

New QSL fan initiatives set for third leg

Publish Date: Thursday, 12 February, 2009, at 12:32 PM Doha Time

In an ongoing initiative to get fans to the stadia, the Qatar Stars League presented by Masraf Al Rayyan have upped the ante to create a bit of a bang on match-day.

Having introduced the Fans Win initiative during the first two legs, QSL seeks for a more interactive approach to connecting with fans for the third leg.

"We are reevaluating our fan approach on a constant basis. This also means that we will test new ideas and initiatives in an ongoing process", said Tilman Engel, director audience marketing, QSL.

"Also, we are having to look at a vast array of different cultural groups and demographics that make up the population of Qatar, plus the current attendance factors in play, when deciding what to do. It's a constant challenge, but one that is worth it!" continued Engel.

QSL's upcoming audience marketing initiatives, designed to gradually improve the number of fans at the matches include:

The School Drive - an initiative that kicked off at the Al Sadd vs Al Rayyan match two weeks ago. The QSL is at the third leg of the current season in an attempt to help schools get in direct contact with their regional clubs.

The School Drive aims for long-term cooperation and support for both for the teams and the schools. Dukhan (who supported Al Rayyan) and Evolution Soccer (who supported Al Sadd) already have an agreement in place about further team events. Following the incredible turnout at that match and the Al Gharafa vs QSC match last week, the QSL is launching this initiative for all ten teams.

Another incentive that fans can look forward to as a part of the new inside stadium entertainment is the T-Shirt-Cannon. It was used for the first time at the Al Gharafa vs Qatar Sports Club match last week. Fans went crazy trying to catch one of the shirts being blasted into the crowd!

"Again we had over 500 students, teachers and parents at that game. There was a really exciting atmosphere in that they really appreciated the new entertainment factor, the T-Shirt-Cannons added during the halftime," said Engel.

"Our initiatives are starting to have a positive impact, and from day-to-day, we are building better, stronger schools and communities."

The QSL seeks to add new tools to enhance the positive overall stadium experience, especially for new fans in the School Drive and added bang of the T-shirt Cannons are only the first step of ongoing initiatives taking place in the



Fans cheering their teams during a Qatar Stars League match