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WHO WE ARE

Gloire Events is a dynamic, innovative company specializing in creating unforgettable experiences through concerts, event management, and intellectual property (IP) management. With a passion for entertainment and a deep understanding of audience engagement, Gloire Events stands at the forefront of the events industry.

Our expertise spans organizing large-scale concerts, curating unique live performances, and managing intellectual properties to ensure maximum impact and value. Whether you're looking to host an extraordinary concert, develop your brand's intellectual property, or create a memorable event, Gloire Events is committed to bringing your vision to life with professionalism, creativity, and precision.

We aim to set new standards for the events industry, combining cutting-edge technology, meticulous planning, and a deep passion for entertainment to create experiences that resonate with audiences worldwide. Let Gloire Events be your partner in making your next event a spectacular success.



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SECOND APRIL

NICK CARTER - BACKSTREET BOYS

Nick Carter is a well-known American singer, songwriter, and member of the Backstreet Boys, one of the most successful boy bands in history. Born on January 28, 1980, in Jamestown, New York, he became famous in the 1990s as part of the group, which was formed in 1993. Nick Carter's smooth vocals and charismatic personality made him a heartthrob for many fans around the world.

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THIRD APRIL

GIPTY KINGS - BY ANDRES REYES

The Gipsy Kings are a globally renowned French band that blends traditional flamenco music with pop and salsa, creating a distinctive sound that appeals to a wide range of audiences. They are known for their energetic performances, complex guitar work, and passionate vocals.

Nicolas Reyes (vocals), Andrés Reyes (guitar), Diego Baliardo (guitar), Canut Reyes (vocals, guitar), Patchai Reyes (vocals)

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FOURTH APRIL

TUL8TE - ARABIC MUSIC POP STAR

Hailing from Egypt, TUL8TE is a masked artist known for his eclectic blend of pop, bossa nova with hints of psychedelic rock. His enigmatic presence and innovative sound have made him a standout in the music industry.

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EXPECTED AUDIENCE

5,500 INDIVIDUALS

DATE: 2ND APRIL 2025
EVENT: NICK CARTER

AUDIENCE:

The expected audience is 1,500 individuals, aged 18 and above, including both expatriates and locals.

DATE: 3RD APRIL 2025
EVENT: GIPSY KINGS

AUDIENCE:

The expected audience is 2,500 individuals, aged 18 and above, including both expatriates and locals.

DATE: 4TH APRIL 2025
EVENT: TUL8TE

AUDIENCE:

The expected audience is 1,500 individuals, aged 18 and above, including both expatriates and locals.

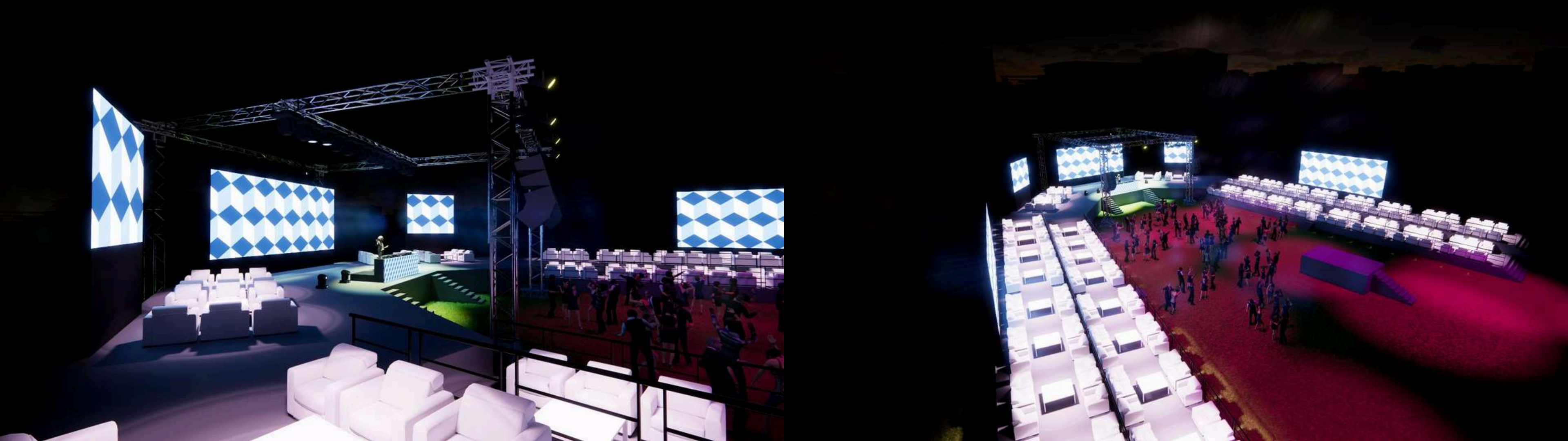
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LOCATION AND **VENUE**

