



# 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



- 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

## SOCIAL MEDIA POSTS

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



# SOCIAL MEDIA POSTS

(Design to be finalized)

## 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**



# 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.

## 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)

## • Mazaya



## • Ministry of Interior (Emtiyaz App)



## • Testaheel



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





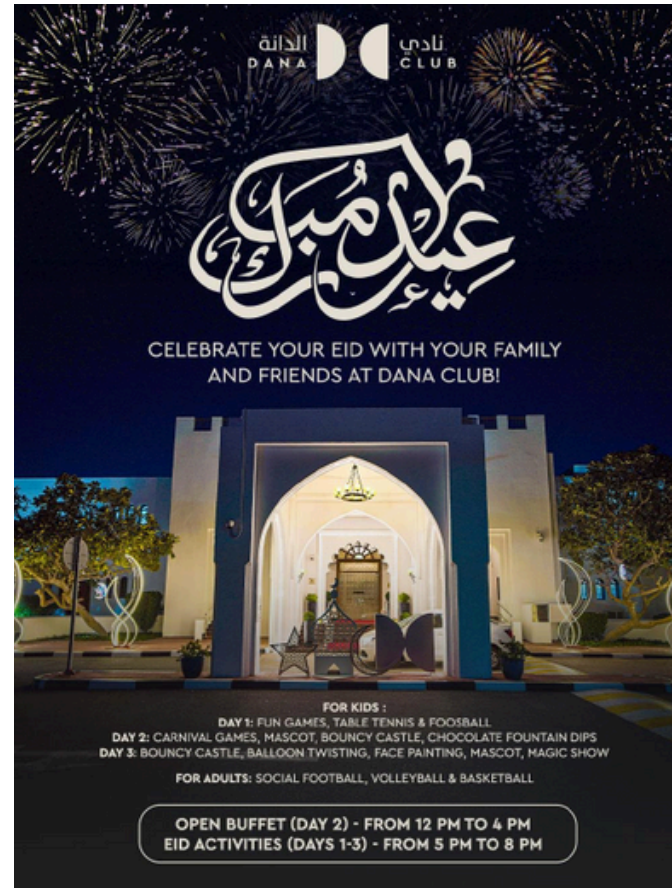
# MARKETING MATERIALS

## FLYERS

### • Previous Design



### • New Design (To be finalized)



## NOTE

### FLYERS FOR:

- CORPORATE COMPANIES
- MEMBER ANNOUNCEMENT



# EID AL-FITR MENU

*(To be shared by Chef)*

Soup

Salad

Hot Appetizers

Main Course

Live Stations

Sweet & Ramadan Beverages

# F&B PRICING

## EID AL-FITR BRUNCH BUFFET

**Adult:** 159 QAR

**Kids:** 79 QAR

Date: **March 30, 2025 (Day 1)**

**Timing:** 1 PM-4 PM

Customer	Discount
<b>Dana Club Members</b>	20% Discount
<b>Corporate Clients</b>	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
<ul style="list-style-type: none"><li>• West Bay Companies</li><li>• Qatar Energy</li><li>• Woqod</li><li>• Qatar Airways</li><li>• Qatar National Bank (QNB)</li><li>• Qatar Olympics Committee</li><li>• Ministries (Ministry of Interior, Ministry of Endowments, Ministry of Culture &amp; Civil Defense) Etc.</li></ul>	<ul style="list-style-type: none"><li>• Embassies</li><li>• Family Gatherings</li><li>• Schools</li></ul>
CAPACITY	OUTLET
Outdoor Pool Area	150 Pax / Capacity
Bayt Al Dana	70 Pax



**THANK YOU!**

