

# EID AL-ADHA 2025 PLAN

**EVENT DATE:** June 6, 2025 (Friday) – June 10, 2025 (Tuesday) - **TENTATIVE**

Dana Club



### EVENT DETAILS



- June 6, 2025 (Friday) – Start Date – **TENTATIVE**
- June 10, 2025 (Tuesday) – End Date – **TENTATIVE**



Timing: TBC



Dana Club, 8G77+RXV, Doha

**Eid Al-Adha** in Qatar is one of the most important Islamic holidays, known as the "Festival of Sacrifice." One of the central rituals is the sacrifice of a sheep, goat, or cow). Acts of charity and generosity are also emphasized. Families gather for festive meals, wearing traditional attire. This year, Dana Club is celebrating the occasion with a variety of activities and an open buffet.

## F&B

### DAY 1 EID AL-ADHA - KIDS' DAY

**Kids:** 99 QAR

Date: **(Day 1)**

**Timing: 1-4 PM 6-10 PM**

### DAY 2 EID AL-ADHA - ARABIC BUFFET

**Price Per Person:** 137 QAR

Date: **(Day 2)**

**Timing: 3 PM -7 PM**

### DAY 3 EID AL-ADHA - BBQ DAY

**Price Per Person:** 99 QAR

Date: **(Day 3)**

**Timing: 2 PM -10 PM**

Customer	Discount
<b>Dana Club Members</b>	20% Discount
<b>Corporate Clients</b>	20% Discount

## F&B



F&B Station Area: Lulu Lounge

### **EID ADHA MUBARAK STATION** (3 DAYS COMPLIMENTARY)

Dates  
Arabic Coffee  
Mini Sweet Bites  
Mini Salted Bites  
Dry Fruits  
Nuts  
Welcome Drink



## F&B



### KIDS' DAY (DAY 1) EID AL-ADHA

Nugget  
Mini Pizza  
Mini Burger  
Fries  
Veg Lasagna  
Hot Dog Sandwich  
Pasta Station  
Crepe Station  
Popcorn Station  
Juice Station





# F&B

## ARABIC BUFFET (DAY 2) EID AL-ADHA

### Soup

Creamy Chicken Soup  
Broccoli Soup

### Cold Appetizers

Hummus  
Moutabal  
Beetroot Moutabal  
Muhammara  
Harra  
Tabbouleh  
Fattoush  
Rocket Salad  
Beetroot Corn  
Greek-Style Salad  
Caesar Salad  
Steak Salad  
Italian Salad  
Warak Enab  
Quinoa Salad  
Potato Mousabbaha

### Hot Appetizers

Kebbeh  
Samosa  
Spring Rolls  
Spicy Potato  
Chicken Wings

### Main Course

Lamb Ouzi  
Kofta  
Mixed Grill  
Moussakhan Chicken  
Vermicelli Rice  
Okra Lamb  
Chicken Freekeh  
Harra Fish  
Butter Chicken  
Lamb Biryani  
Herb Salmon  
Seafood Pasta  
Veg Lasagna  
Steamed Veg  
Mashed Potato  
Beef Steak with White Sauce

### Dessert

Arabic Sweet  
Fresh Cut Fruits  
Mohalabia  
Rice Pudding  
Custard  
Crème Caramel  
Oum Ali  
Tiramisu  
Assorted Mini Cakes  
Crème Caramel

### Beverages

Juices  
Water  
Tea  
Coffee



## F&B



### BBQ DAY - SET MENU (DAY 3) EID AL-ADHA

Fattoush	Lamb Skewers
Tabbouleh	Arayes
Hummus	Grilled Veg
Moutabal	Garlic Mayo
Warak Enab	Pickles
Chicken Wings	Oum Ali
Chicken Tandoori	Fresh Cut Fruit
Shish Tawook	Juice
Kofta	Water