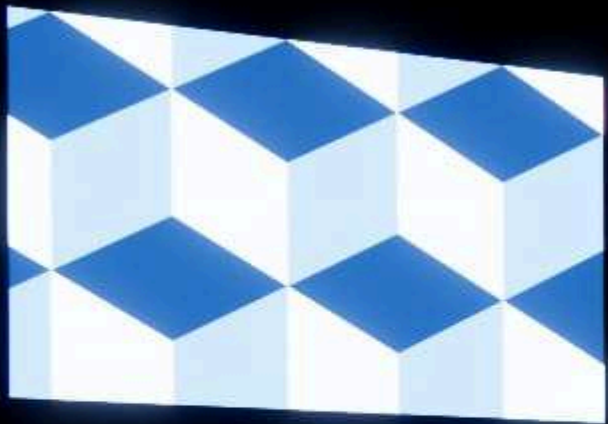


CURRENT REAL LAYOUT

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QATAR

AIRWAYS القطرية



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VENUE NAME

The venue title for the event will be officially recognized as Qatar Airways, reflecting the esteemed partnership with the airline. As part of this collaboration, the venue name will be updated to Qatar Airways Arena. This rebranding aligns with the event's vision of offering a premier experience to attendees, while also highlighting Qatar Airways' involvement in supporting major events in the region. The newly named Qatar Airways Arena will provide a state-of-the-art setting for both local and international visitors, further enhancing its reputation as a leading venue for world-class events in Qatar.

VENUE ENTRANCE

Qatar Airways is offered an exclusive branding opportunity at the venue entrance, creating a strong and elegant brand presence. This includes customized entrance decoration that aligns with Qatar Airways' premium identity, enhancing visibility and guest experience. Additionally, two brand ambassadors dressed in authentic Qatar Airways cabin crew attire will be present, adding a sophisticated touch while engaging with attendees. This initiative ensures a prestigious and memorable first impression, reinforcing Qatar Airways as a leading global airline.

ENTRANCE SIGNAGES

Qatar Airways will have exclusive entrance signages featuring its logo and brand slogans, ensuring high visibility and a strong first impression for guests. These strategically placed signages will enhance brand recognition and reinforce Qatar Airways' commitment to excellence and premium service. Combined with elegant entrance décor and the presence of brand ambassadors in authentic Qatar Airways cabin crew attire, this setup will create a welcoming and prestigious atmosphere, aligning with the airline's world-class identity.

PLATFORM BRANDING

The platform where the VVIPs are seated will feature premium Qatar Airways branding, ensuring maximum visibility and association with excellence. This includes elegantly designed branding elements integrated into the stage backdrop, seating area, and surrounding structures, prominently displaying the Qatar Airways logo and key brand messages. This strategic placement reinforces the airline's prestige and global presence while providing a sophisticated and immersive brand experience for distinguished guests.

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CHECK IN BRANDING

We will incorporate Qatar Airways branding into the event's check-in experience by issuing customized check-in passes designed like boarding passes, enhancing the airline's presence from the very first interaction. Additionally, all event wristbands will feature the Qatar Airways logo, ensuring continuous brand visibility throughout the event. This seamless integration of branding elements will create a unique and immersive experience, reinforcing Qatar Airways' identity in a prestigious and engaging manner.

QATAR AIRWAYS LOUNGE

A dedicated Qatar Airways Lounge will be created within the VVIP section, offering an exclusive and premium space for Qatar Airways members and team. Designed with the airline's signature elegance, the lounge will provide a sophisticated ambiance, comfortable seating, and a branded environment that reflects the luxury and excellence of Qatar Airways. This exclusive area will serve as a networking hub for distinguished guests while reinforcing Qatar Airways' prestige and commitment to superior hospitality.

GROUND BRANDING

Qatar Airways branding will be prominently displayed on the ground side, ensuring high visibility and strong brand presence throughout the venue. This will include strategically placed floor decals, branded carpets, and pathway markings featuring the Qatar Airways logo and key messaging. These elements will seamlessly integrate into the event space, enhancing brand recognition while maintaining a premium and sophisticated look that aligns with Qatar Airways' global identity.

CAPS GIVEAWAY

Qatar Airways-branded caps will be given away as exclusive merchandise, featuring the airline's logo in a stylish and high-quality design. These caps will not only serve as a functional and fashionable accessory for attendees but also enhance brand visibility throughout the event and beyond. This giveaway reinforces Qatar Airways' presence while creating a lasting impression and sense of connection with the audience.

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SOCIAL MEDIA FEATURING

Providing QA with the title presents.

PROMOCODE

PROMOCODE for QA staff and team.

SCREEN VISUALS AND DISPLAY

QA will be using the screens at venue for promotional purposes pre and after event.

OPEN FOR DISCUSSION

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