نادي DANA LUB

EID AL-FITR 2025

EVENT DATE: March 30, 2025 (Sunday) – April 1, 2025 (Tuesday)

Dana Club



EVENT DETAILS

- March 30, 2025 (Sunday) Start Date
 - April 1, 2025 (Tuesday)- End Date
- I Eid Brunch Buffet 1 PM-4 PM
- Dana Club, 8G77+RXV, Doha

Eid al-Fitr is a significant Islamic holiday marking the end of Ramadan, the month of fasting. This year, Dana Club is celebrating the occasion with a variety of activities and an open buffet.

MARKETING



Target Market Demographics:

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

Promotions and Special Offers:

- **Discounts & Bundles:** Special rates apply for group bookings
- **Flash Sales:** Hold flash sales or promotions for Eid Al-Fitr Buffet through media buying or paid ad campaigns

Advertising Strategy:

Channels:

- Social Media
- Print
- Popular Ramadan Platforms
- Community Websites & Social Media Pages

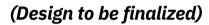


- Target posting date on Digital Platforms: 3rd Week of March 2025
- **Promoting on different platform other than Digital:** Advertise through local media collaborations, circulate flyers to members and corporate companies, and promote Eid Al-Fitr via club receptions and lobby screen displays.
- Note: To confirm whether we can use the Ministry Approval Prices Permit for Ramadan to publish the prices publicly.
- Hashtags: #DanaClub #EidAlFitr2025, #EidInQatar, #EidCelebrationsQatar, #QatarEid, #EidMubarakQatar, #EidFitrInQatar, #QatarFestivities, #Eid2025, #RamadanToEidQatar

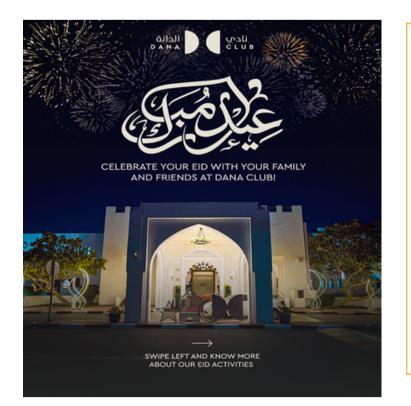
MARKETING MATERIALS

Deliverable	Content	Details
Reel	Eid Al-Fitr Activities & Open Buffet	A reel highlighting all our activities and open buffet this year for Eid Al-Fitr at Dana Club (For Paid Ad Boosting / Media Buying Campaign)
Static Post 1	Eid Al-Fitr Activities & Open Buffet (Carousel Post)	Please see next page for the carousel post draft
Static Post 2	Eid Al-Fitr Greeting	Finalizing the design with the agency
Flyer	Eid Al-Fitr Activities & Open Buffet	Finalizing the design with the agency
Email Signature	Eid Al-Fitr theme	Revise the existing design from the agency

SOCIAL MEDIA POSTS



EID AL-FITR CAROUSEL POST



SLIDE 1

Eid Brunch Buffet 1 PM-4 PM **Outdoor Pool Area**

Soup, Salad, Hot Appetizers, Main Course, Live Stations, Sweet & **Ramadan Beverages**

DAY 2 - FUN FESTIVAL & ADVENTUR DAY 3 - ADVENTURE & CREATIVITY FROM 4 PH TO 9 PM Sack Race & Three-Legged Race Parachute Games Interactive Storytelling Arts & Crafts Zone (Eid Greeting Card Making & Henna) Games



Fun Trivia & Role Plaving Eid Puzzle & Mystery Challenge **DIY Eid Lantern & Star Crafts** Sports & Team Challenges Mini Parade of Kids in Traditional Attire **Balloon Twisting**

FROM 4 PM TO 9 PM



EID AL-FITR ACTIVITIES

EID DAY 2 - FUN FESTIVAL & ADVENTURE

4:00 PM - 4:30 PM | Eid Welcome & Registration

- Kids receive Eid-themed wristbands or stickers.
- Quick icebreaker activities (small games).

4:30 PM - 5:30 PM | Eid Team Challenge Games

- Sack Race & Three-Legged Race: Fun outdoor races in pairs or groups.
- Parachute Games: Kids play cooperative games using a large parachute

5:30 PM - 6:30 PM | Interactive Storytelling

• Kids participate in an engaging storytelling session.

6:30 PM - 7:00 PM | Break

7:00 PM - 8:00 PM | Eid Arts & Crafts Zone

- DIY Eid greeting card making
- Henna corner (for girls)

8:00 PM - 9:00 PM | Musical Games

Musical chairs, dance freeze, and fun interactive games.

