



Africa Village 2022
2022 FIFA SOCCER CHAMPIONSHIP DOHA
WELCOME

UBUNTU

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2022 FIFA SOCCER CHAMPIONSHIP DOHA



AFRICA VILLAGE SPONSOR DECK

AT FIFA WORLD CUP QATAR 2022

HIT & CDI ARRANGEMENTS

AT FIFA WORLD CUP QATAR 2022

**Innovative Platforms to engage communities
in Africa and Across the Globe.**

AFRICA VILLAGE

2022

At Hotel Park Doha
(Nov 21 - Dec 18)

VIRTUAL VILLAGE

2022

Digital Platform



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AFRICA VILLAGE INTRODUCTION

The world will visit Doha on Nov 2022 and the Africa Village platform will be an amazing opportunity to showcase Africa.

OBJECTIVES:

- Celebrate African culture, music, performances, art, fashion, and sports
- Showcase Africa to an international audience
- Provide a platform to share African voices
- Encourage travel to Africa
- Create a continuous representation of Africa at future World Cup Events



AFRICA VILLAGE

2022

At Hotel Park Doha
(Nov 21 - Dec 18)



AFRICA VILLAGE AT DOHA PARK

A 15,000 sqm dedicated space for Africa - located at the heart of Doha, at Hotel Park.

For the duration of the 2022 FIFA World Cup, Africa Village will be one of Doha's most unique attractions and a celebration of history, culture, experiences, and people of Africa.



MUSIC



FOOD



ARTS



FASHION



TOURISM



SPORTS



DRIVING FACTOR FOOTBALL

Sports are a vehicle to unite cultures, ideas and people.

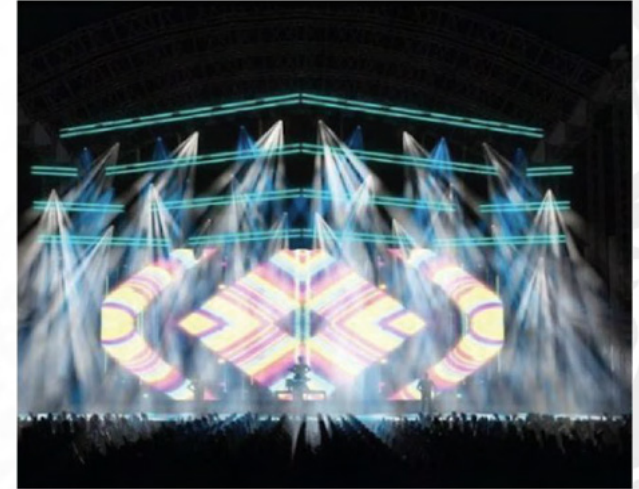
- **Africa Village will celebrate football and culture in tandem through daily match broadcasts in a picturesque festive setting.**
- **An Ultra - HD giant screen, supported by a several smaller screens, will showcase every match to a captivated audience eager to be part of the World Cup vibe.**



UNITING FACTOR: MUSIC

Music is a universal language, as well as the heartbeat of Africa.

- **Africa Village will celebrate the pulse of Africa with live music and entertainment every night.**
- **Africa Village will also host 6 days of live concerts featuring Africa's top international artists, accompanied by state-of-the-art lighting and sound production.**



ARTIST LINE UP:



