

THE BIGGES INTERNATIONAL FOOTBALL MATCH EVER PLAYED IN KUWAIT



PRE WORLD CUP 2022 INTERNATIONAL MATCH
BELGIUM vs EGYPT
18.11.2022 / 06:00 PM
JABER AL AHMAD STADIUM • KUWAIT



VICE CHAMPIONS OF AFRICA

MEDIA REPORT

MATCHWORLD

FIFA
LICENSED MATCH AGENT

FACTS AND FIGURES



No. 2 IN THE WORLD

BELGIUM

1 vs 2



VICE CHAMPIONS OF AFRICA

EGYPT

⚽ L. Openda - 76'

- ◆ D. Mertens - K. De Bruyne - 46'
- ◆ L. Openda - M. Batshuayi - 46'
- ◆ Y. Tielemans - H. Vanaken - 46'

⚽ M. Mohamed - 33'

⚽ Trezeguet - 46'

■ A. Tawfik - 79'

■ O. Galal - 90'

◆ Zizo - M. Mohamed - 72'

◆ O. Galal - A. Gabr - 77'

◆ A. Hassan - M. Salah - 88'

◆ E. Ashour - Trezeguet - 88'

◆ H. Sayed - M. Hamada - 88'

MATCHWORLD

FIFA
LICENSED MATCH AGENT

FACTS AND FIGURES: ATTENDANCE

57 000





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MATCHWORLD

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SPONSORSHIP PACKAGE :

- 7 minutes LED during the match
- 2 minutes LED before and during the half time of the match
 - 2 Toblerones behind the goals
- Logo on press conference, flash interview and mix zone backdrops
 - Logo on all printing and online advertising material
 - Logo on the team official buses
- Video (30 seconds) on the big screen before the match, half time and after the match
 - Right to have a stand in the official Fan Zone in the stadium the day of the match
 - 1 Private Box for 10 persons
 - 10 VVIP tickets
 - 50 VIP Tickets
 - 100 First Category tickets
 - Autograph session with the team(s) for 10 persons
 - 1 Team jersey of each team
- Cairo - Kuwait - Cairo / Kuwait - Doha : Road do Qatar 2022

FACTS AND FIGURES: ADVERTISING

OUTDOOR ADVERTISING

3 LED screens animations in Kuwait City, 40 Billboards, 3 branded busses for the teams, Posters, Flyers

INDOOR ADVERTISING

Roll-ups, Press Conference Backdrops, Mixed zone branding, Stadium branding

MEDIA / PRESS

3 Press Conferences, Print & online articles, Press release, Official training, Media Accreditations, Interviews

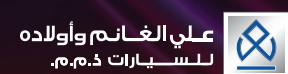
ONLINE MARKETING

Social media advertising, Google adds, Website infos and advertising, Newsletter, Promo Videos

EVENTS

Fan event and autograph session, Freestylers events in Kuwait Malls, Birds show, Live concert

All the produced items are intended to promote the match and the partners.



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ROYAL BELGIUM FA 1889

NR 2 IN THE WORLD

ticketshop.matchworldgroup.com

zain

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INFO & TICKETING:
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OFFICIAL MATCH KITS

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FREESTYLERS
ALI ALSAQOBY | NICOLAS ROSSIER

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GET YOUR TICKETS NOW!

WE MATCH THE WORLD

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مباراة ودية دولية استعداداً لكأس العالم

مصر vs بلجيكا
2022.11.18 / 06:00 pm

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FACTS AND FIGURES: PROMO VIDEOS



Belgium vs Egypt Promo Video

 www.youtube.com/watch?v=-h7438J8Njs

Belgium vs Egypt Promo Video arabic

 <https://www.youtube.com/watch?v=WdLnBJTYjCs>

Belgium vs Egypt Promo Video vertical

 <https://www.youtube.com/shorts/FFgLrcwypZE>

Egypt arrival in Kuwait

 <https://www.youtube.com/watch?v=I0IDUnoveuU>

Kevin de Bruyne Promo Video

 <https://www.youtube.com/watch?v=GrZbXzm9rAg>

Eden Hazard Promo Video

 <https://www.youtube.com/shorts/ycljAB30Phg>

Batshuayi Promo Video

 <https://www.youtube.com/shorts/ycljAB30Phg>

Mohamed El Shenawy Promo Video

 <https://www.youtube.com/shorts/elgnbdfwo4>

Zizo Promo Video

 https://www.youtube.com/shorts/5PQUwitu_v4

Fan Event - Belgium Autograph Session

 <https://www.youtube.com/watch?v=FQLx4yMK7bU>

FACTS AND FIGURES: HOSPITALITY





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VICE CHAMPION OF AFRICA

MATCH TICKET

FIRSTNAME NAME

Ticket category : XX
Gate X - Row XX - Seat XX
Price : XX

International Football Match

BELGIUM vs EGYPT

Friday, 18 November 2022 - 06:00 pm
Jaber Al Ahmad International Stadium, Kuwait City

