

شركة ركلة القدم
KICK FOOTBALL CO.



Sponsorship

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KICK FOOTBALL CO.



Kick FC is a football focused company specialized in creating and operating football experiences, programs, and activations across different areas of the game. The company works through multiple service pillars covering community initiatives, fan engagement, football activations and operational services connected to the wider football ecosystem.

As part of its community engagement and CSR services, the company develops and delivers structured football programs and interactive experiences designed to be repeatable and expandable across different regions and audiences throughout Saudi Arabia.

This direction aligns with the growing focus across both the public and private sectors on delivering impactful community sports initiatives that enhance participation, engagement, and quality of life, while supporting the broader national direction of the sports sector in the Kingdom.

Kick FC works with public, private and non-profit entities to deliver professionally managed football experiences and activations through a flexible operational model tailored to the objectives and needs of each partner.

Target Groups

- **People with disabilities and special needs**
- **Youth participants from both genders**
- **Children and young participants**
- **Elderly groups**
- **Educational and community entities**
- **Clubs, sports sectors, and sports facilities**



Initiative Objectives

Activating the initiative's role as a vital social responsibility tool by designing and implementing interactive and innovative sports programs with high operational flexibility, enabling them to be scaled and replicated as a leading model across different regions of the Kingdom.

Providing an organized and engaging sports platform that offers various sectors including companies, public and private institutions and non-profit organizations an exceptional opportunity for active participation, enhancing their community presence and supporting their corporate citizenship objectives.

Fostering a passion for sports and expanding community-based sports participation among targeted population groups through constructive, interactive and integrated sporting activities that cater to all skill levels and promote social inclusion.

Delivering a modern and innovative sports and entertainment experience that creates an attractive and dynamic lifestyle aligned with the aspirations and objectives of the Quality of Life Program under Saudi Vision 2030.

Target Groups:

Girls aged 18–10 years – First Quarter

Boys aged 18–10 years – Second Quarter

Senior Citizens – Third Quarter

People with Disabilities and Determination – Fourth Quarter

The initiative has been designed to be scalable and repeatable across all regions of the Kingdom, with the participation of additional sports clubs, authorities, institutions, ministries, and sectors that own sports facilities. This will contribute to enhancing social impact and delivering a modern sports experience aligned with the objectives of the Quality of Life Program and Saudi Vision 2030.

Participating Sports Clubs and Governing Bodies



Media Coverage

The Penalty Challenge is a nationwide CSR



It is carried out in all regions



16

Professional football clubs



60+

Events annually

creating continuous exposure throughout the year.



Each event brings together a minimum of

100

Participants



Resulting in over

3000+

Direct participants annually

100,000+

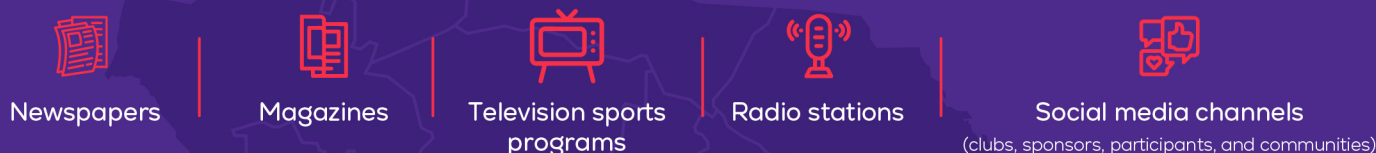
in addition to families, attendees, and club audiences generating tens of thousands of on-ground interactions across the Kingdom.



Media Coverage



The initiative will benefit from a wide media and digital distribution network, including newspapers, magazines, sports programs, radio stations, digital platforms, social media channels, participating clubs, sponsors, charitable organizations, and community partners across the campaign including:



Each event will be professionally documented through high-quality photography and video production, generating a large volume of media content that will be compiled and distributed as a ready-to-use media package for all partners. This enables sponsors, clubs, and participating entities to publish and promote their involvement, significantly increasing visibility across multiple platforms.

The structure of the initiative is built around a multi-source amplification model, where clubs, sponsors, media outlets, charitable organizations, and participants all contribute to publishing and sharing content, creating continuous and overlapping exposure throughout the year.

