



# CORPORATE PROFILE 2021

[www.eightypercent.co](http://www.eightypercent.co)  
[@80percent.co](https://www.instagram.com/80percent.co)

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# story.

Rawya & Rabaa Al Hajeri also known as Twin Turbo, are both passionate, socially driven entrepreneurs from Kuwait. With an unquenchable thirst for sports and adventure topped with a powerful drive to instigate positive change through their work.

After 15 years of leading separate and independent careers in the private sector, they joined forces in 2014 and created Eighty Percent.

Together, they envision contributing to the immense growth of sports and fitness in Kuwait and the region through their signature active brands, corporate sports services, and public initiatives.

They are true believers in collaborating for a change.



# about.

Eighty percent, is a socially driven sports management and marketing company that specializes in the development, planning and execution of socially impactful sports programs, special events and initiatives in Kuwait and the GCC, and is a firm believer in collaboration.

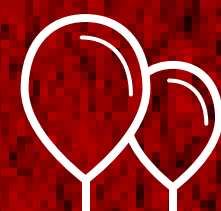
Eighty percent was established in 2014, and has since then created and executed numerous events, programs and sports marketing campaigns to inspire people to take up a more active and healthier lifestyles. We also aim to elevate the standards of sports related services and programs in Kuwait.



8 years  
in the market



**Fitfootball**  
Featured Project  
Johannesburg  
2013



20+ events & programs  
design, planned &  
implemented



**Emirates Award for Arabian  
Gulf Youth** | People's Choice Award  
2015





# team.



**Rawya Al Hajeri**  
The Brains



**Rabaa Al Hajeri**  
The Muscles



**Bader Al Sayed**  
Operations Guru



**Rawan Al Baghli**  
Ambassador of Buzz



**Maher AlAshi**  
Lead Architect

Our team is made up of a diverse group of passionate, experienced professionals in the fields of sports management, business development, design, strategy and marketing.

We adopt your brand or company as if its ours ensuring your success by offering top notch quality service.



**Abdulrazaq Al Mujalham**  
Communications Specialist



**Ahmed Qurtal**  
The Intern



**Maryann D'silva**  
Office Boss



**The Real Sheefa**  
Barking Officer

# córpórate services.

We offer a diverse mix of sports centric services that include but are not limited to the following:

1. Sports Branding & Marketing
2. Sports Events Planning & Management
3. Sports Consulting
4. Our Programs & Health Ventures
5. Athletes Representation

# 1. sports, branding & marketing.

Specializing in sports branding, we build bold, resonant, electrifying brands for your organization/company.

Our **Branding Services** include:

- /// **Brand strategy:** Brand positioning, value proposition, brand architecture
- /// **Verbal Brand Identity:** Naming, tagline, branding personality (voice)
- /// **Visual Brand Identity:** Logo, brand identity design, brand guidelines

Our **Marketing Services** include:

- /// **Creative campaigns:** Brand launch, new product launch, brand awareness
- /// **Digital experiences:** Websites, email campaigns, social media
- /// **Communications:** Marketing strategy & planning, brochures & collateral, sales presentations, trade shows & events





# OUR WORK FOR OUR CLIENTS



اللجنة الأولمبية الكويتية  
KUWAIT OLYMPIC COMMITTEE

@ kuwaitolympic

In 2020 we were hired by the Kuwait Olympic Committee to help them compile and type set as well as design their annual book for 2019-2020

We ensured to add the flag of Kuwait to make it instantly recognizable to which country the annual book belongs

