

REDEFINE FOOTBALL



إعادة تعريف لكرة القدم



WARSAW SPORTS MARKETING CENTER, UNIVERSITY OF OREGON

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GAME PLAN

KEY MOMENTS IN U.S. FOOTBALL HISTORY

BEST PRACTICES

SITUATION ANALYSIS

CREATIVE BRIEF

PHASE 1: REDEFINE FOOTBALL

- **FINANCIALS**
- **EVALUATION MEASUREMENTS**

PHASES 2 THROUGH 4

MAJOR EVENT ENGAGEMENTS

BEST PRACTICE - KEY MOMENTS IN U.S. FOOTBALL HISTORY

1972
Establishment
of Title IX

1983
U.S. bids for 1986
World Cup

NCAA begins
women's soccer
championship
tournament

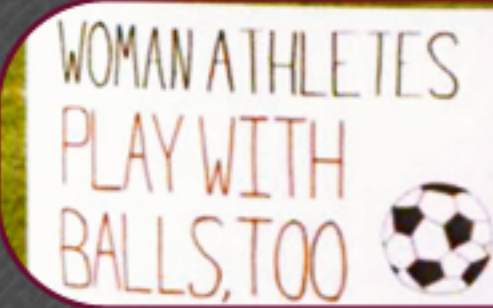
1990
U.S. competes in
World Cup for the
first time in 40
years

1992
U.S. national team wins
inaugural U.S. Cup

1997
People Magazine name
Mia Hamm one of its 50
Most Beautiful People

USWNT wins 1999
FIFA World Cup
1999

2008
USWNT has one of its
best years, losing only
one game



1976
12 colleges and
universities achieve NCAA
women's varsity status
(with 17 more soccer
programs starting)

1985
First National Women's
Team formed

1991
USWNT wins first FIFA
Women's World
Championship

1995
U.S. bids for 1999
Women's World Cup

1997
"Anything you can do better"
ad starring Mia hamm and
Michael Jordan debuts

2004
USWNT wins every
tournament and Olympics



1970s - 2010s

Number of youth football players grows from 103,000 to over 3,000,000

BEST PRACTICE - WOMEN'S SPORTS INITIATIVES



MISSION (BAY AREA WOMEN'S SPORTS INITIATIVE)

- To awaken the power of female athletes as change makers in the world.

BAWSI GIRLS

- A free, after-school program hosted on elementary school campuses.

- **16,000** girls reached and over **3,000** female athletes participated.
- Girls participate in fitness activities and learn about how to live healthy lives.



MISSION

To empower girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development.

CAMP WIN

A fun environment for young girls to learn different sports and participate in fitness activities in a four-day camp.

LIVE ACTIVE

The goal of the program is to educate girls on the positive benefits of sports and fitness and inspire them to LIVE ACTIVE.

BEST PRACTICE - LEGACY TOUR '94



USA LEGACY TOUR '94

- Multi-stop, travelling tour appealed to soccer and non-soccer fans alike.
- Built soccer awareness and interest around country prior to World Cup.
- Celebrity tournament with athletes and other influential figures.



'94 LEGACY TOUR SOCCER CLINICS

- Provided free clinics to teach soccer basics and skills.
- Held international 4v4 tournament with teams from 16 countries represented in World Cup.
- End result of Legacy Tour – over 1.1 million fans attended.

BEST PRACTICE - US WOMEN'S SOCCER TOURS



2004 FAN CELEBRATION TOUR

- 10-game tour across 10 cities in 9 states.
- Average attendance: 15,614.

- An opportunity to thank fans and for them to see the Olympic Champions.
- Final opportunity for fans to celebrate legends of the women's game in their final appearances on the national team.



2012 FAN CELEBRATION TOUR KICKOFF

- 10,000 tickets were sold in pre-sale events held in Rochester, NY.
- 6,000 were purchased in the first ten minutes.
- The game sold out so quickly that the stadium added another 2,000 seats, which sold out within 30 minutes.

Participation rates for US Youth Soccer for registered girls (not including rec leagues).

- 2000: 1,359,198
- 2008: 1,511,094

BEST PRACTICE - RECREATIONAL LEAGUES

*Recreational League: Activity that refreshes and recreates; activity that renews your health and spirits by enjoyment and relaxation



OBJECTIVES

- Have Fun.
- Instill a passion and enjoyment for the game.

- Development of athletic and life skills.
- Over 3,000,000 individuals registered (52% male, 48% female).



ABOUT

- Largest youth football, cheer/dance program in the world.
- Over 425,000 young people ranging from ages 5 to 16 years old.

OBJECTIVES

- Encourage and increase youth participation.
- Ensure safe and positive playing environment.
- No tryouts or cuts, everyone participates.
- Instill values of teamwork, dedication and a superior work ethic.

BEST PRACTICE: PROMOTING FEMALE SPORTS IN MEDIA

HEALTH EDUCATION AND EMPOWERMENT FOR FEMALE ATHLETES



“IF YOU LET ME PLAY SPORTS...”

NIKE COMMERCIAL (1995) [LINK](#)

“I will suffer less depression”

“I will learn to be strong”

“I will be more likely to leave a man who beats me”

“I will have more self confidence”

“I will be 60% less likely to get breast cancer”

“I will like myself more”

BEST PRACTICE: PROMOTING FEMALE SPORTS IN MEDIA

PROMOTING FEMALE HEROES AND EQUALITY



"ANYTHING YOU CAN DO I CAN DO BETTER"
[LINK](#) GATORADE COMMERCIAL (1997) starring Mia Hamm & Michael Jordan

CURRENT SITUATION: SWOT ANALYSIS OF QATAR

STRENGTHS

- Football is the most popular sport in Qatar.
- Qatar has the highest GDP per capita in the world.
- Stable government with female involvement at the higher levels.
- Qatar is a pioneer in Women's rights in the Gulf.
- High population concentration in Doha with a young demographic.
- Women typically receive higher levels of education than men.
- Schools have physical education programs and are actively integrating them into a holistic education process.
- Qatar has a National Women's Football team and a professional women's league.
- Grassroots football efforts aimed have begun with a U14 program.
- Organizations that advocate women in sport such as the Qatar Women's Sport Committee, exist to "articulate a path between women's sports and religion."

