



FINAL MEDIA DELIVERABLES & PRODUCTION BLUEPRINT

Project: Gaza World Cup Simulation 2026 — GOAL FOR GAZA

Media and Advertising Campaign Deliverables

Cooperation With:



Palestinian
Journalists Syndicate



The Municipality
of Deir al-Balah



The Municipality
of Khan Younis



The Municipality
of Gaza



The Higher Council
for Youth and Sports

Implementation by:  **PHOENIX** Phoenix
EVERY SERVICE ONE HUB Logistics & Relief Services

First: Summary of Approved Field Events (5 Activations)

01 Opening Exhibition Grassroots Match

 Al-Shati Camp (Al-Safa and Al-Marwa Pitch).

02 Press Conference & Solidarity Murals Unveiling (2 Murals)

 Rashad Shawa Cultural Center - Gaza

03 Torch Ignition & Relay Launch

 Martyr Mohamed Al-Durrah Stadium

04 Sand Art Sculpting of the Tournament Logo (Goal for Gaza)

 Gaza Seashore (opposite Al-Omda Cafe – Al-Nabulsi Line)

05 Closing Ceremony & Grand Humanitarian World Cup

 Palestine Football Club Stadium (adjacent to Al-Aqsa University – Gaza)

Second: Summary of Media Requirements & Deliverables (7 Outputs)

01 Main Documentary / Hero Film

 2–3 Minutes  Horizontal 16:9

Comprehensive coverage of all events from inception to conclusion, seamlessly integrating the cinematic torch sequence and curated archive footage honoring football legends Suleiman Al-Obeid and Mohamed Barakat.

02 Preliminary Events Promo / Sizzle Reel

 Horizontal 16:9

Tailored strictly for donor compliance and administrative reporting, **with a definitive and mandatory deadline on June 3, 2026**. (Covers all preliminary activations, excluding the final crowning day).

03 Behind-the-Scenes (BTS) Operations Reel (Phoenix Hub)

 59 Seconds  Vertical 9:16

Marketing and branding short-form video highlighting the operational excellence and field logistics management of Phoenix Hub.

04 Sand Art Activation Reel

 59 Seconds  Vertical 9:16

High-impact time-lapse footage capturing the complete process of sculpting the tournament logo on the seashore, paired with an overlay or insert of the ignited torch at Al-Durrah Stadium.

05 Press Conference Activation Reel

 59 Seconds  Vertical 9:16

Documenting the key highlights of the press conference, the completion of the solidarity murals, and the prominent integration of the interactive QR code.

06 Grand Finale Closing Reel (Quakers / AFSC Edition)

 59 Seconds  Vertical 9:16

A high-engagement crowning ceremony recap with a strategic emphasis on brand identity and corporate logo placement, ensuring 100% sponsor visibility and share-of-voice.

07 Grand Finale Closing Reel (Phoenix Hub Edition)

 59 Seconds  Vertical 9:16

A fast-paced, high-tempo short-form asset showcasing the on-field execution footprint and organizational mastery.