



Masters Football 2006

Brief:

Event: Senior tournament for the UK's Top Stars and Teams from the 80's and 90's

Organizer: Sport Solutions

Sanctioned by: Masters Football, English FA and the PFA

Date: Main event April 6th 2006, Masters Corporate Challenge 7th April 2006

Venue: Tennis stadium, Dubai

Participants: Paul Gascoigne, Ian Rush, Ally Mc Coist, Lee Sharpe, Chris Waddle

Spectators: 4,000 spectators for the main event, 300 people for the Gala dinner

Target Spectators: Aged between 25-45, Western Expats, Arab Expats, tourists, key Decision Makers and Senior Management, Families, corporate guests.

Media: Live and exclusive on Sky Sports and Dubai sports Channel, repeated on Art prime sports.

Reach: Middle East, North Africa, Europe