OPPORTUNITIES

- High acceptance of social media helps build connections and communities quickly while without sacrificing time that is traditionally dedicated to familial obligations.
- Al-Jazeera, now an independent company, is headquartered in Qatar.
- Qatar is hosting the FIFA World Cup in 2022.
- The infrastructure and facilities are in place for women to participate in sports.
- Regional tournaments are readily available in which the Qatar Women's National Team can participate.
- Qatari society is comparatively progressive to its regional counterparts as it strives to modernize while maintaining its traditions.

WEAKNESSES

- High regulation and government control of digital content.
- Population boom led by high expat population (of which only 250,000 are Qatari nationals) has left infrastructure struggling to catch up.
- Gender-segregated society limits sporting opportunities in father-daughter bonding, lack of female coaches, trainers and role models for young girls to emulate.
- Participation in sport is low among boys and girls.
- No culture of teamwork or understanding of the benefits of sport.
- Extreme heat of Qatar's desert climate restricts sporting access in the summer.
- Lack of awareness and playing discomfort causes underutilization of facilities.

THREATS

- Growing presence of technology accommodates sedentary lifestyle.
- Alternative entertainment opportunities such as shopping represent comfortable and non-physical options for Qatari youth.
- Healthcare system encourages treatment over proactive care, leaving much of the public uneducated about the poor lifestyle choices.

CURRENT SITUATION: WOMEN'S ATHLETICS IN QATAR



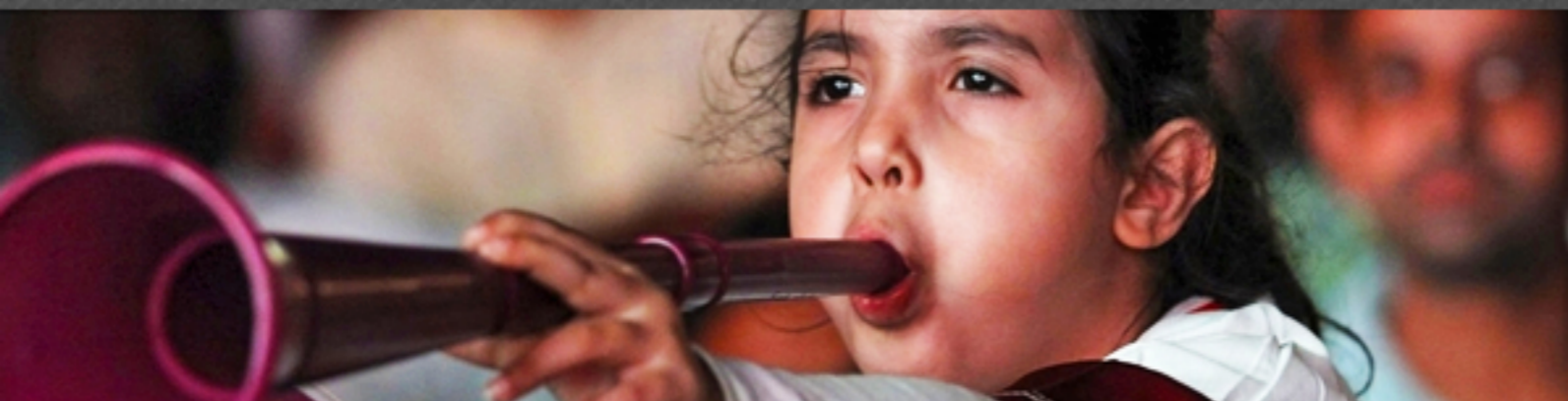
GIRLS PLAYING FOOTBALL ARE THE EXCEPTION, NOT THE RULE

- Qatari girls have few athletic role models.
- Girls have little social incentive to play sports due to low female participation rates.



FITNESS IS NOT VALUED

- Average Qataris do not associate sedentary lifestyles with prevalent chronic diseases.
- Parents do not encourage their daughters to play football.



WOMEN'S ATHLETICS ARE NOT TRADITIONALLY PART OF MUSLIM CULTURE

- Aggression and physical contact are not considered feminine.
- Football is considered dangerous.



LOW AWARENESS

- Lack of awareness regarding playing opportunities.

CREATIVE BRIEF - PRIMARY AUDIENCE: GIRLS AGED 6-17



TARGET AUDIENCE

- Qatari girls aged 6-17.

tone

- Inspirational: We will introduce girls to role models that they can aspire to and emulate.
- Inclusive: We will build confidence in Qatari girls to try football in safe environments.
- Educational: We will teach girls football skills and the value of team sports.

DESIRED OUTCOMES

- Transform football from an intimidating activity to a fun and welcoming activity.
- Demonstrate that football is a truly social activity.
- Instill a belief that football is a truly social activity.
- Get all Qatari girls to try football by the age of 17.

CREATIVE BRIEF - SECONDARY AUDIENCE: PARENTS

TARGET AUDIENCE

- Parents of Qatari Girls.

tone

- Informative: We will highlight the benefits of physical activity for girls.
- We will emphasize the importance of fitness for long term health and high achievement.

DESIRED OUTCOMES

- REDEFINE strength so that sports are no longer considered too dangerous or masculine for girls.
- Demonstrate to Qatari parents that football can fit into a busy family schedule.
- Get parents to participate in football activities with their daughters.



REDEFINE FOOTBALL



In order to change the perception of girls and women in football in Qatar, we have branded our campaign "REDEFINE Football."

We will reposition the sport through the following elements of our campaign:

REDEFINE STRENGTH...

by showing girls that they are physically and mentally capable.

REDEFINE HEALTH...

by educating girls and their parents about how football contributes to a healthy life.

REDEFINE EXPECTATIONS...

by showing Qatari girls how playing football with friends and classmates can be fun and fulfilling.

REDEFINE HEROES...

by introducing girls to empowered women.

#REDEFINEfootball



REDEFINE FOOTBALL SUMMARY

POST WORLD CUP

The foundation for Qatar's women's football culture has been established.

2015

REDEFINE Football Tour kicks off in malls.