Vorgang: File ID | Ticket: XXXXXXXX | Druck: XXXXX,XXXX,XXX,XXX,2022





WWIP TICKET

ticketing@matchworldgroup.com • www.matchworldgroup.com





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FACTS AND FIGURES: LED SCREENS & BILBOARDS



FACTS AND FIGURES: BELGIUM AUTOGRAPH SESSION



BELGIAN NATIONAL TEAM FOR THE MATCH AND FOR WORLD CUP 2022

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CASTEELS COURTIS MICHALET

ALDENWEERELD DEKEYSER FAES THIEAT VERDONCKEN GARRASCO

CASTAGNE MEUNIER T. BAZARD DE BRUYNE DENDONCKER OMARA

TIELEMAN VANAKEN WITSEL DE KETELAERE DOKU E. BAZARD

MERTENS TROSSARD BATSHUARYI OPHENDJA LUKAKU

KUWAIT
دولة الكويت

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Logos: zain, KUWAIT, Pharmazone, NBK, match world group, REBEL, match world group, Jumeirah, match world group, match world group, match world group, match world group.

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FACTS AND FIGURES: EGYPT AUTOGRAPH SESSION



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FACTS AND FIGURES: FREESTYLERS SHOW



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FACTS AND FIGURES: MIXED ZONE & PRESS CONFERENCES





MATCHWORLD

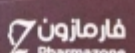
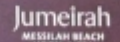
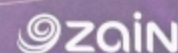
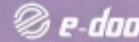
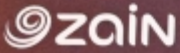
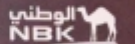
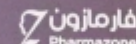
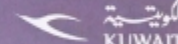
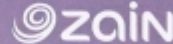
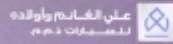
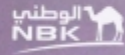
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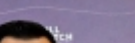
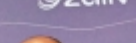
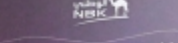
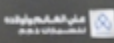
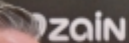
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FACTS AND FIGURES: BIG SCREEN & LEDS



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FACTS AND FIGURES: LEDS



FACTS AND FIGURES: TOBLERONE



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PHOTO NEWS

FACTS AND FIGURES: TEAMS BUSSES



1 x EGYPT NT Bus Full Wrap
2 x BELGIUM NT Bus Full Wrap

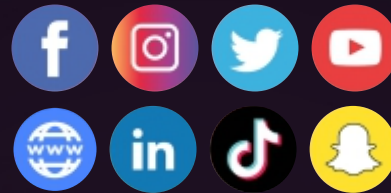
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FACTS AND FIGURES: ONLINE MARKETING

Served Ads
+41.5
Million times

Reached Average
+2.8
Million people
audience in Kuwait



Website visits
+75 771
in the 2 weeks before
the match

Delivered
+104 888
Destination clicks

Youtube
+507 970
Match promo videos played

FACTS AND FIGURES: PRESS

+250

JOURNALISTS FROM OVER 70 MEDIA TRUSTS
AND NEWSPAPPERS



MATCHWORLD

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FACTS AND FIGURES: TV COVERAGE



Host Broadcaster :
Kuwait Sport TV



الرياضية



Egypt :
ON Time Sports



Belgium :
RTBf , VRT TV



Rest of the World :

Abu Dhabi Sport TV | Douyin - China | Now TV - Hong Kong | SNRT - Morocco | Movistar - Spain
ESPN - Lat America | Globo - Brazil | Mola TV - Italy | SuperSport - South Africa | Charlton - Israel | Sportradar



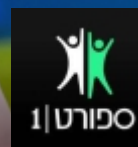
Movistar



MOLA TV



sportradar



FACTS AND FIGURES: IMAGE BENEFITS

MVP PLAYER OF THE MATCH





THANK YOU!

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