Patoranking



Burna Boy



Wizkid



Saad Lamjarred



Davido



Tiwa Savage



Sarkodie



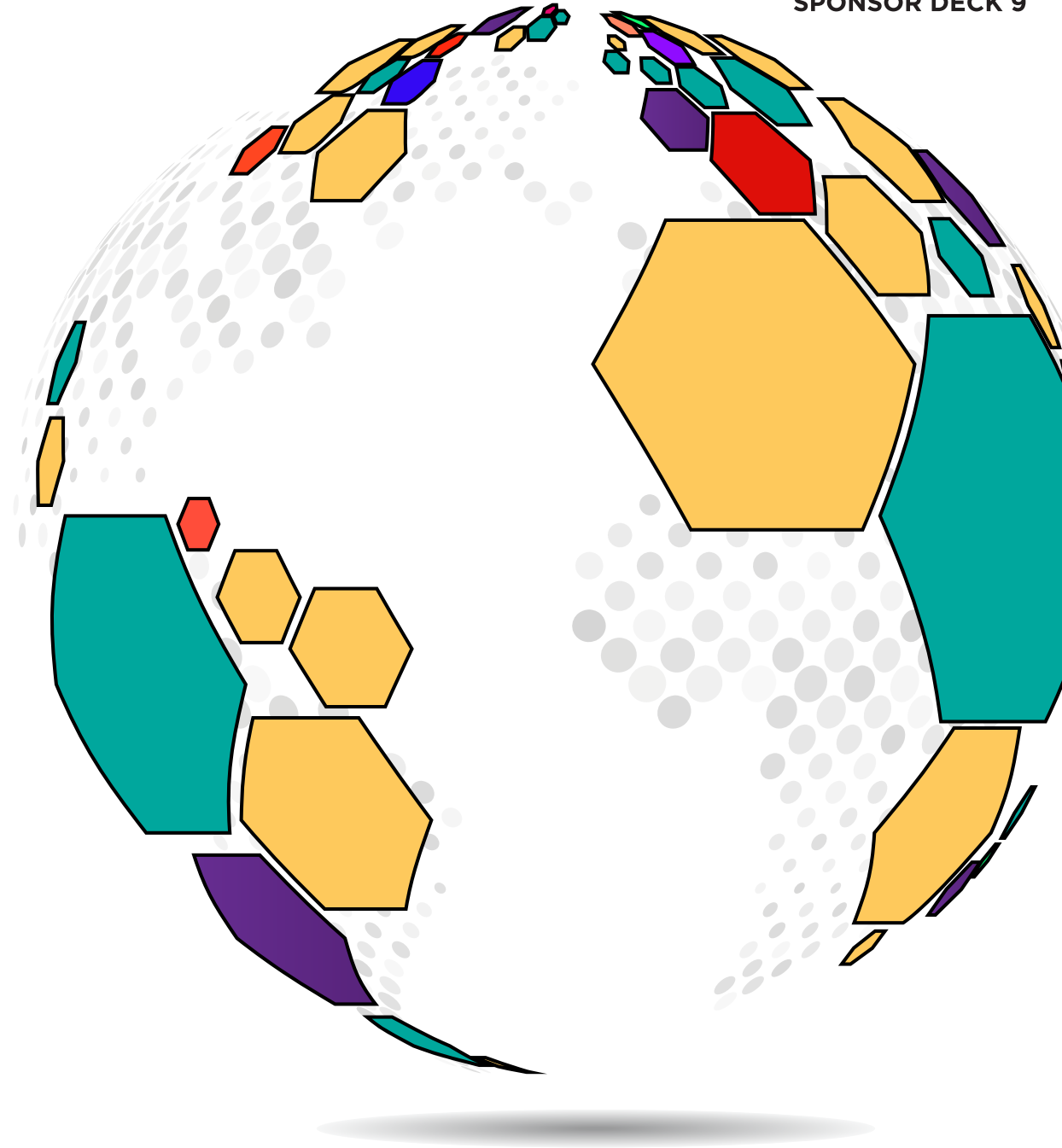
Cheb Khaled



HIT HOLDINGS

2022

DIGITAL PLATFORM



HIT HOLDINGS AND PARTNERS

- HIT Holdings is a creative and innovative Miami based corporation focused on new technologies and high innovation.
- We bring together the brightest minds in Web3.0 as well as iconic media and marketing powerhouses that we are partnered with like Conde Nast (GQ, Vogue, WIRED, & more), Netflix, education partners at Multi-choice, Udemy, and local African partners.
- Using our deep background in emerging technologies and Web3 we will provide an immersive user experience to our audience.



