

Football Fan **FESTIVAL**

مهرجان مشجعي كرة القدم

MEDIA PACK

OMAN'S WORLD CUP STORY

Through a series of promotional campaigns and visa, flight and transportation offers, the Sultanate of Oman's 'World Cup Programme' will provide an unparalleled experience for all football enthusiasts who visit during this historical event.

The centrepiece of the programme will be Football Fan Festival, the largest celebration of football ever held in Oman. Taking place at Oman Convention & Exhibition Centre, all World Cup matches will be broadcast live within the festival zone, where interactive games, innovative technologies and football competitions will combine to provide the most memorable of experiences.



OMAN IS 'MATCH READY'



FREE 60-DAY MULTI-ENTRY VISA

All Hayya Card holders and their immediate family members will be eligible for a free 60-day multi-entry visa to facilitate easy arrival into Oman and frequent travel to Doha to attend World Cup 2022 matches.



EASY TRAVEL

Oman Air will operate dedicated flights between Muscat and Doha from 20 November to 3 December to facilitate travel for World Cup fans. The one-hour flights can be booked easily and come with a fast-track airport service for a seamless World Cup journey.



EXPERIENCE OMAN

Visiting fans can choose from a range of exclusive hotel packages, special tour rates and services. Over 20,000 hotel rooms across every budget. All Hayya cardholders will be offered a variety of customizable day tours full of breathtaking natural beauty and Oman's centuries-old history.



OPPORTUNITIES FOR OMAN

01

INBOUND TOURISM

By providing an opportunity to use Oman as a base for the World Cup, the country expects to attract thousands of visitors, who will utilise the Match Day Shuttle Programme.

02

ECONOMIC IMPACT

We will invite SMEs of more than 60 different categories to contribute to the construction, management and marketing of Football Fan Festival, as well as creating direct and indirect job opportunities.

03

NATIONAL PRIDE

Football Fan Festival will mark Oman's role in relation to the World Cup and provide nationals with a cause and the means to celebrate this historic occasion.

VISION

To be recognised both domestically and internationally as a stunning celebration of the World Cup and to create an event that enhances economic impact and national pride inside of Oman and global perceptions outside of the country.

MISSION

To utilise innovation and creativity, to understand the wants and needs of our audience intimately and to acutely organise and manage a programme of activity that surpasses the expectations of even the most discerning consumers.



OUR VENUE

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- The Oman Convention and Exhibition Centre is located in its own fully integrated precinct only 10 minutes from Muscat International Airport
 - 9,000 sqm dedicated outdoor garden area
 - Multi-storey car park with a capacity for 4,000 vehicles



**SPONSOR
ZONE**

**FOOD
FESTIVAL**

**ACTIVITY
ZONE**

**ACTIVITY
ZONE**

**FOOTBALL
THEATRE**

ZONES





FESTIVAL LAYOUT

VIEWING

We will broadcast all 64 matches of the World Cup, thanks to our relationship with host broadcaster beIN Sports. The matches will be shown on the megascreen upon the big stage, as well as other viewing areas around the fan festival.





ACTIVITIES AND ENTERTAINMENT

From local artists and entertainers to Virtual Reality and PlayStation zones, Football Fan Festival will have it all!

Test the speed of your twinkle toes at the Fast Foot Challenge. Try your hand at the target challenge to see if you really can 'bend it like Beckham!' Face off against your mates at Teqball or, perhaps for the older kids, at the Foosball table.

On top of all of this, and a whole lot more besides, Football Fan Festival will welcome well-known musical stars, comedians, dancers and performers. Football freestylers, roaming performers and the odd special guest will also entertain the crowds between the matches.





GAMES



THE PANNA CAGE

A one-on-one arena, where budding footballers will attempt to take their challengers to 'skill school'



ICON FAST FEET

Show off your fast feet by taking part in this skills challenge



THE VR ZONE

Enter a new virtual reality within the VR zone, and test your skills within a new dimension



PRECISION WALL

Combining both passing and shooting in a fun accuracy challenge



SMALL-SIDED PITCHES

From leisurely kick-about to competitive tournaments, these pitches will see it all



TARGET KICK

Can you find the top corner and win the top prize? Everyone's favourite football game



SPEED KICK

The speed kick will measure sheer power and earn those with the hardest shot all the bragging rights



E-GAMES

For the 'gaming chair' lovers of the sport, a bespoke PS zone will be a key feature



FOOD AND BEVERAGE

Football Fan Festival is not only a chance to celebrate the best footballing nations from around the world - we will also celebrate international cuisine and tastes from all corners of the globe.

All tastes will be catered for by a range of locally-sourced suppliers, who will regularly transition to ensure the widest possible covering of cuisines.