2016

Mosque leagues grow in popularity.

2018

Advanced developmental league for girls launches.

2022

Qatar hosts 2022 World Cup.



2014

The REDEFINE Football campaign concept is launched.

2017

Qatar Women's National Team plays in exhibition tour.

2020

Coaching clinics for new volunteer coaches.

THREE STEP PROCESS

1: EDUCATE

Teach Qatari girls and their parents the value and benefits of fitness.

2: INTEGRATE

Integrate fitness and football into the everyday lives of Qatari girls.

3: PARTICIPATE

Allow Qatari girls the opportunity to play and learn the sport in a safe environment.

INTRODUCE HEROES



GENERAL OVERVIEW

- Building opportunities for girls to authentically connect to, learn from, admire and emulate women in sport.

OBJECTIVES

- Teach girls about teamwork, leadership and confidence.
- Enhance family life by increasing communication and trust between girls and parents.
- Increase acceptance of female participation in sport.
- Build relatable role models for young women.
- Demonstrate that football is a sport for everyone.

TACTICS

- Utilize mall demonstrations and fashion shows to create a safe space for women of all ages to engage, learn and have fun with football.
- Create an exhibition tour that brings in foreign teams to compete against Qatari and other Middle Eastern women's teams.
- Implement a city-wide tour that showcase's top female athletes by stopping at schools and malls to encourage young girls to participate in sport.

JUSTIFICATION

- Change the perception that women cannot be athletes by introducing successful athletes to Qatari girls.
- Overcome barriers to participation by giving girls the opportunity to try football and see new gear.

INTRODUCE HEROES

MALL TOUR: FASHION SHOW

SHOWCASE FEMALE-SPECIFIC ATHLETIC WEAR

- Fashionable, practical and culturally appropriate.
- Use Qatari Women's National Football Team players as models.
- Market the event towards families and mall-goers.
- High-end fashion show to match upscale malls.

WORK WITH SPORTS INDUSTRY TO CREATE ATHLETIC CLOTHING LINE FOR MIDDLE EASTERN WOMEN

- Fashion-forward and appealing.
- Cooling properties for extreme heat.
- Cross-categorical (works for football, but also other sports).
- Women's and children's lines.



#REDEFINEheroes

INTRODUCE HEROES

REDEFINE FOOTBALL TOUR "EXPERIENCE FOOTBALL" MARCH - MAY, 2015-2017

OVERVIEW

REDEFINE expectations by learning basic footballs skills from the REDEFINE Fitness Challenge and members of the women's leagues athletes with special appearances from other female heroes.

- Encourage participation of mothers and daughters.
- Participants will be asked to fill out a waiver to play that includes their contact information.
- Teach soccer basics (kicking and dribbling).
- Inform women of football opportunities.
- Cross-promote with sporting goods and nutrition store (i.e. Galaxy Sports).
- Students' information will be used in phase two to recruit kids to clinics, workshops and leagues.
- Prizes such as Women's National Team apparel and equipment will be given to kids who play.

PROPOSED LOCATIONS



VILLAGIO



LANDMARK



CITY CENTER DOHA



SOUQ WAQIF



MALL OF QATAR

INTRODUCE HEROES



FA WOMEN'S CUP (GBR)

Arsenal LFC
Liverpool LFC
Chelsea LFC
Everton LFC



FA WOMEN'S PREMIER LEAGUE (GBR)

Tottenham Hotspurs LFC
West Ham United LFC
Leeds United LFC



FRAUEN-BUNDESLIGA (GER)

FFC Frankfurt
Lokomotiv Leipzig
Bayern Munich



PRIMERA DIVISIÓN (ESP)

Barcelona LFC
Valencia CF
Atlético Madrid

EXHIBITION TOUR

- Send Qatar Women's National Football Team on country tours.
- Invite teams from other countries to play friendly matches against Qatari and other Middle Eastern Women's National Teams in lead up to Arab Women Sports Tournament.
- Push for football's addition to the 2016 and subsequent Arab Women Sports Tournaments.



NATIONAL WOMEN'S SOCCER LEAGUE (USA)

Portland Thorns FC
Chicago Red Stars
Washington Spirit



W-LEAGUE (AUS)

Sydney FC
Perth Glory
Adelaide United



COPA LIBERTADORES FEMININA (SA)