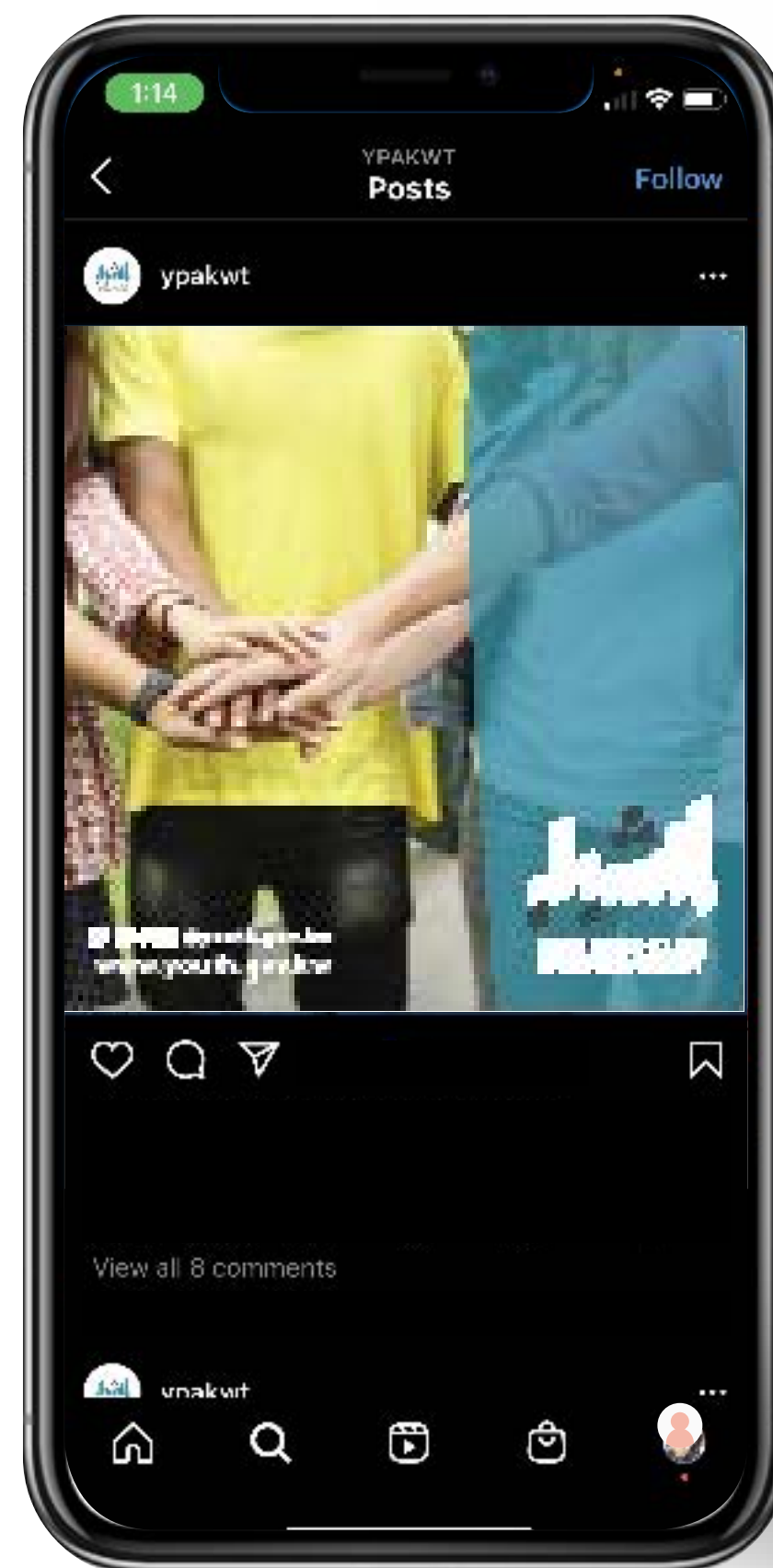
The annual book included multiple sections covering all the Olympic Committee activities over the course of the year 2019/2020 and closed with their financial statements







@ypakwt



We were commissioned by the newly formed Youth Public Authority to design a new logo and brand image that fits their new approach and supports their vision, we developed their new logo, full branding book and all their online/offline collateral.





فولت لكرة القدم  
VOLT FOOTBALL FITNESS

Volt football is a new football academy for men, women and youth located in the boulevard park field in salmiya, our work with them entailed the creation of a brand image that reflects their services, as well as designing a digital brochure, social media posts, including the write up of original bilingual content. and a full marketing and social media plan to promote each of their 4 programs.

