

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
Dana Club Members	20% Discount
Corporate Clients	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	Welcome Circle & Story Time 	Interactive storytelling of Eid al-Adha in child-friendly language. Include visual props or animated video.
5:30–6:10	Craft: “My Eid Sheep” 	Kids create their own sheep using cotton balls, paper, and glue. Discuss the symbolic meaning.
6:10–6:50	Drama Role Play: The Story of Sacrifice 	Kids dress up and act out the Eid story. Great way to reflect.
6:50–7:00	Break	Kids will have some free time for themselves.
7:00–7:40	Build Your Own Mosque Diorama 	By physically crafting something sacred, kids build a deeper personal connection with the spiritual meaning of Eid.
7:40–8:00	Reflection Circle & Eid Goodie Bags 	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:

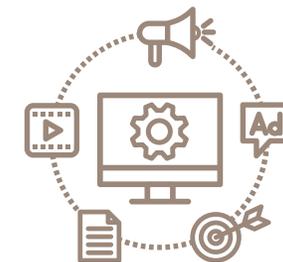
- **Discounts & Bundles:** Special rates apply for group bookings
- **Flash Sales:** Hold flash sales or promotions for Eid Al-Adha F&B offers through media buying or paid ad campaigns



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:** 1st 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

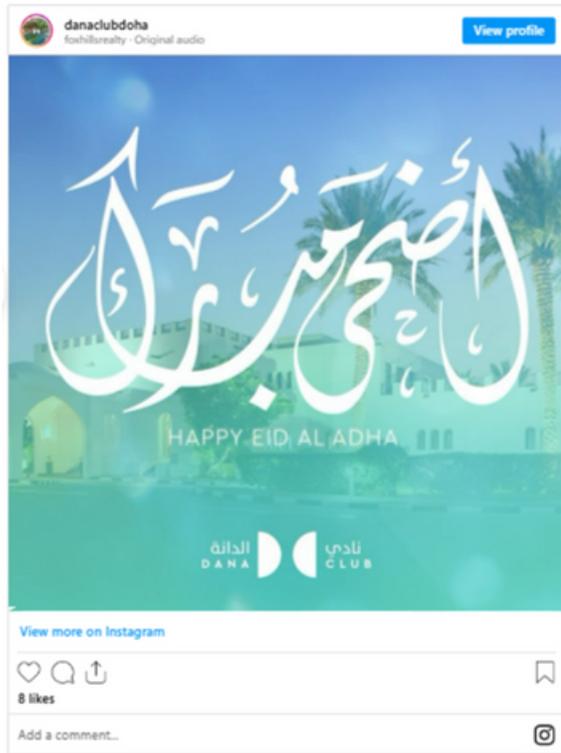
MARKETING MATERIALS

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

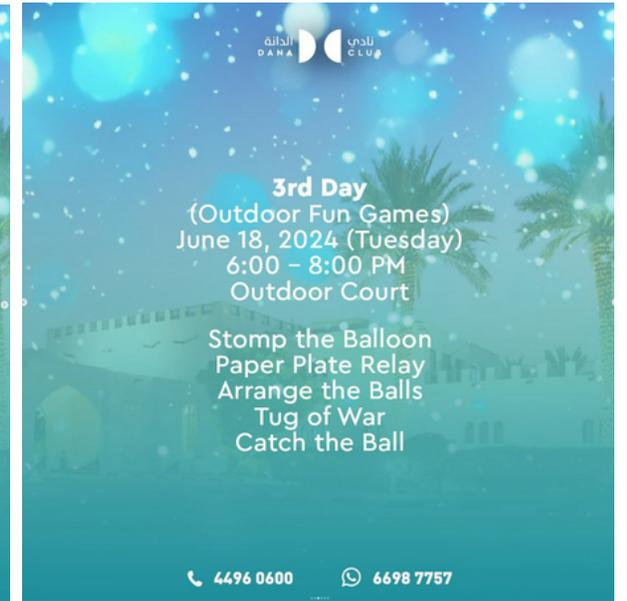
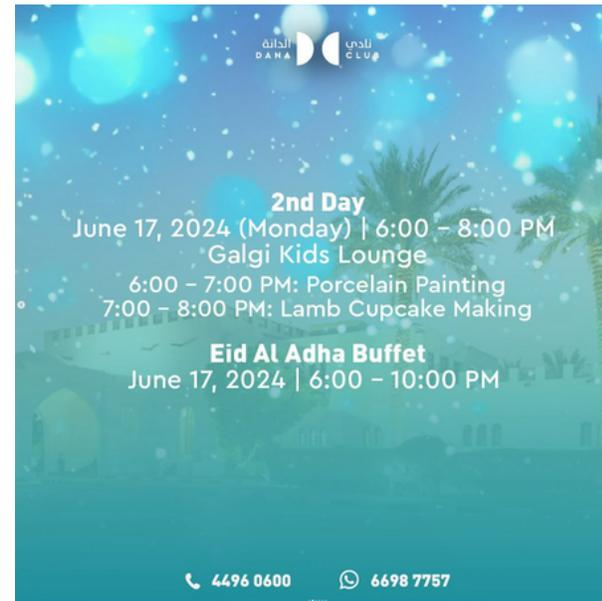
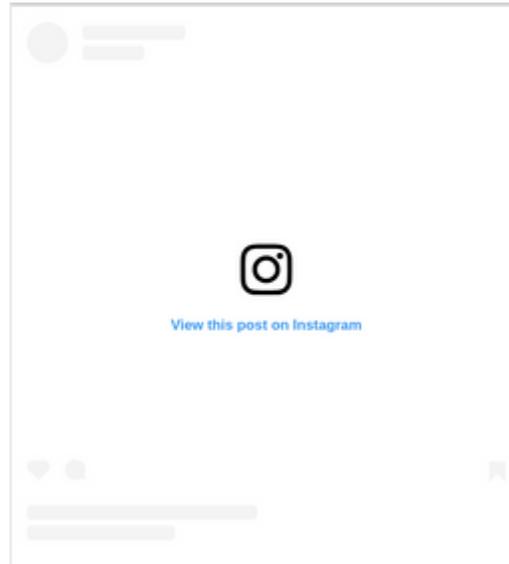
SOCIAL MEDIA POSTS

(Previous Design)

EID AL-ADHA GREETINGS



EID AL-ADHA CAROUSEL POST



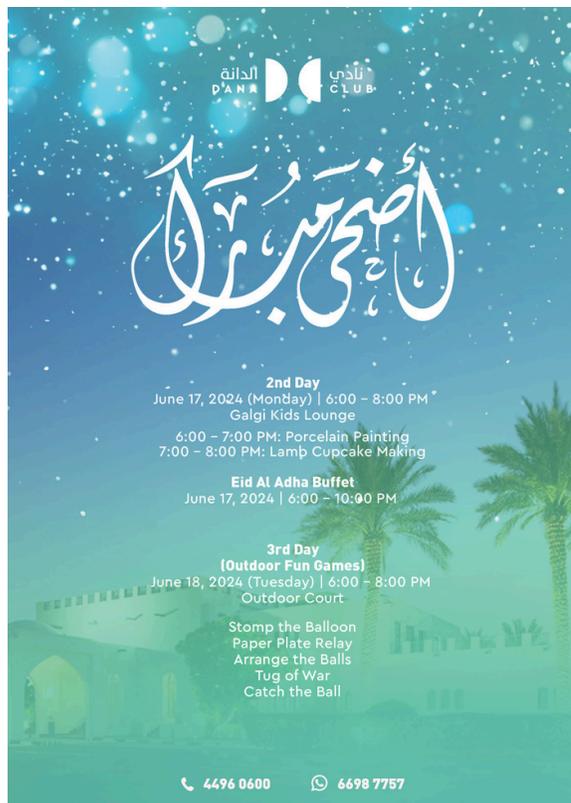
MARKETING MATERIALS

FLYERS

For:

- Corporate Companies
- Members' Announcement

Previous Design



EID AL-ADHA REEL (POST-EVENT RECAP)



REWARD APPS

(Government, Semi-Government, & Private Institutions)

- **Mazaya**



- **Testaheel**



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



- **Ministry of Interior (Emtiyaz App)**



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 Rabbit

42. Anvin Adler

43. Info Center

44. Taqat

45. Qatar International Islamic Bank



THANK YOU!