Santos
Sao Jose

INTRODUCE HEROES CONCEPTS

STREET FURNITURE: BUS SHELTER

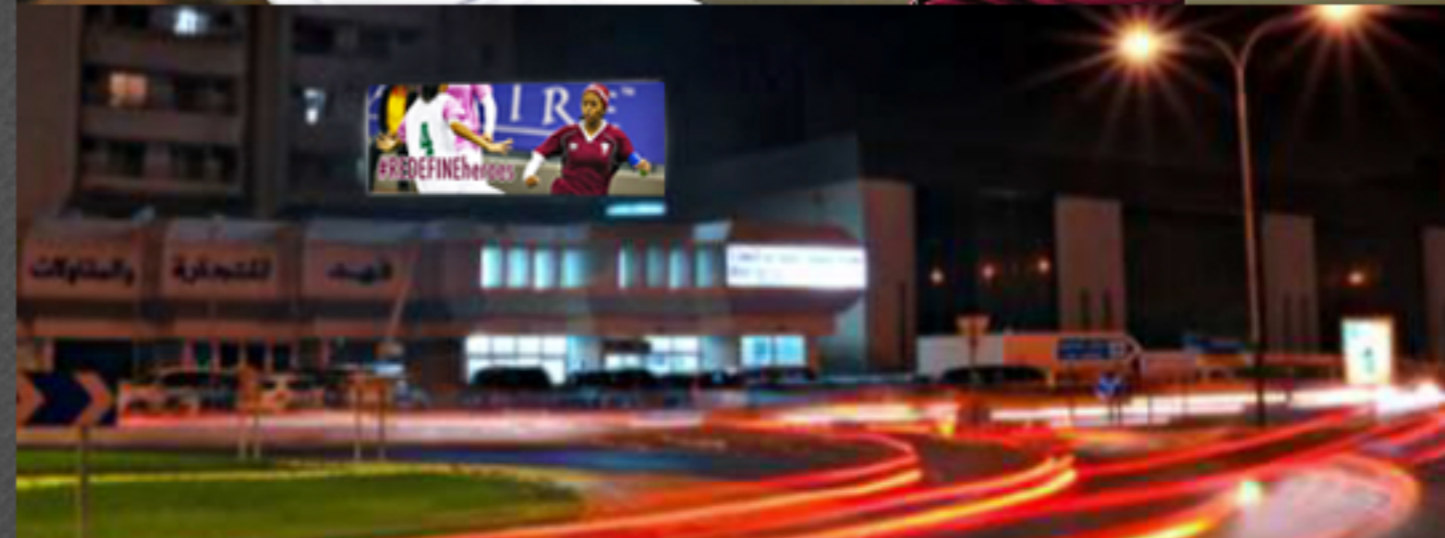


- Girls' involvement in sports is related to higher levels of family satisfaction in both single-parent and dual-parent families.
- High school female athletes have more positive body images than non-athletes.

LARGE FORMAT WALL AND BUILDING WRAP



LARGE FORMAT BACKLIT ROOFTOP



INTEGRATE MULTIMEDIA



GENERAL OVERVIEW

- The TV and web initiatives seek to promote a healthy lifestyle by teaching proper training techniques, providing nutritional tips and showcasing athletics in a fun, creative manner.

OBJECTIVES

- Promote sports in non-traditional manners
- Teach women proper fitness
- Provide nutritional resources

TACTICS

- The REDEFINE Fitness Challenge Show
- REDEFINE Fitness Challenge
- REDEFINEfootball.com

JUSTIFICATION

- Teach Qatari mothers about the benefits of health and fitness in the comfort of their own homes so that they can teach their daughters in turn.

INTEGRATE MULTIMEDIA



REDEFINE FITNESS CHALLENGE SHOW

- The REDEFINE Fitness Challenge Show is an hour-long television show that features female athletes from the Middle East and special guest athletes from around the world interacting with mothers and daughters to teach them different aspects of sports and fitness in a fun manner.
- Each week will feature an interactive 20-minute segment that uses Qatari female athletes and guest athletes to teach viewers how to exercise in the home followed by a 20-minute cooking segment. Every week a mother and daughter team will compete in the final 20-minute segment in a fitness challenge that incorporates soccer skills for prizes with the guest athletes and Qatari female athletes cheering them on.
- Each episode will direct fans to get involved on the REDEFINEfootball.com website and use #REDEFINEhealth during the nutrition segment, #REDEFINEstrength during the exercise segment, #REDEFINEhero when introducing the athletes and #REDEFINEexpectations during the challenge. For example, hosts will encourage fans to use the hashtag #REDEFINEhero to share who their hero is.



REDEFINE FITNESS CHALLENGE



The fitness challenge is a series of physical challenges that incorporate soccer skills for mothers and daughters.

PARTICIPANTS

- Mother and daughter teams
 - One team will be featured on the REDEFINE Fitness Challenge Show each week.
 - Teams not featured on the show can compete at the REDEFINE Football Tour in malls to beat the results set by show participants.
 - Prizes will be awarded to all participants at the mall tour.

CHALLENGE EXAMPLE

- Obstacle course with shooting station at the end.
- Furthest kick competition.
- Shooting accuracy competition.

PRIZES

- Opportunities to be a ball girl a women's league game and win gear.
- Tickets to Qatar Women's National Team and professional matches.
- Opportunities to attend Qatar Women's National Team training sessions.



INTEGRATE MULTIMEDIA

WWW.REDEFINEFOOTBALL.COM

REDEFINEfootball.com is the preeminent resource for mothers and daughters who are looking to get healthy as well as the companion website for the REDEFINE Fitness Challenge.

MAJOR WEBSITE SECTIONS

EXPERT ADVICE

- 3-minute videos that teach drills and techniques.

EDUCATION

- A library of information on health issues for mothers and daughters.

SOCIAL CENTER

- A live feed of fans' tweets and a display of the Facebook fan page.
 - Social media efforts will seek to get fans to share their stories, pictures and achievements using #REDEFINEhealth, #REDEFINEexpectations and #REDEFINEhero.

REDEFINE FITNESS CHALLENGE

- All information on the challenge will be hosted on the website.

REDEFINE FITNESS CHALLENGE SHOW

- An update on the show's contestants, recipes and information on guest athletes will be included.

REDEFINE Football... x

www.redefinefootball.com

Drill of the day: Ball Dribbling Skills

REDEFINEFootball35 videos [Subscribe](#)

0:04 / 0:33 360p CC

Like Save to Share 1,920,222 views

#REDEFINEstrength

MOSQUE YOUTH LEAGUE



GENERAL OVERVIEW

Community-based, recreational soccer league sponsored by local mosques in adherence to traditions, customs and norms.

OBJECTIVES

- Create a safe playing environment.
- Teach the game.
- Build a participatory fan base.

TACTICS

- Each league will consist of 8-12 mosque teams and be organized geographically.
- Volunteer coaches from each mosque organize boys and girls teams in several age groups for 7v7 squads.
- Each coach should choose a new player each week to serve as team captain.
- Development of soccer community.

JUSTIFICATION

- Change the attitude that girls' football is incompatible with Muslim faith by integrating football into mosque communities.
- Overcome the lack of awareness of opportunities to play football by tying leagues into mosque communities.

GROW YOUTH LEAGUES PARENTS



GENERAL OVERVIEW

- Youth leagues offer opportunities for parents to get involved with football in a variety of roles and builds the parent-child bond.

PARENTS AS FANS

- Provides a venue for socializing with other parents.
- Develops an encouraging environment for kids to grow.

PARENTS AS COACHES

- Allows the parents to teach the game and participate in their kids' activity.

PARENTS AS VOLUNTEERS

- Shares the responsibility for team and league operations.
- Allows for greater involvement of parents to connect with their kids in a social setting.



DEVELOP SCHOOL PROGRAMS - ACADEMIC CURRICULUM

GENERAL OVERVIEW

- Schools offer a window to our target audience. We propose an integrated outreach program to Qatari primary, preparatory and secondary schools.