LiveArt X



HIT DIGITAL PLATFORM

The Digital Platform will create immersive virtual spaces for engagement and will include:

- 1 / SPORTS** - commemorative experiences for attendees with access to exclusive content
- 2 / MUSIC** - Immersive areas to engage with music artists' content and live streaming of concerts. NFTs for exclusive singles and or live recordings that can give holders royalties from streams, exclusive listening rights, and more.
- 3 / ARTS** Digital version of the Art Walk (Online Gallery with ESG friendly NFT's. Engage the audience with high-quality immersive experiences (Metaverse integration for village).
- 4 / MARKETPLACES** - for Merchandise and NFTs
- 5 / FASHION** - Fashion NFTs that verify source of sustainable materials, country of origin, and special perks for holders ART - Eliminate fraud with true authenticity of art NFT's and unlock ownership with fractionalization
- 6 / DIGITAL LOUNGE** - for remote meetings and special VIP access for networking.
- 7 / SPEAKER SERIES** - Speaker series for social communications.

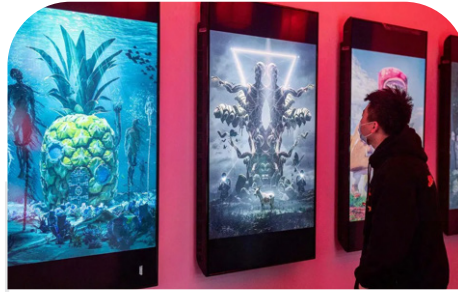


OUR SERVICES

Key verticals HIT and Strategic partners will deliver impact on:



