With...' event at 19:30 in the Auditorium. Sunday afternoon closes with a Prize Draw and giveaways at 15:30.

Whether you're a lifelong football fan, a collector, or just looking for a brilliant family day out in Norwich city centre — Footy Fest has something for you.

ROMAN THE FOOTBALL FREESTYLER — CONFIRMED!

We're absolutely delighted to announce that Roman, one of the UK's most exciting football freestylers, will be performing live across both days of Footy Fest 2027.

Expect jaw-dropping tricks, lightning-fast footwork and gravity-defying volleys — from neck stalls and around-the-worlds to crowd-pleasing audience participation. Roman will be performing multiple times each day on Millennium Plain, so there'll be plenty of chances to catch him in action between the exhibitions and panel talks.

Think you've got the skills? Audience participation is always welcome. This is one not to miss — and it's completely free.

FOOTYFEST LIVE — SPEAKER ANNOUNCEMENTS COMING SOON

One of the headline features of Footy Fest is FootyFest Live, held in the Forum Auditorium across both days.

EFL Championship Live (11:00–13:00) will see a guest speaker sit down with special guests to explore the stories, personalities and moments that define the Championship. Then Premier League Live (14:00–16:00) turns the spotlight on the top flight. Both sessions run on Saturday and Sunday.

Entry to FootyFest Live is free, but seats must be booked in advance — and they will go fast. Speaker and guest announcements are coming in the months ahead. Make sure you're subscribed to this newsletter to hear them first.

EXHIBITIONS: MATCH WORN SHIRTS, CLASSICS & THE ANTIQUES ROADSHOW

The exhibition space at Footy Fest is always a highlight — and 2027 is shaping up to be the best yet.

KEY DATES

EVENT DATES
27–28 March 2027

VENUE
Forum Norwich

DAYTIME ENTRY
Free — no booking

FOOTYFEST LIVE
Free — book in advance

EVENING EVENT
Ticketed — see website

DAILY SCHEDULE

10:00
Doors open — exhibitions & trader stands

10:00 & 10:40
Roman — freestyle performances

11:00–13:00
EFL Championship Live (Auditorium)

13:00–14:20
Roman — further freestyle performances

14:00–16:00
Premier League Live (Auditorium)

15:30
Prize Draw & Giveaways (Sun only)

18:30
VIP Reception — The Gallery (Sat only)

19:30
An Evening With... — Auditorium (Sat only)

GET INVOLVED

> Book evening tickets
footyfest.co.uk/tickets

> Book a trade stand
footyfest.co.uk/trade-stand

> Visit the website
footyfest.co.uk

> Community board
footyfest.co.uk/community

Billy Pointer's extraordinary match worn Norwich City collection will be on display across both days. These are actual shirts worn on the pitch by Canaries legends — up close, in person, and free to view. Alongside that, a Classic Shirt Display will showcase rare and iconic shirts from clubs across the country and beyond.

Brand new for 2027: the Norwich City Antiques Roadshow, run in partnership with the Norwich City Historic Trust. Got a piece of NCFC history tucked away at home? Bring it along — programmes, shirts, photographs, badges, tickets, medals — and our experts will give it a valuation and share the story behind it. Completely free to take part.

TRADER & EXHIBITOR BOOKINGS ARE OPEN

Are you a retailer, collector, fan group or media creator? Bookings for trade stands and exhibition space at Footy Fest 2027 are now open — and spaces are going quickly.

Stand types available include Commercial Retailer, Casual Retailer, Exhibitor, Fan Group and Media / Content Creator. Pricing starts from free for fan groups and media creators, with table fees for commercial and casual retailers.

Spaces are allocated on a first-come, first-served basis. Head to footyfest.co.uk/trader-booking to submit your enquiry. If you've already booked, look out for your confirmation email — it includes your Community Board PIN so you can post trader updates and connect with visitors ahead of the event.

JOIN THE COMMUNITY BOARD

We've launched the Footy Fest Community Board at footyfest.co.uk/community — a live space where traders can share stand updates and special offers, and visitors can ask questions about the event.

If you've booked a trade stand, your confirmation email includes a PIN that lets you post updates directly to the board. Let visitors know what you'll be bringing, any special offers, or anything else you'd like to shout about.

Visitors — got a question about the event, parking, or what to expect? Ask away on the board and we'll get back to you. The board refreshes automatically, so check back regularly as we get closer to March.

To unsubscribe, reply to this email with "unsubscribe" in the subject line.