OBJECTIVES

- Make football a part of everyday life for youth at school.
- Remove stigma related to girls playing football.
- Provide opportunities for girls to play football in a safe environment.



TACTICS

- Use REDEFINE Football imagery and branding in educational curriculum.
- Introduce students to Qatari athletes so they can develop role models and learn that athletics can be pursued beyond youth.
- Create an educational REDEFINE Football mobile application.

JUSTIFICATION

- Induce behavioral change by offering girls ample opportunities to play football.
- Change the perception that women cannot be athletes by bringing female athletes to the classroom.
- The classroom provides a platform for health education and the integration of football and fitness into student's everyday lives.

DEVELOP SCHOOL PROGRAMS - ACADEMIC CURRICULUM



REDEFINE FOOTBALL FIELD DAYS

- Sponsor girls-only “REDEFINE Football” Field Days at primary and preparatory schools hosted by the Women’s National Football Team.
- Girls will get a half day excused from class and the National Team will coach the girls through a series of fun skill contests and will play a match to end the day.

ATHLETE TALKS

- Enlist Qatar National Team athletes from football and from other sports to visit school and give lectures to the students.
- Discuss how sport has helped their personal and physical development.
- Talk about the value of setting and achieving goals in all areas of life, using sport as a metaphor.
- Potential athletes include the Qatar Women’s National Football team, their coach Monika Staab, and female athletes such as Noor Al-Malki (track) and Nada Arkaji (swimming).

DEVELOP SCHOOL PROGRAMS - ACADEMIC CURRICULUM

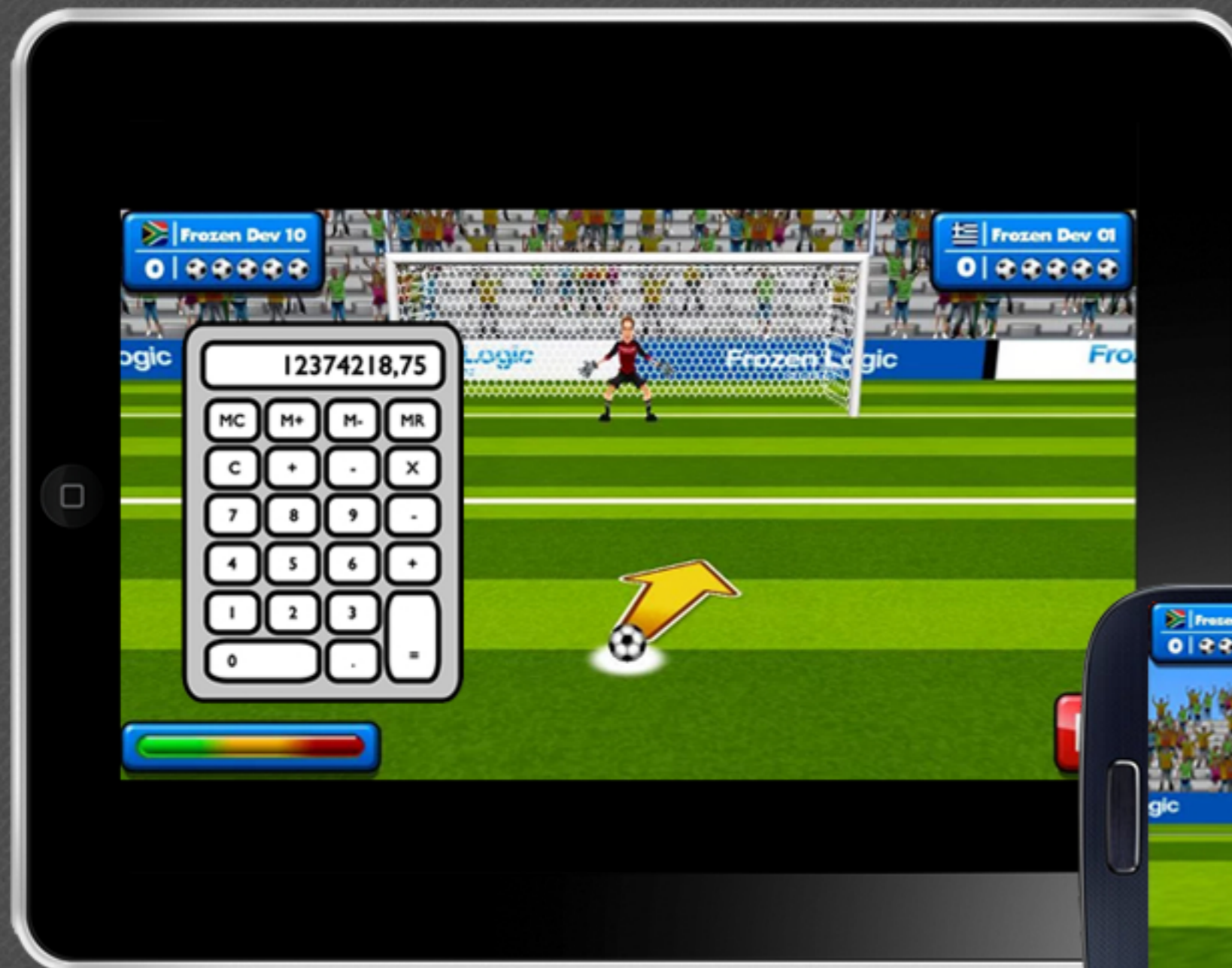


REDEFINE FOOTBALL ACADEMIC CURRICULUM

- Curriculum will help to “REDEFINE Health” by providing specific teachings on the benefits of physical activity and the prevention of chronic diseases.
- Create a workbook that teaches students about the benefits of healthy living.
- Sponsor projects that encourage students to “#REDEFINEhealth” on social media platforms.
- Sponsor “REDEFINE Strength” fitness training programs for girls in PE classes that integrate football skills training.
- Partner with the Supreme Education Council to insert “REDEFINE Football” themed exercises and word problems into math textbooks for all ages using football as the context.