The Penalty Challenge is positioned as one of the largest football-based CSR initiatives in Saudi Arabia, combining scale, repetition and multi-party participation to generate significant cumulative media impact.

At full activation scale, the structure of this initiative cumulative exposure can reach into the **hundreds of millions**, with the potential to exceed **one billion and one hundred million** impressions across platforms over the campaign cycle.

1.1B



Penalty Challenge Panels

Sports Panels



Dr. Ibrahim Al-Qannas



Dr. Hafez Al-Medlej



Faisal Al-Abdulhadi



Jassim Al-Yaqout



Nasser Al-Dughaiter

Social Responsibility Panels



Dr. Nouf Al-Ghamdi



Dr. Nouf Al-Ghamdi



Nawaf Al-Rufadi



Ruqayyah Al-Khuraiji



Khulood Al-Qadi

Women's Panels



Dr. Enas Ali



Yasmeen Al-Fardan



Hunaidah Naseer



Dr. Doaa Zahran



Dr. Mashael Batarfi

Technical Panels



Wajdi Al-Taweel



Mureeh Al-Shammari



Rawan Al-Saadi



Saleh Abu Nukhah



Fareed Zahed

Media Panels



Jamal Banoun



Hanan Al-Zeer



Nasser Al-Gharbi



Dr. Ahmed Al-Musaind



Fatimah Al-Dubais

Sponsorship Types & Benefit



- Naming Rights for the Private Understanding

MAIN SPONSOR AED 900,000	DIAMOND SPONSOR AED 800,000	PLATINUM SPONSOR AED 700,000	GOLD SPONSOR AED 600,000	SILVER SPONSOR AED 500,000
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Sponsorship Benefit

 Opening Penalty Kick Main: 16 kicks Diamond: 14 kicks Platinum: 12 kicks Gold: 10 kicks Silver: 8 kicks non-recurring	 - Media Coverage - Press Release - Social Media Announcement	 Booth	 Placement of the sponsor's branding on all printed materials and promotional advertisements	 Placement of the sponsor's branding on the certificates issued to participants and charitable organizations	 Honoring the sponsor at the end of each event.	 Nomination of the sponsoring entity's employees and their family members to participate. Main: 160 people Diamond: 140 people Platinum: 120 people Gold: 100 people Silver: 80 people Across all events non-recurring	 One Nomination in each Panel One member in each Panels
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Disclaimer : this is an initial draft

Sponsorship Types & Benefit

FRONT T-SHIRT SPONSOR

₹200,000

BACK T-SHIRT SPONSOR

₹150,000

Sponsorship Benefit



Opening
Penalty Kick

Front T-Shirt Sponsor: 5 kicks
Back T-Shirt Sponsor: 4 kicks

non-recurring



Media Coverage
Press Release
Social Media
Announcement



Placement of the
sponsor's
branding on all
printed materials
and promotional
advertisements



Honoring the
sponsor at the
end of each
event.



Nomination of the
sponsoring
entity's
employees and
their family
members to
participate.

Front T-Shirt Sponsor: 50 people
Back T-Shirt Sponsor: 40 people

Across all events
non-recurring



Sponsorship Types & Benefit



FRONT SHORTS SPONSOR	SHOULDER SPONSOR	SIDE SHORTS SPONSOR	BACK SHORTS SPONSOR
£100,000	£75,000	£75,000	£50,000

Sponsorship Benefit



Opening
Penalty Kick

Front Shorts Sponsor: 3 kicks
Side Shorts Sponsor: 2 kick
Shoulder Sponsor: 2 kick
Back Shorts Sponsor: 1 kick

non-recurring



Placement of the
sponsor's
branding on all
printed materials
and promotional
advertisements



Honoring the
sponsor at the
end of each
event.



Nomination of the
sponsoring
entity's
employees and
their family
members to
participate.

Front Shorts Sponsor: 30 people
Side Shorts Sponsor: 20 people
Shoulder Sponsor: 20 people
Back Shorts Sponsor: 10 people

Across all events
non-recurring



Banners



Stage



شركة ركلة القدم
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