



Puma Gulf Cup Activation Plan

Dates:	January 17th – 24th 2007
Location:	Dubai, Abu Dhabi
Author:	Azucena Martin
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OUTLINE PROGRAMME

2007	Morning	Afternoon	Evening
Thursday 18^h January	Promos for 1 st match (Bahrain vs Iraq) commence Radio & Newspaper Penalty Kicks competition Radio Channel 99FM Al Arabiya Total 10 winners during the 3 days (2 tickets/each)	Radio comp continued Emarat Al Youm Competition Promo starts	Radio comp continued
Friday 19th January	Radio comp continued "Penalty Kicks"	Radio comp continued	Radio comp continued
Saturday 20th January	Last day Competition	Bahrain Winners to Pick Up Tickets from Radio Station Photographer Ready for Winners Team Photo	Pick Up Completed Wrapped Bus from Europcar
Sunday 21st January	13.30 Fans Meeting Point (PUMA's HQ in DMC) 14.00 Fan Bus Departure to Abu Dhabi 16.00 Arrival to Abu Dhabi stadium Starting the competition for the game of the 21st Saudi Arabia-Iraq game "Penalty Kicks competition" Radio Channel 99 FM Al Arabiya Total 10 winners during the 3 days (2 tickets/each) Press	17:00 Bahrain vs Iraq kick off 19.00 Dinner with Fans 20.00- Fans meet players at the hotel (signatures, pictures) 21.00 Bus Returns to Dubai Radio comp continued Emarat Al Youm Competition Promo for Saudi Starts	Radio comp continued
Monday 22nd January	Radio comp continued	Radio comp continued	Radio comp continued

Tuesday 23rd January	Radio comp continued	Radio comp continued	Saudi Winners to Pick Up Tickets from Radio Station Photographer Ready for Winners Group Team Photo
Wednesday 24th January	13.30 Fans Meeting Point (PUMA's HQ in DMC) 14.00 Fan Bus Departure to Abu Dhabi 16.00 Arrival to Abu Dhabi stadium	17.00- Saudi vs Iraq kick off 19.00 – Dinner with Fans 20.00- Fans meet players at the hotel (signatures, pictures) 21.00 Bus Returns to Dubai	Drop off Fan Bus back to Europcar

EVENT OVERVIEW:

➤ The Sport Solutions Team:

- Ali Haidary – Managing Direct; Mob: 050 450 2533
- Rida Chebaro – Sport & Event Manager; Mob: 050 283 6692
- Azucena Martin – Marketing Coordinator; Mob: 050 675 7353
- Armen Hacopian – Project Manager; Mob: 050 396 2355

➤ Objective

Puma, as one of the world's top football brands, is looking to engage regional fans on the ground during the 18th Gulf Cup in Abu Dhabi highlighting their affiliation with the Puma branded national teams of Bahrain and Saudi Arabia.

➤ Activation

Radio and Newspapers

- **Radio:** Phone in competition on Arabic Radio station , 99 FM Al Arabiya
- 3 days prior to each match (*Bahrain vs. Iraq* & *Saudi Arabia vs. Iraq*)
- Prize: once in a lifetime prize of Free Tickets and transport to stadiums from Puma HQ at DMC
- A chance to meet and greet the players and get a Puma goody bag
- **Newspaper;** Emarat Al Youm advertisement connected with Radio phone in comp

PUMA goody bag

- PUMA to provide gift bag for each fan which will include:
 - Bahrain and Saudi Arabia T-shirts
 - Mini balls
 - Puma pens,
 - Kodak Disposable Cameras
 - Flags
 - Caps
 - Team photos (to be used for players signature)
 - Gift vouchers for Puma store
- Puma gift bags will be placed on each bus seats for the fans.
- Can be handed to each fan as they enter the Fan Bus if a more personal approach is needed.

PUMA Fan Bus

- A 48 seated Luxury Mitsubishi Safir bus to be wrapped in Puma branding (see below photo)
- New Dubai rules stipulate that no “complete” wrapping allowed so no windows
- Artwork to be provided by Puma by Sunday 14th January
- F&B (Food, Drinks, Snacks) To be provided for the Fans during journey



Entertainment:

- Puma Football Highlights DVD to be played during the journey
- Arabic music for the bus & Local Fan (with drum and or horn)
- Competition during the trip for given away some presents
- Rob Walters Ball Skills champ f

Match Day Schedule (21st and 24th Jan / 07)

- 13:30 Fans gathering in Puma HQ in DMC
- 14:00 Moving to Abu Dhabia
- 16:00 Arriving Abu Dhabia,
- 17:00 Match Starts
- 19:00 Match ends
- 19:00 Dinner with fans TBC
- 20:00 Meet and Greet with the players at the hotel
- 21:00 Heading back to Dubai

Tickets and Accreditations

- Tickets to be sourced by Puma from the BFA and the SAFA
- 25 tickets each match day, total 50 tickets