SCHOOL: REDEFINE FOOTBALL MATH

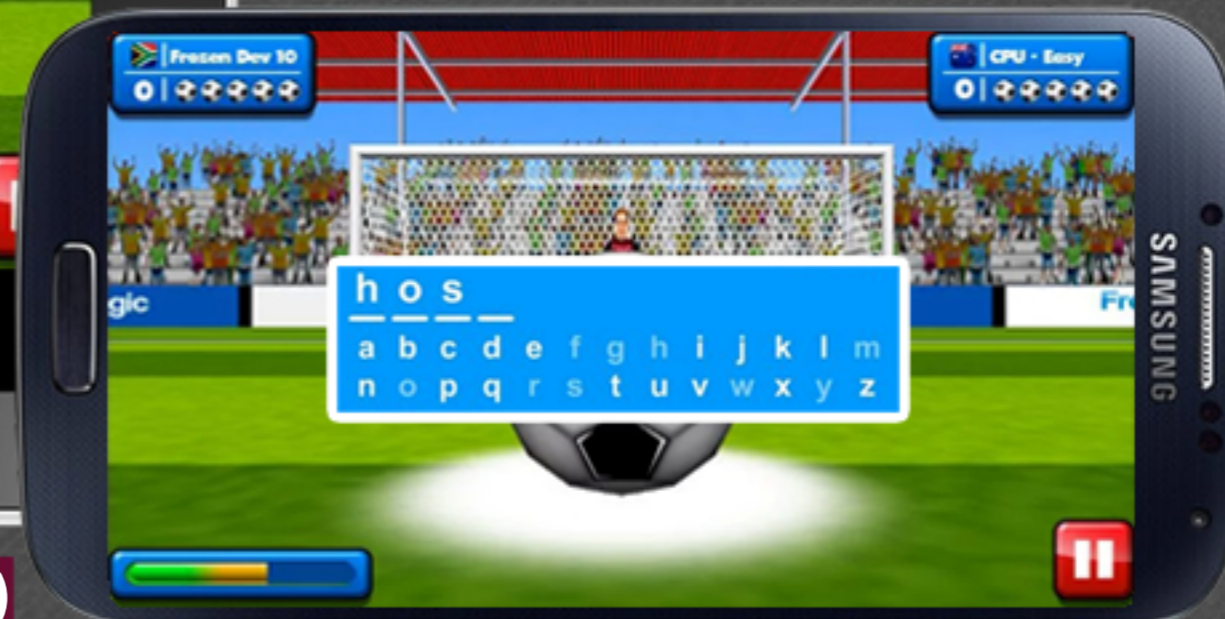
- Create a "REDEFINE Football: Mathletes" mobile application game that teachers can encourage students to download to supplement their homework.
- Users will be able to choose their avatar and 50% of the avatars will be female.



REDEFINE FOOTBALL SPELLING (CONCEPT)

REDEFINE FOOTBALL: MATHLETES

- The game will be a penalty shootout game where users need to answer math questions to either block shots as the goalie or score a goal as the shooter.
- Difficulty levels for all ages will be integrated. If the "REDEFINE Football: Mathletes" app is a success, we will introduce new variations such as "REDEFINE Football: Spelling".



FINANCIALS: PHASE 1

PHASE III

GENERAL COSTS

• REDEFINE Football Brand Manager:	\$150,000
• REDEFINE Football Brand Assistants:	\$105,000
• REDEFINE Football Digital Manager:	\$105,000
• Public Signage - Buildings:	\$50,000
• Public Signage - Bus Shelters:	\$50,000
• Total:	\$460,000

INTRODUCE HEROES

• Traveling Mall Tour Setup and Logistical Costs:	\$400,000
• Traveling Mall Tour Brand Ambassadors:	\$60,000
• Compensation for athlete appearances:	\$250,000
• Hosting Exhibition Games:	\$500,000
• Total:	\$1,210,000

INTEGRATE MULTIMEDIA

• TV Show Production Costs (13 episodes):	\$2,600,000
• Website Development:	\$35,000
• Website Marketing and Development:	\$10,000
• Total:	\$2,645,000

GROW YOUTH LEAGUES

• Mosque Youth League Operations Manager:	\$80,000
• Uniforms and equipment for 12 mosques:	\$12,000
• Annual Season Ending Banquet:	\$20,000
• Total:	\$112,000

DEVELOP SCHOOL PROGRAMS

• Curriculum Development:	\$25,000
• REDEFINE Football: Mathlete App:	\$150,000
• REDEFINIE Football: Mathlete App Annual Maintenance:	\$150,000
• REDEFINE Football School Field Days Setup and Logistics:	\$200,000
• Compensation for Athlete Appearances (50 per year):	\$250,000
• Total:	\$775,000

PHASE 1 TOTAL: \$5,202,000

*All costs are estimates based on industry benchmarks.

*All figures in USD.

