



Event Brief: Masters Football Cup Dubai 2007

Event:	6 a side competition featuring British Football League Legends & Stars
Organizer:	Sport Solutions
Sanctioned by:	Masters Football and the Professional Footballers Association (PFA)
Date:	Main event April 5 th 2007, Masters Corporate Challenge 6 th April 2007
Venue:	The Dubai Tennis Stadium, Aviation Club
Participants:	Liverpool (2006 Champions), plus 3 teams from Chelsea, Newcastle, Manchester United, Arsenal, Rangers, Celtic, Tottenham, Everton
Previous Players:	Rush, Barnes, Beardsley, Gascoigne, Waddle, Le Tissier, Zola etc
Spectators:	5,000 spectators for the main event, 300 invitees for the Gala Dinner
Target audience:	Aged between 25-45, Western Expats, Arab Expats, key Decision Makers and Senior Management, Families, Corporate Guests.
TV:	Live and Exclusive on Sky Sports in the UK and Europe Live and Exclusive on Dubai Sports Channel in the MENA Region.
Reach:	Middle East, North Africa, Europe, to an estimated 150 million potential viewers in over 50 million homes
Media:	Official Radio: 103.8 FM and 92 FM; Official Newspaper: Emirates Today and Emarat Al Youm; Official Magazine: Time Out Dubai & Abu Dhabi
Promotion Plan:	Extensive Pre/During/Post Event coverage across media partners. Unique SMS, Radio & Online Poll to "Let Dubai Decide" starting 4 months prior to event to let the public decide on the Dubai Masters Cup 2007 participating teams to compete with defending champions Liverpool.
History:	2 nd annual event – taking place 1 st weekend of April each year
Sponsors 2006:	Dubai Sports City, Etihad Airlines, DHL, Masafi, DTCM
Sponsorship packages:	Title Sponsor, Presenting Sponsor, Associate Sponsor, Plus many unique exposure opportunities including Sin Bin, Man of the Match, Referee Branding, Cheerleader Branding and other tailor made solutions.
Website:	www.mastersfootballdubai.com