# RECREATION

**Title:** Eid Al-Adha Kids Celebration: A Festival of Faith, Sharing & Fun

**Dates:** Day 1 and Day 2 of Eid al-Adha

**Duration:** 3 hours per day

**Age Group:** 5–12 years old

**Theme:** Eid al-Adha – Kindness, Sacrifice, and Gratitude








# RECREATION

## DAY 1: THE SPIRIT OF EID

**Theme:** Understanding the story of Prophet Ibrahim (AS), the values of sacrifice, faith, and obedience to Allah.

**Schedule:** 3 Hours






TIME	ACTIVITY	NOTES
5:00–5:30	<b>Welcome Circle &amp; Story Time</b> 	Interactive storytelling of Eid al-Adha in child-friendly language. Include visual props or animated video.
5:30–6:10	<b>Craft: “My Eid Sheep”</b> 	Kids create their own sheep using cotton balls, paper, and glue. Discuss the symbolic meaning.
6:10–6:50	<b>Drama Role Play: The Story of Sacrifice</b> 	Kids dress up and act out the Eid story. Great way to reflect.
6:50–7:00	<b>Break</b>	Kids will have some free time for themselves.
7:00–7:40	<b>Build Your Own Mosque Diorama</b> 	By physically crafting something sacred, kids build a deeper personal connection with the spiritual meaning of Eid.
7:40–8:00	<b>Reflection Circle &amp; Eid Goodie Bags</b> 	Talk about what they learned. Give each child a goodie bag with small toys, a Dua card, and treats.

# RECREATION

## DAY 2: THE JOY OF SHARING AND KINDNESS

**Theme:** Emphasizing charity (Qurbani), caring for others, and the joy of giving.

**Schedule:** 3 Hours

TIME	ACTIVITY	NOTES
5:00–5:30	Kindness Tree Activity 	Kids write kind actions they will do on paper “leaves” and stick them on a big tree board.
5:30–6:10	Art: Design an Eid Card for Someone Special 	Encourage kids to make cards for parents or siblings expressing love and gratitude.
6:10–6:50	Group Game: "Pass the Parcel – Kindness Edition" 	Each unwrap reveals a prompt like “Say something nice to a friend.” Fun and meaningful.
6:50–7:00	Break	Kids will have some free time for themselves.
7:00–7:40	Fun Activity Stations 	Group-based interactive quiz + physical challenges
7:40–8:00	Closing Celebration & Certificate Giveaway 	Each child gets a certificate: “Eid al-Adha Hero – Kind, Brave, and Thankful!”



# 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:

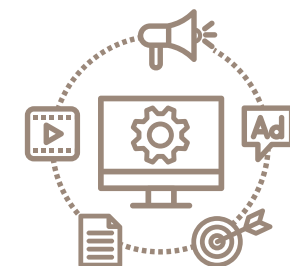
- **Discounts & Bundles:** Special rates apply for group bookings
- **Flash Sales:** Hold flash sales or promotions for Eid Al-Adha F&B offers through media buying or paid ad campaigns



## Advertising Strategy:

### Channels:

- Social Media
- Print
- Popular Eid Al-Adha Platforms
- Community Websites & Social Media Pages



## SOCIAL MEDIA POSTS

- **Target posting date on Digital Platforms:** 1<sup>st</sup> Week of June 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.
- **Hashtags:** #EidAlAdhaQatar #EidInQatar #QatarEidCelebration #EidFeastQatar #EidDiningOffers #QatarFoodDeals #EidBuffetQatar #QatarEidSpecials #EidAlAdha2025 #CelebrateEidQatar #QatarRestaurants #EidFoodFestival #FamilyFeastQatar #EidBrunchQatar #QatarHospitality #EidWithFlavors #EidCuisineQatar #EidDineOut #TasteQatar #EidEatsQatar

### MARKETING MATERIALS

Deliverable	Content	Details
Reel	<b>Eid Al-Adha Activities &amp; F&amp;B Offers</b>	A reel highlighting all our activities and F&B offers this year for Eid Al-Adha at Dana Club <b>(For Paid Ad Boosting / Media Buying Campaign)</b>
Static Post 1	<b>Eid Al-Adha Activities &amp; F&amp;B Offers (Carousel Post)</b>	Please see next page for the carousel post draft
Static Post 2	<b>Eid Al-Adha Greeting</b>	Agency to create a new design
Flyer (A4 size)	<b>Eid Al-Adha Activities &amp; F&amp;B Offers</b>	Agency to create a new design
Email Signature	<b>Eid Al-Adha theme</b>	Agency to create a new design