FINANCIALS: COST-BENEFIT ANALYSIS

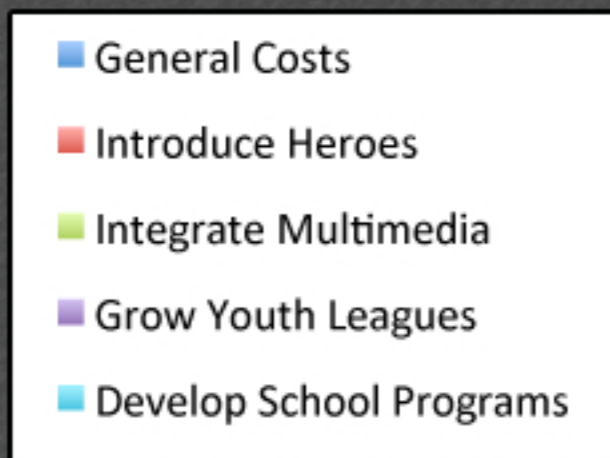
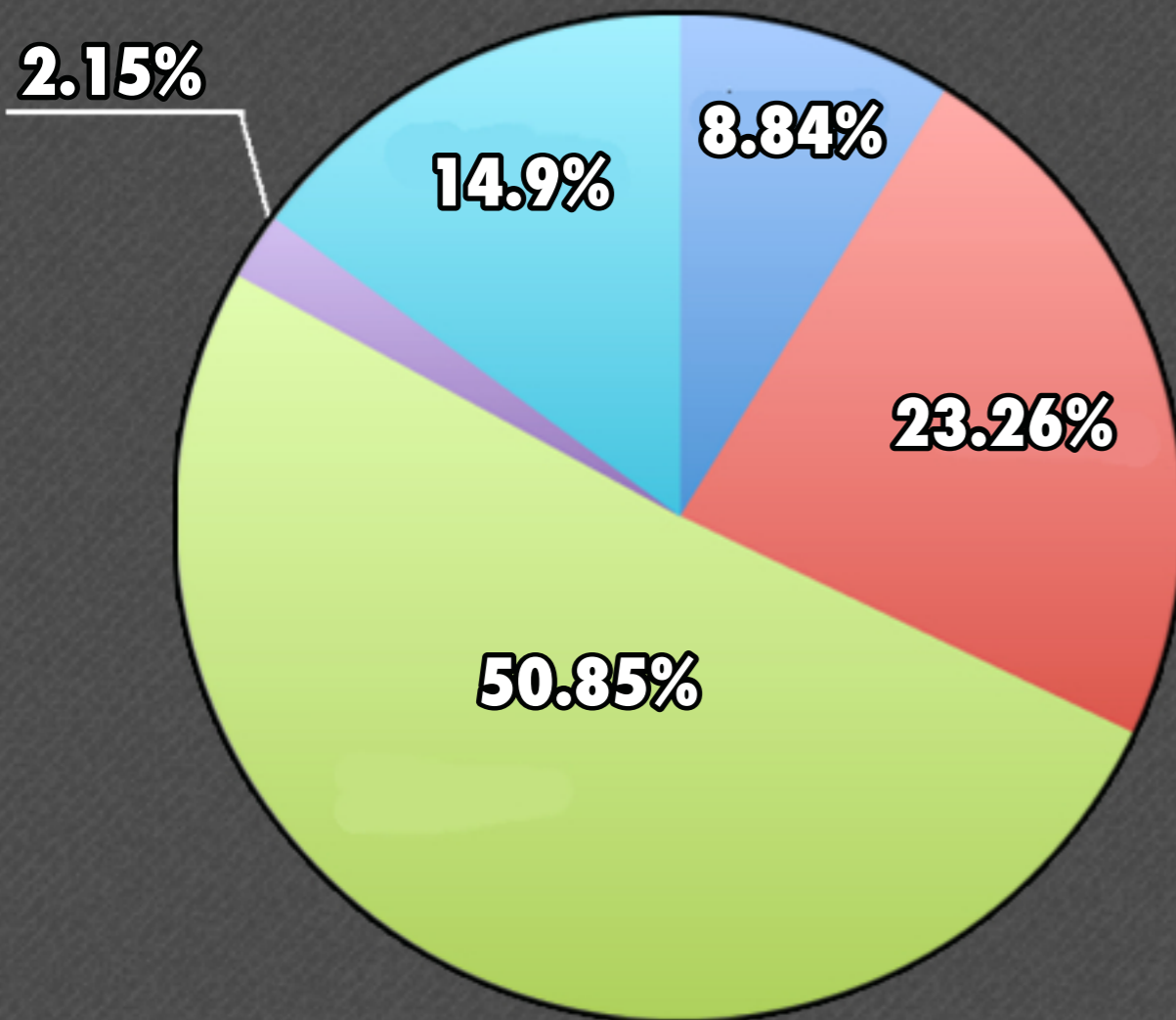
**The Qatari
government will invest
approx. USD**

\$ 200B

**over the next 10 years as it
prepares for the World Cup**

\$40M

Our plan costs roughly \$5 million per year to implement, or roughly \$40 million until the World Cup in 2022.



SOLUTIONS

- Our plan will advance several Qatari national interests at a relatively low investment:
 - Healthier citizenry will help decrease government healthcare costs.
 - Widespread female sports participation will position Qatar as a progressive leader for women's rights in the Middle East.
 - A pipeline of talented female footballers will put Qatar on the map as a women's football contender in future generations.
 - A generation of Qatari women will learn the social and developmental skills that come from team sports.

PHASE 1: EVALUATION MEASUREMENTS

TACTICS	SMART GOALS	EVALUATION
MALL TOUR	<ul style="list-style-type: none"> • Develop a database of 10,000+ interested girls from mall demonstration sign up 	<ul style="list-style-type: none"> • Yes/No
EXHIBITION TOUR	<ul style="list-style-type: none"> • 20,000 fans at exhibition tour with 10-15% from target market • Achieve media coverage from 10+ outlets 	<ul style="list-style-type: none"> • Ticket clicker at entrances counting target market attendees
REDEFINE CHALLENGE SHOW	<ul style="list-style-type: none"> • Achieve 7% penetration in Qatari households in 2015 • Drive 70% of TV penetration traffic to social media outlets 	<ul style="list-style-type: none"> • TV ratings and social media interactions and unique impressions
FITNESS CHALLENGE	<ul style="list-style-type: none"> • Register 300 mother/daughter teams from mall or show 	<ul style="list-style-type: none"> • Registration rates
REDEFINEFOOTBALL.COM	<ul style="list-style-type: none"> • 5,000 unique visitors per month 	<ul style="list-style-type: none"> • Page views
MOSQUE LEAGUE	<ul style="list-style-type: none"> • Initial enrollment of 8-12 teams (roster of 10 children) with 1 additional league per year 	<ul style="list-style-type: none"> • Participation rates
CURRICULUM	<ul style="list-style-type: none"> • Launch pilot school program 	<ul style="list-style-type: none"> • Yes/No
APP	<ul style="list-style-type: none"> • 50% of pilot school program participants download app 	<ul style="list-style-type: none"> • Number of downloads and number of participants
HERO VISITS	<ul style="list-style-type: none"> • Increase positive perceptions of football as a socially acceptable sport for girls by 15% from baseline survey 	<ul style="list-style-type: none"> • Pre and post survey

PHASE 2: 2018-2019

FOOTBALL DEVELOPMENT

- Start offering clinics and camps; use information from phase 1 (mall participation) to recruit kids.
- Create an advanced developmental league for girls who have shown talent and interest for the game.
- Develop intra-regional futsal league

MARKETING

- Given the more developed participant base, begin segmenting the target market based on skill level in future marketing campaigns.
- Paid social media advertising.
- Host a country-wide girl's fitness challenge.
- Develop sport sponsorships (i.e. Galaxy Sports) to support sports through cross-promotional activities.