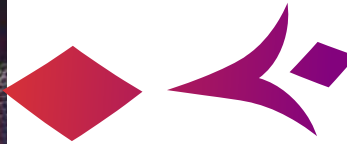
RETAIL AND MERCHANDISE

Oman is a place filled with amazing artisans and magnificent makers, and Football Fan Festival will be, too!

We will bring together the best possible mix of our rich culture, allowing every guest to leave with a special memory of Oman.

Official limited edition Football Fan Festival merchandise will also be on offer for those who want to celebrate this historic moment for the region with a unique keepsake.





TECHNOLOGY

Blending the perfect mix of history and culture with tech and innovation, Football Fan Festival will look to integrate with new technologies wherever possible.

This will be most obvious in the development of our Virtual Reality zone, where fans will be able to experience life in VR, and test their football skills as virtual versions of themselves.

A two-way portal will also allow fans to connect with those on the outside, allowing them to wave hello to friends in other locations, as well as allowing those looking on from elsewhere to see all of the action ongoing within the festival location.



COMPETITIONS & INCENTIVES

As well as being given the chance to attend Football Fan Festival across 23 days of World Cup action and entertainment, we will offer visitors a range of opportunities to get involved with a number of competitions and incentives.

These will include kids football competitions being held upon the small-sided pitches within the festival zone, a prize draw for everyone who attends, the chance for e-gamers to compete for the title of Football Fan Festival champion and a user-generated promotion which provides attendees the chance to win free goodies by posting about their Football Fan Festival experience on social.

Further details on all of these promotions and incentives will be revealed across Football Fan Festival channels in the coming days and weeks.



FAQs

01

Why is Oman hosting a fan festival around the World Cup?

The World Cup is a moment of significant importance to the GCC, and Muscat has been chosen as one of only a few satellite cities for the tournament. Given both of these factors, we have a great opportunity to celebrate this historic occasion, and Football Fan Festival is a way for the people of Oman and visitors to Oman to come together and do that.

02

Who is Football Fan Festival for?

Football Fan Festival will have something for everyone, men, women and children, families and people of all ages, whether or not they are lovers of football.

03

How many people do we expect each day to attend?

We are looking forward to attracting thousands of people every day and tickets will be available on a first-come, first-served basis.

04

How much will it cost to attend and how do I get a ticket?

Football Fan Festival tickets will cost only 2 OMR per day with free entrance for children under 5. All attendees can register and pay for their tickets at FootballFanFestival.om

05

What are the timings for Football Fan Festival?

Football Fan Festival will run from 20 November to 18 December 2022.

Football Fan Festival opens one hour before the first WC match of the day and closes shortly after the last WC match of the day:

- **20 Nov** – 05:00 pm to 01:00 am
- **21 to 28 Nov** – 12:00 pm to 02:00 am
- **29 Nov to 06 Dec** – 05:00 pm to 02:00 am
- **09 and 10 Dec** – 05:00 pm to 02:00 am
- **13 and 14 Dec** – 05:00 pm to 02:00 am
- **17 Dec** – 05:00 pm to 12:00 am
- **18 Dec** – 01:00 pm to 12:00 am

Football Fan Festival is open on all match days and closed on non-match days.

FAQs

06

Will Football Fan Festival show every match?

Yes, we will be broadcasting every match live in partnership with beIN Sports.

07

What else will Football Fan Festival offer?

Football Fan Festival will have a range of interactive games and activities, football competitions, live performances and a wide range of food and drink to suit local and international tastes.

08

Are there any local celebrities visitors can expect to meet at the festival?

Ali Al Habsi is the official brand ambassador of the Fan Festival alongside favourite sports personalities Khalil Al Balushi, Fatma Al Nabhani and Mohammed Al Noufali. They will all join the festival's promotional activities and on-site activations. We advise fans to follow us [@FtbIFanFestival](https://twitter.com/FtbIFanFestival) across social media to stay updated on when they will visit the festival.

9

What is the Oman World Cup Programme, and how does Football Fan Festival fit into it?

The 'Oman World Cup Programme' was created with the objective of promoting Muscat, and by extension Oman, as the satellite city of choice for both regional and international visitors for the duration of the World Cup 2022. The Programme is designed to provide visitors with an unparalleled World Cup 2022 experience in Oman and is managed by a steering committee comprised of relevant authorities and stakeholders.

In particular, Hayya cardholders will benefit significantly from the Programme. Alongside a series of promotional campaigns coinciding with the World Cup 2022, all Hayya cardholders can also take advantage of a wide range of facilitating visa, flight, transportation and accommodation offers. In addition, there will be several World Cup 2022-related activities and events, with the centrepiece being Football Fan Festival.

10

Are you in any way involved with any of the other fan festivals running in the other governorates?

Any World Cup-related fan festivals in other regions of the country are being organised and operated by private sector companies in coordination with the governing bodies in their respective Wilayats. However, they will still operate under the guidelines stipulated by the Ministry of Heritage and Tourism.

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Thank you

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