Dana Club Eid Al-Fitr 2025 Plan

EID DAY 3 - ADVENTURE & CREATIVITY

4:00 PM - 4:30 PM | Fun Trivia & Role Playing

- Fun trivia games with small prizes.
- Role-playing activities based on the story's theme

4:30 PM - 5:30 PM | Eid Puzzle & Mystery Challenge

• Kids solve fun riddles and clues to unlock mystery boxes with surprises inside (stickers, small toys, or Eid messages)

5:30 PM - 6:30 PM | DIY Eid Lantern & Star Crafts

- Kids create Eid lanterns using paper, beads, and stickers
- Crescent Moon & Star Mobiles: Kids design and assemble their own hanging decorations

6:30 PM - 7:00 PM | Break

7:00 PM - 8:00 PM | Sports & Team Challenges

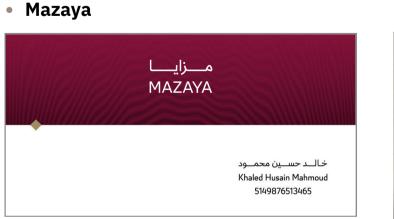
- Fun relay races, tug-of-war, and friendly competitions
- Mini sports games

8:00 PM - 9:00 PM | Eid Mini Parade

- Kids dress up in traditional attire and showcase their styles
- Balloon Twisting

REWARD APPS

(Government, Semi-Government, & Private Institutions)



• Ministry of Interior (Emtiyaz App)



Dana Club Eid Al-Fitr 2025 Plan

Testaheel



• **Golalita** (Offers exclusive discounts for SJC, Qatar Post, Beema, Masraf Al Rayyan, Gulf Exchange & Al Dar Exchange Employees)

نادي с с и в

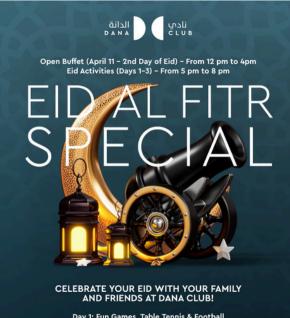
الدانة ۸ ۸ ۸ ۵

	Golalita Members مصرف الربان	
	AL RAYAN REWARDS CARD	
	D2	
	31/12/2027 VISA	
	IASRAF AL RAYAN - AL RAYAN REWARDS AP مصرف الريان – تطبيق الريان ريورد	
	DS FOR THEY HAVE MASRAF AL RAYAN LO نواع البطاقات لأنها تحمل شعار مصرف الريان أو ب	
r	Available point O	Golalita Members
SUPREME JUDICIAL COUNCIL	GOLALITAA REWARDS CARD	BEEMA CARD
Exp Date 31/12/2027 Golalita Members	Exp 31/12/2027	Exp 31/12/2027 Beema 2 3 9.0.1.1
SJC - MAZAYA GOLALITA APP المجلس الأعلى للقضاء – تطبيق مزايا جولاليتا	GOLALITA REWARDS AND DISCOUNT APP تطبيق جولاليتا للمكافات وخصومات	BEEMA بیمه
Golalita Members	MAKASEB	Golalita Members
GULF EXCHANGE CARD	MAKASEB CARD	AL DAR CARD
Exp 31/12/2027 Contraction	Exp 31/12/2027 Golalita Members	Exp 31/12/2027
GULF EXCHANGE الخليج للصرافة	QATAR POST - MAKASEB APP بريد قطر – التطبيق مخاسب	AL DAR FOR EXCHANGE WORKS الدار لاعمال الصرافة
	MOI - LEKHWIYA - EMTIYAZ APP	

MARKETING MATERIALS



• Previous Design



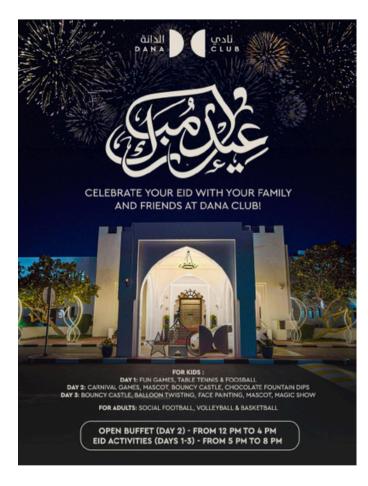
Day 1: Fun Games, Table Tennis & Football

Day 2: Carnival Games, Mascot, Bouncy Castle, Chocolate Fountain Dips Day 3: Bouncy Castle, Balloon Twisting, Face Painting, Mascot, Magic Show

ADULTS : Football, Basketball & Volleyball

For more details, contact 6698 7757 / 6654 2600 159 QAR/pax (Adult Non-Member) & 79 QAR/pax (Kid Non-Member Club Member's Discount Applie:

• **New Design** (*To be finalized*)



NOTE

FLYERS FOR:

- CORPORATE COMPANIES
- MEMBER ANNOUNCEMENT

الدانة

DANA

نادى CLUB

Dana Club Eid Al-Fitr 2025 Plan



EID AL-FITR MENU

(To be shared by Chef)

Soup	Live Stations
Salad	Sweet & Ramadan Beverages
Hot Appetizers	
Main Course	

Dana Club Eid Al-Fitr 2025 Plan





EID AL-FITR BRUNCH BUFFET

Adult: 159 QAR

Kids: 79 QAR

Date: March 30, 2025 (Day 1)

Timing: 1 PM-4 PM

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

Note:

• The 1st day of Eid al-Fitr will follow the same approach as our current Ramadan menus, as we have a special inquiry for 70 pax.

If there are additional inquiries for the 2nd or 3rd day of Eid, we will update the calendar accordingly

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 EID AL-FITR OPERATION

- Open Buffet
- Live Station
- Ramadan Decorations (Existing)
- Eid Al-Fitr Activities

TARGET CORPORATE COMPANIES	SOCIAL
 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. 	 Embassies Family Gatherings Schools
CAPACITY	OUTLET
Outdoor Pool Area	150 Pax / Capacity
Bayt Al Dana	70 Pax

THANK YOU!

11

an ana'i Jai

2