PHASE III





FOOTBALL DEVELOPMENT

- Offer coaching clinics to encourage new volunteer coach development.
- Send Qatar Women's Futsal team to compete against other teams in the Middle East such as Lebanon.

MARKETING

- Focus on partnerships with sports industry and apparel companies.
- Flood the market with TV commercials and billboards that highlight women in sport and football.
- Distribute Qatar 2022 and Women's National Team apparel to retailers.
- Encourage sponsors to activate in innovative manners that engage consumers.
- Create more extensive experiential marketing campaigns.

PHASE 4: POST WORLD CUP

PHASE III

- Create utilization plan for world cup stadia.
- Continue exhibition tour games.
- Further develop Qatar Women's National Team for upcoming major events.
- Continue to promote and showcase heroes as they develop.
- Invest in up-and-coming football players and leagues.



MAJOR EVENT ENGAGEMENTS

PHASE 



#REDEFINEheroes

WOMEN'S WORLD CUP 2015

- Essay contest: girls will write about their hero and how they inspired them to play football. The winner will travel to Canada for the World Cup, where they will blog about their experiences.
- The heroes described and the girls who wrote about them will be featured in a #REDEFINEheroes billboard campaign.

WOMEN'S WORLD CUP 2019

- Girls fitness challenge - The winner will attend the World Cup with a former member of the Qatar Women's National Football Team.

MEN'S WORLD CUP 2018

- Prior to the World Cup, both national teams will tour the country and host free clinics for kids.

2016 AND 2020 SUMMER OLYMPICS

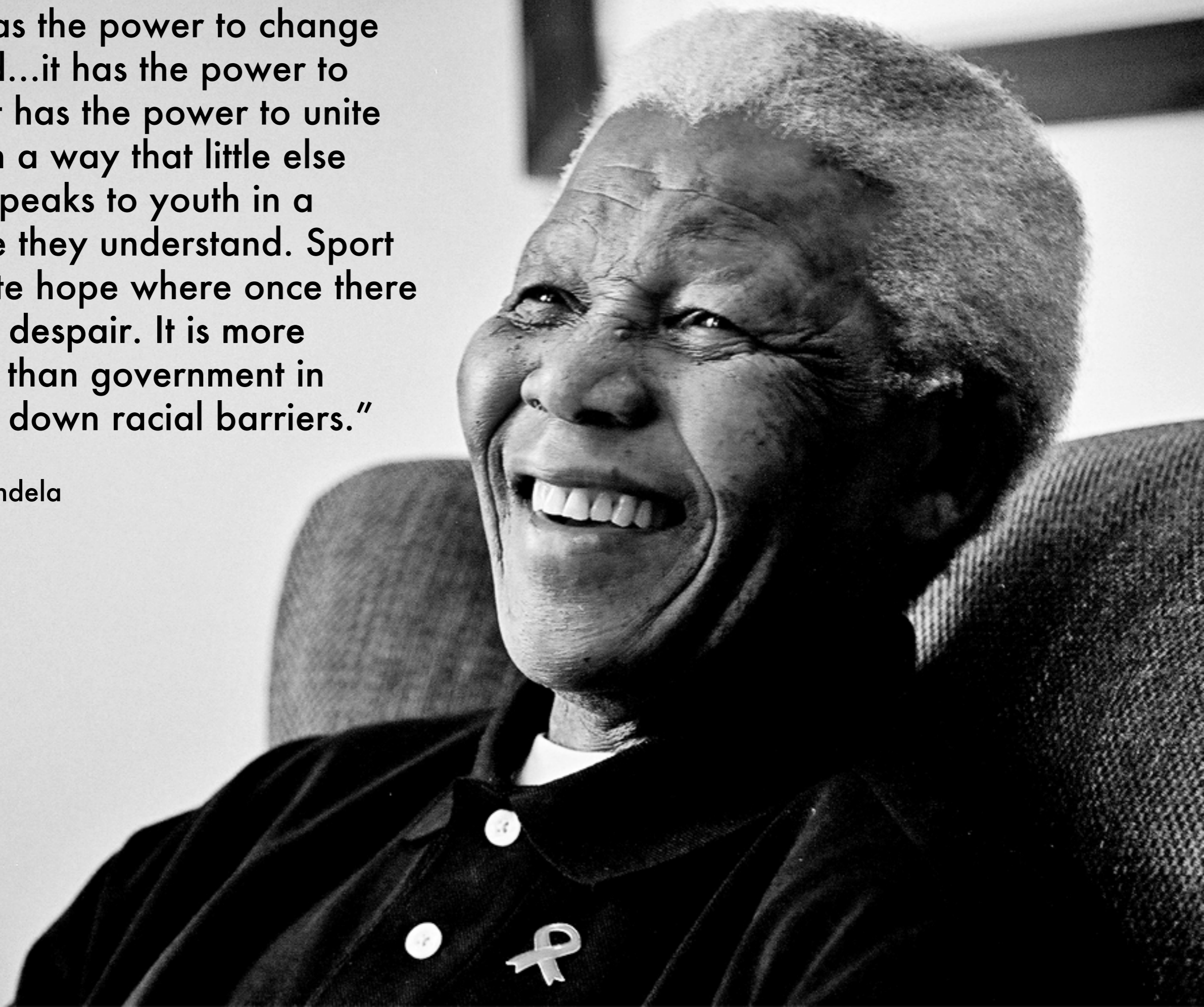
- Televise select Olympic matches in finished Qatar 2022 venues for families.

2021 CONFEDERATIONS CUP

- Mosque League and Advanced Development League participants will be offered discounted group tickets. Members of the women's national team will visit local youth league games and encourage attendance of Cup matches.

“Sport has the power to change the world...it has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.”

-Nelson Mandela



THANKS!



JORDAN

LIZ

PERRY

STEPH

RON