@ voltfootballkw







**inspire**  
Pure Fitness

@ inspirepurefitness

We have designed the full branding and collateral along with the website's overall look and feel for Inspire gym when they first started.







**minigoal** @ kwminigoal  
ميني قول

Mini goal is a new sport committee officially recognized by the kuwait olympic committee. We were commissioned to create new branding to reflect their sport, as well as full profile bilingual write up, social media templates and branding guidelines book.



## 2. sports events planning & management.

With over 20 professional events organized over the last 4 years, we have gained ample experience and lifted the local standard to new heights by focusing on sidelined segments and providing them a platform to grow and gain exposure be it professionally or athletically. We can help you design, plan and manage your perfect sports event

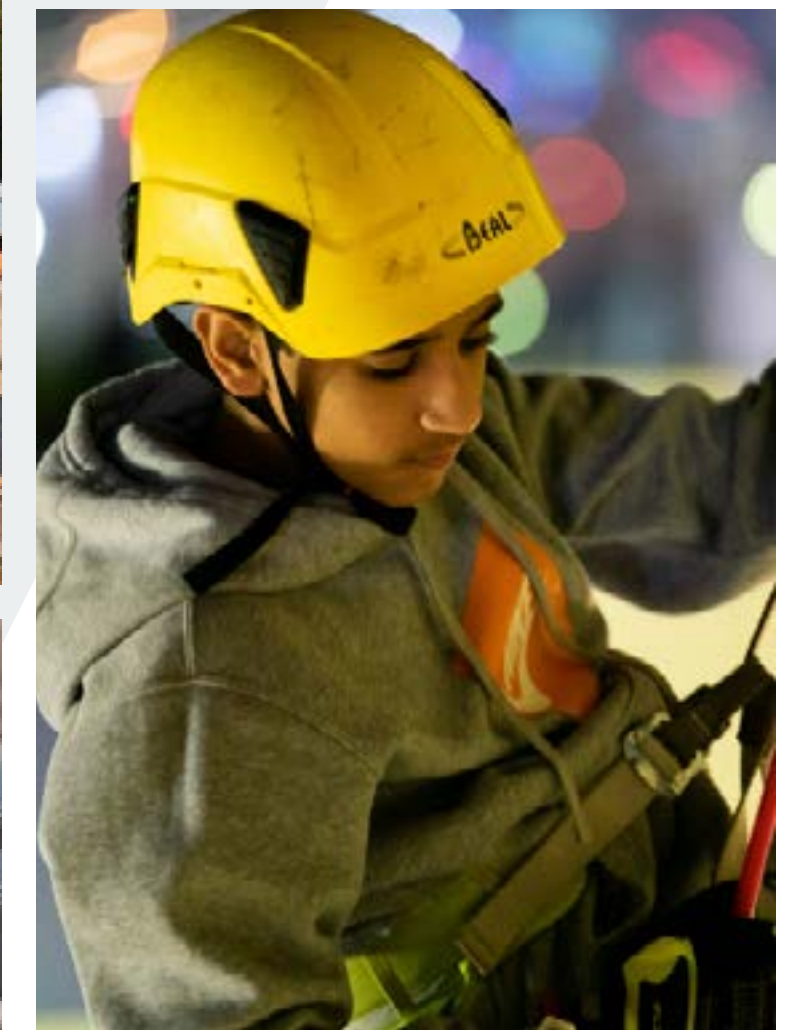


# OUR EVENTS



## EXPERIENCE ADVENTURE

Experience Adventure is an annual adventure travel exhibition and conference, that boasts the best adventure travel outfitters in Kuwait and the region, an adventure travel community get together that showcases a multitude of adventure opportunities, inspiring stories, workshops and the best adventure equipment Kuwait has on offer, all brought to one place for a 3 day period. We have organized more than 4 annual adventure events, hosted more than 200+ Adventure Businesses **Your Next Adventure Starts Here!**







## THE WOMEN FOOTBALL TOURNAMENT

@ wftkw

Stands for the women football tournament, a tournament organized annually by eightypercent to achieve one of our main goals which is provide professional opportunities for sidelined segments to play football in a safe and highly organized environment and highlight the best female footballers in kuwait and provide them with continuous support in order to excel in their favorite sport. To date WFT has seen **4** successful annual tournaments, more than **700 female footballers** joined our tournament over the years.