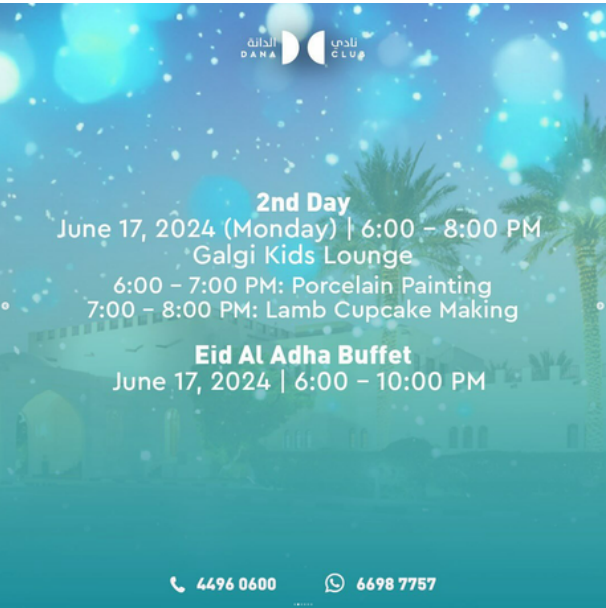
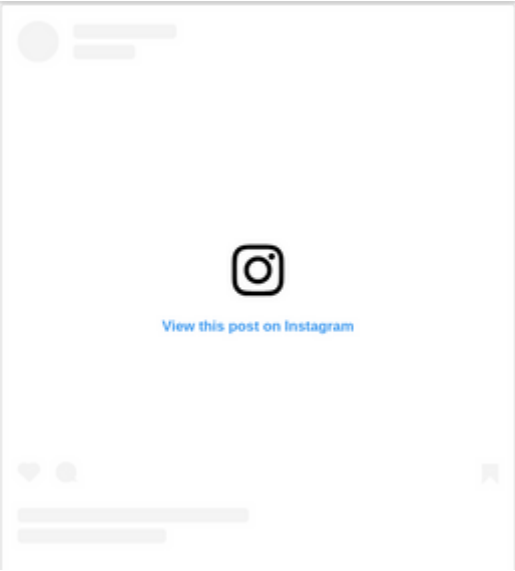
# SOCIAL MEDIA POSTS

(Previous Design)

## EID AL-ADHA GREETINGS



## EID AL-ADHA CAROUSEL POST



# MARKETING MATERIALS

## FLYERS

For:

- Corporate Companies
- Members' Announcement

Previous Design



## EID AL-ADHA REEL (POST-EVENT RECAP)





# REWARD APPS

(Government, Semi-Government, & Private Institutions)

## • Mazaya



## • Testaheel



## • Ministry of Interior (Emtiyaz App)



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



# SALES

## COPORATE CLIENTS

1. Qatar Energy
2. Qatar Olympic Committee
3. Qatar National Bank
4. Qatar Development Bank
5. Qatar Foundation
6. Al Jazeera
7. Qatar Customs
8. Masraf Al Rayan
9. Aspire Logistics
10. Alkass Sports Channel
11. Qatar Airways
12. SOGHA
13. Ministry of Foreign Affairs
14. Visit Qatar
15. General Retirement & Social Insurance Authority
16. Al Moasasa
17. Barzan Holdings
18. beIN Sports
19. General Tax Authority
20. Katara Cultural Village
21. Milaha
22. Ooredoo
23. Qatar Cool
24. Qatar Freezones Authority



## SALES

### **COPORATE CLIENTS**

25. Qatar Insurance Company

26. Total Energies

27. Qatar University

28. QAFAC

29. Ministry of Labour

30. Qatar Charity

31. Phoenix School

32. Qatar Rail

33. Qatar Stars League

34. Mazaya

35. Emtiyaz

36. Testaahel

37. Golalita

38. WOQOD

39. Jacobs

40. Qatar Motorcycle Club

41. Syrian Embassy

42. Baladi Express

43. Al Khor Qatar Academy

44. Go Viral

45. Qatar Tennis Federation

46. Next Rabit

42. Anvin Adler

43. Info Center

44. Taqat

45. Qatar International Islamic Bank



**THANK YOU!**

