

الدانة
DANA



نادي
CLUB

FAMILY DAY 2025

EVENT DATE: April 15, 2025 (Tuesday)
Dana Club

EVENT DETAILS

📅 April 15, 2025 (Tuesday)

🕒 TBC

📍 Dana Club, 8G77+RXV, Doha

Under the auspices of the Ministry of Social Development and Family, the annual celebration of Family Day is held every year on the 15th of April.

This celebration has been taking place since 2004, and April 15th is officially recognized as Family Day on the national calendar.

The main purpose of Family Day is to bring families together and strengthen their bonds. The day is marked with various activities and events aimed at promoting family unity and connection.

MARKETING

Target Market Demographics:

- Dana Club Members
- Walk-In Guests
- Families
- Groups
- Corporate Companies
- Qatar citizens & residents aged between 10 years old to 60 years old

Promotions and Special Offers:

- **Discounts & Bundles:**
 - For 6-Month & 1 Year Membership Packages
- **Flash Sales:** Offer the ongoing membership promotions through media buying or paid ad campaigns

Advertising Strategy:

Channels:

- Social Media
- Print
- Popular Online Platforms for Families
- Community Websites & Social Media Pages
- Partner with local schools, businesses, and organizations for cross-promotion.

KPIs

Channels:

- Track engagement metrics (social media likes, shares, event registration numbers, etc.), attendance, and feedback from participants.

SOCIAL MEDIA MARKETING

- **Target posting date on Digital Platforms:** 1st - 2nd Week of April 2025

- **Promoting on different platform other than Digital:**

- Local media collaborations
- Circulate flyers to members and corporate companies
- Promote the Family Day event via club receptions and lobby screen displays

- **Paid Ads:** Use Facebook and Instagram ads targeting local families or parents with kids of certain age groups.

- **Hashtags:**

Official hashtag: **#Family_Day_in_Qatar** (According to the Ministry of Social Development and Family for for the Family Day 2025)

More hashtags: #DanaClub #MembershipClub #DanaClubQatar #DanaClubFamilyDay #FamilyDay #FamilyTime #FamilyFun

#QatarFamilies #Qatar #Doha #QatarLife #QatarEvents #QatarFamily #QatarCommunity

CONTENT CALENDAR

1 Week Before the Event:

- Launch event promotion on all platforms.
- Share event details (time, location, activities)

Deliverable	Content	Details
Stories	Countdown Stories	Countdown stories leading up to the event.
Stories	Polls / Quizzes	Engaging polls or quizzes around family fun to build the excitement
Reel	Pre-Event	Promotional video highlighting the activities and event details

3-5 Days Before Event:

- Post countdown on social media to build anticipation.

Deliverable	Content	Details
Stories	Countdown Stories	Countdown stories leading up to the event.

Event Day

- Share live updates by posting stories on social media.

Deliverable	Content	Details
Stories	BTS Stories	Behind-the-scenes sneak peeks: Preparations and pre-event BTS posts
Stories	Event Day Coverage	Share real-time updates / event highlights via FB & IG stories

Post-Event:

- Share event highlights, thank you posts, and testimonials.
- Offer a survey to gather feedback for future events.

Deliverable	Content	Details
Reel	Post Event/Recap	Event highlights coverage
Reel	Family Testimonials	Family testimonials or stories (e.g., families who've attended the event)

MARKETING MATERIALS

FLYER

Event Details:

April 15, 2025 (Tuesday)

Timing: TBC

Dana Club, Outdoor Pool

Activities:

- **Family Sports Challenges & Arts & Crafts** – Fun obstacle course and arts & crafts for kids and families
- **Family Sports Tournament** – Friendly football matches between Fathers and Sons
- **Movie Under the Stars** – Family movie night at the Outdoor Courts
- **Family Yoga & Wellness Session** – Yoga session for Mothers and Daughters of all ages

Call To Action:

Don't miss this exciting day of fun, games and surprises for the whole family.

Register now!

For inquiries & registration, contact:

+974 4496 0600 or WhatsApp 6698 7757

EMAIL MARKETING

Pre-event Emails: Send out invites or reminders for the event (through flyers in English & Arabic), **including a registration link** or call to action.

Event Reminder: Send reminder emails a day or two before the event with last call for registration or event details. (through flyers in English & Arabic).

Post-Event Follow-up: Send thank-you emails with highlights or recap videos.

FAMILY DAY ACTIVITIES

Activity	Time	Venue	Details
Family Sports Challenge			Fun obstacle challenge for the whole family (Designed for young children and families)
Kids Arts & Crafts		Galgi Kid's Lounge	Arts and crafts (For younger kids)
Family Sports Tournament		Outdoor Court	Friendly football matches between teams of Fathers and Sons.
Movie Under the Stars		Outdoor Court	An outdoor family friendly movie night at the Outdoor Courts
Family Yoga & Wellness Session			A group yoga session for Mothers and Daughters of all ages

COMPLIMENTARY VOUCHERS

Entitled	Voucher	Amount	Details
Non-Members	One-Day Access Pass		Complimentary access to family-friendly facilities like the outdoor pool, kids' club, or recreation areas (Indoor Pool excluded)
Non-Members	Family spa		Family spa experiences, including parent-child massages or relaxation packages
Non-Members		Approx budget of 250-350 QAR per meal	Family Set Menu (Family meal fit for 5 family members)

FAMILY DAY SET MENU

(To be shared by Chef)

Soup

Mushroom / Chicken / Corn Or Harera

Cold & Hot Appetizers

Chicken Cesar Salad, Fattoush Salad, Beetroot Salad,
Greek Style Salad, Humus, Mutable, Staffed Vine Leaves,
Mozzarella Sticks, Fried Kebbeh, Chicken Nugget/Fries

Main Course

Build Your Own Pizza (Selection of Toppings)

Butter Chicken with Basmati Rice

Mixed Grills

Grilled Seasonal Vegetables

Desserts

Fresh Fruit Selection, Oum Ali

Beverages

Fresh Juice (2 Options)

Soft Drinks, Water, Tea & Coffee

Fun Food Stations

Popcorn Station

Cotton Candy Station

Special Addition

Small Gifts for Families

F&B PRICING

FAMILY SET MENU

Adult: ____QAR

Kids: ____QAR

Date: April **15, 2025 (Tuesday)**

Timing: _____

Customer	Discount
Dana Club Members	20% Discount
Corporate Clients	20% Discount (To be confirmed)

SALES

COPORATE CLIENTS

- Qatar Energy
- Al Jazeera
- Qatar Customs
- Qatar Development Bank
- Qatar Airways
- Public Health Sector
- Ministry of Foreign Affairs
- Aspire
- Qatar Foundation
- General Tax Authority
- Masraf al Rayan
- Barzan Holdings
- Milaha
- Qatar National Bank
- Ooredoo
- General Retirement Social Insurance Authority
- Qatar Freezone Authority
- Total Energies
- beIN sports
- Alkass TV Channel

ACTUAL FAMILY DAY OPERATION

- Family Set Menu
- Live Station
- Family Day Activities

TARGET CORPORATE COMPANIES	SOCIAL
<ul style="list-style-type: none"> • West Bay Companies • Qatar Energy • Woqod • Qatar Airways • Qatar National Bank (QNB) • Qatar Olympics Committee • Ministries (Ministry of Interior, Ministry of Endowments, Ministry of Culture & Civil Defense) Etc. 	<ul style="list-style-type: none"> • Family Gatherings • Schools
CAPACITY	OUTLET
Outdoor Pool Area	_____ Pax / Capacity
Bayt Al Dana	70 Pax

THANK YOU!