METaverse



NFT MARKETPLACE



FASHION



BROADCAST



VENDING MACHINES



SPEAKER SERIES

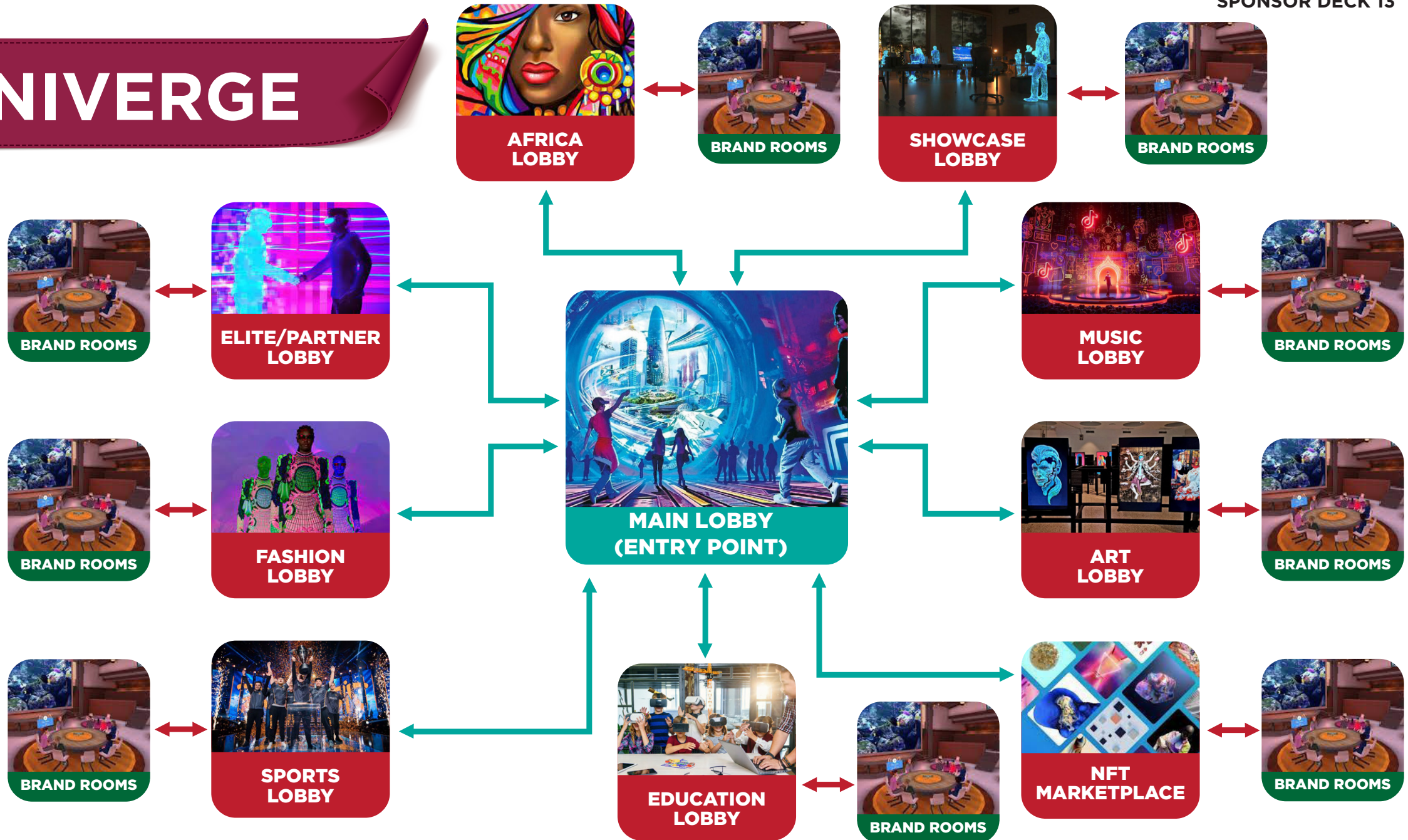


**DIGITAL
ADVERTISEMENTS**



LIVE STREAMING

UNIVERGE



OPPORTUNITY

- **Close to half the world's population follow the FIFA World Cup.**
- **The platform will be positioned to cater to multiple African countries and engage tens of millions.**
- **AFRICA: Total Population 1.3B**
Popular soccer games are viewed by approximately 25M in Africa.
- **The 2018 World Cup was an even bigger financial success: \$5.36 billion in revenue versus \$1.82 billion in expenses. The 2022 event is projected to earn a similar profit in the range of \$3 billion. Those numbers make it easy to understand why FIFA is pushing for a biennial World Cup.**



SPONSORSHIP OPPORTUNITIES

TIER 1: ELITE \$750,000

- CUSTOM MARKETING MATERIAL AND PRESS RELEASES
- E-COMMERCE FOR PRODUCTS (CUSTOMIZED), PODCAST / BROADCAST OPTIONS
- CUSTOM BRANDED ROOM/LOUNGE
- TOP TIER AD PLACEMENT IN WELCOME LOUNGE



TIER 2: PREMIUM \$500,000

- AD PLACEMENT IN 3D ROOM/LOUNGE, VENDING MACHINES
- NFT MARKETPLACE LISTINGS
- SECOND TIER AD PLACEMENT IN WELCOME LOUNGE



TIER 3: STANDARD \$250,000

- BRAND PLACEMENT IN CONTENT STREAMING, SPEAKER SERIES
- AD PLACEMENT ON VENDING MACHINES, WELCOME LOUNGE
- A LA CARTE BRANDING OPPORTUNITIES



TIER 4: STARTER \$50,000

- MARKETING MATERIAL AND PRESS RELEASES
- LOGO PLACEMENT OPPORTUNITIES



ADDITIONAL OPPORTUNITIES

- CUSTOM BRANDED NFTS IN COLLABORATION WITH TOP ARTISTS AND MUSICIANS
- TOKEN GATED AND UNLOCKABLE NFT'S TO ACCESS UNIQUE CONTENT, MERCHANDISE AND COMMUNITY VIP EVENTS ACROSS MUSIC, FASHION AND ART: ON AND OFFLINE
- INTEGRATION INTO ART, MUSIC AND OR FASHION METAVERSE GALLERIES
- CO-PRODUCED WEB 3.0 CONTENT COLLABORATIONS INCLUDING: LIVE OR DIGITAL TALK SERIES, EDITORIAL PROFILES AND INTERVIEWS, VIDEO CONTENT SERIES, SOCIAL MEDIA TAKEOVERS



For more information,
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