



**Event Brief:**  
**Barclays Premiership Trophy Tour**

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- Event:** Barclays Premiership Trophy Tour
- Organizer:** Sport Solutions
- Date:** November 10<sup>th</sup>-16<sup>th</sup>
- Venues & Activities:** Displays: (Mall of Emirates, Barclays Dubai, Abu Dhabi, DIFC)  
School Visits, U9's Match, Barclays Premiership match  
Screening, Football skills camp
- Target audience:** Arab and local expats, children, adults, Football lovers especially Premier league fans
- Media:** Extensive radio and below the line campaign to be executed
- History:** The first event of its kind in the Middle East
- Website:** To be created

## **The Team**

### **Sport Solutions:**

#### **Ali Haidary**

Managing Director

Founded Sport Solutions in 2004. Having worked at Red Bull for the last 5 years as head of Sports and Events. Ali was also Red Bull's brand manager in Iran from 2002 to 2004. He has over 10 years experience in the licensing and franchising field and has worked on Sports Events for over 5 years.

#### **Rida Chebaro**

Sport and Events Manager

Responsible for executing and managing all Sport Solutions events. Having previously worked at IMG's London office selling and marketing television/internet rights for Events such as Wimbledon and The British Open Golf.

#### **Antonia Malt**

Client Services Manger

Recently joined Sport Solutions having worked as a Race and Event Manager for A1 Grand Prix for the last two years. Previously Antonia worked as the hospitality manager for Credit Suisse Sauber Petronas Formula One Team.

#### **Jurgen Potts**

Ex professional Footballer with AS Torino. Jurgen has also Worked for over 4 years in the PR sector in Belgium. Recently joined Sport Solutions having been the regional Sales Manager for The Financial Times in Dubai for the last 2 years.

## **The Concepts**

### **Barclays Ambassador**

The Trophy should arrive with an Premiership ambassador who has a strong affiliation with English Football and especially the Premier League. The ambassador will accompany the Trophy on all of its arranged visits and might also give a speech at the Barclays match screening.

### **Displays**

The Premiership Trophy will make scheduled visits to Barclays branches in Dubai and Abu Dhabi and DIFC as well as the Mall of the Emirates. The Trophy will be accompanied by security, a photographer and "Banksie" the mascot.

### **Football Skills Camp**

This event could be tied in with the Mall of The Emirates visit. The idea being that children from the ages of 8 to 12 get to experience a skills camp on a Barclays branded field with a skills coach. The event will run from 11 a.m until 1 p.m

### **School Visits**

The Trophy will make several stops at schools. The exact programme will vary from school to school. The mobile branding will be used to display the trophy in a suitable location. The mascot will interact with the children and each school will be given a framed photo of the trophy to commemorate the visit.

### **U9's game**

A one day match mini league for 8 primary school sides from British and Arab schools. There will be 2 leagues of 4 teams with the top 2 teams progressing to the Quarter finals. The location of this event is to be decided

### **Corporate Tournament**

Sport Solutions to organize a corporate tournament which will take place on a Barclays branded pitch. The winners of this event will receive commemorative medals. Venue to be decided.

### **Premiership Match Screening**

Evening reception for clients prospects and contacts. The match will be screened in a hotel. This could either be in the form of a formal sit down gala dinner. Or an informal type buffet. Arsenal's match with Liverpool on Sunday 12<sup>th</sup> November is a strong possibility for this event. The "Barclays Premier League ambassador" may also be invited to give a speech at this event.

### **ART Television appearance**

The trophy will make a pit stop at ART studios during one of the live premiership match screenings. The trophy will be in between the hosts Ray Reed and Joe Morrison. ART will also produce a 30 minute show to be aired on ART prime sports which is focused on the trophy's visit to Dubai and its journey around the UAE