



FIFA BEACH SOCCER
WORLD CUP 2007 **QUALIFIER DUBAI**

The FIFA™ Beach Soccer World Cup 2007 Asian Qualifier
Dubai: August 14-18, 2007

Sanctioned By:

- The Event: The FIFA Beach Soccer World Cup 2007 Asian Qualifiers: Dubai
- Fully Endorsed and Sanctioned by FIFA
- Sanctioned by The Dubai Sports Council
- Under the patronage of HE Sheikh Hamdan Bin Mohammed Al Maktoum
- A Dubai Summer Surprises Official Event
- The only FIFA Competition in the Middle East in 2007

Organized By:

- FIFA Beach Soccer SL, Barcelona
- Sport Solutions FZLLC Dubai (Local Promoter)

The Dates & Venue:

- Date: August 14-18, 2007, (7.30-9.30 p.m)
- Venue: Al Mamzar Public Beach

Competing Teams:

- 6 Teams to compete: UAE, Bahrain, Japan, China, Iran, and India with the Top 3 Qualifying for the FIFA Beach Soccer World Cup 2007

The Format:

- Round Robin format on August 14,15,16 (2 matches per day)
- Followed by Semi Finals on August 17 (2 matches)
- And Final & 3rd / 4th Place Playoff on August 18 (2 matches)
- Two Finalists plus Winner of 3rd Place Playoff qualify for the World Cup

The Stadium:

- 2000 Capacity Seating Stand to be constructed
- Tickets to be sold on Complimentary Basis
- To be offered on first come first served basis

Entertainment:

- A variety of entertainment will be made available to spectators including:
- Cheerleaders, Ball Jugglers, Samba Musicians, Beach Atmosphere, Food Village

TV Broadcasting:

- **Dubai Sports Channel:** (Host Broadcaster) Broadcasting LIVE and Exclusive in the MENA Region - Target: UAE Locals, GCC Nationals, Arab Expatriates
- **ESPN International:** Broadcasting with a 72 Hour Delay in English Language; Over 200 Million households in more than 100 countries
- **Star Sports Asia:** Broadcast LIVE delayed & Exclusive in to approx 59 million viewers - Asia's largest sports satellite network - Target: Asian sub-continent

Target Spectators

- Average Age: 16-34 year olds
- 78% Males, 22% Females
- 50% Families, 50% Singles
- Social Demographic: AB , Arab & Western Expats, Living and Working in the UAE
- Mindset: Lifestyle, beach lovers; Sports Enthusiasts

Media & Communication Plan

- Extensive Media, Print and Communication Plan featuring Radio and Newspapers, approx 1 million AED worth of Radio and print advertising across the AMG network
- Competitions and Direct Mailing including Flyering Programme

Sponsorship Benefits:

- A variety of sponsorship opportunities will be made available by FIFA Beach Soccer to Local Companies and Multinationals including:
- Pitch Signage, Logo Application, Radio & Print, Sampling & Corporate Hospitality

Long Term Agreement:

- Agreement signed by Dubai Sports Council (DSC) and FIFA Beach Soccer to promote and market the sport across Dubai
- 3 year plan including the FIFA Beach Soccer World Cup Asian Qualifier in Dubai on August 14-18, 2007
- The FIFA Beach Soccer World Cup Asian Qualifier in Dubai in March 2008
- The Confederation Cup "Special" FIFA event in Dubai in March 2009
- With a view to Dubai hosting the FIFA Beach Soccer World Cup in 2009

For Further Information please visit: www.fifa.com or www.beachsoccer.com
FIFA Beach Soccer 2007 official VIDEO: http://bsww.com/video_world_cup/ .