# 3.εports consulting.

We have an amazing team of experts with more than 15 years of experience each specialized in their field that can work with you based on your needs. Their expertise covers but is not limited to the following specializations within the sports industry:

1

Strategic Development  
and Marketing  
Management

2

Organizational  
Change

3

Process & Creative  
Design



# 4. our programs & health ventures





**FITFOOTBALL**  
FITNESS. TECHNIQUE. FUN

@fitfootball

Fitfootball offers a unique football experience, we bring best of both worlds by combining football with physical fitness. We believe football can also be taken as a weight loss program. Exercise is a vital component of losing weight, and you get plenty of it by playing football. Our experienced trainers and coaches will stimulate players both technically and tactically by putting them into concrete game situations, enhancing the overall player's game ability. You will train like the pros, be trained by the pros and you will experience an environment which will motivate, challenge and inspire you to meet and exceed your targets and achieve your goals. It's a unique opportunity for personal growth and socialization. If you want to have fun while being physically healthy Fitfootball is the program that will suit you. We hope to see you on the field!

**FITFOOTBALL**  
FITNESS. TECHNIQUE. FUN

**FITNESS AND FOOTBALL PT**

EXPERIENCE FFC PT BRINING FOOTBALL TRAINING TO YOUR DOOR STEP

REGISTRATION BUNDLES: 12 SESSIONS, 24 SESSIONS, 36 SESSIONS

OPEN FOR KIDS OF ALL AGES

FITNESS AND FOOTBALL TRAINING  
QUALIFIED COACHES  
YEAR ROUND TRAINING  
TRAIN WHERE EVER YOU ARE

مسابقات و ألعاب كروية مسلية  
مدربين معتمدين وذو خبرة  
تدريب على مدار السنة  
خصوصيات و عروض إشترك خاصة

REGISTER NOW! #FITFOOTBALL.CO +965 9003063

**FITFOOTBALL**  
FITNESS. TECHNIQUE. FUN

**FFC SUMMER CAMP IS BACK!**

**SUNDAY 10 AM - 12 PM**  
**TUESDAY INDOOR TRAINING**  
**THURSDAY**

**OUR COACHES**

A network of professional and experienced coaches, each certified in their own specialty.

**COMBINING FOOTBALL WITH PHYSICAL FITNESS**

REGISTRATION BUNDLES	KIDS AGES 4 - 12 YEARS OLD
1 MONTH	12 SESSIONS
2 MONTHS	24 SESSIONS
FULL PROGRAM 3 MONTHS	36 SESSIONS

**EXPERIENCE FFC PT BRINING FOOTBALL TRAINING TO YOUR DOOR STEP**

- ✓ FITNESS AND FOOTBALL TRAINING
- ✓ QUALIFIED COACHES
- ✓ YEAR ROUND TRAINING
- ✓ TRAIN WHERE EVER YOU ARE

مسابقات و ألعاب كروية مسلية  
مدربين معتمدين وذو خبرة  
تدريب على مدار السنة  
خصوصيات و عروض إشترك خاصة









A program that highlights young inspiring athletes, between the ages of 6 to 12. Who possess exceptional talent, discipline and achievements in their chosen sport. The program covers 15 aspiring young athletes and sheds light on their unique stories. Offering each athlete the opportunity to share with the community how they train, plan and commit to their rigorous training schedules in order to achieve their athletic goals, as well as shows how their parents dedicated themselves to helping their young athletes achieve their athletic dreams. Through professionally shot short videos, interviews and high res images that are shared across multiple online & offline mediums

Generation Alpha is the fruits of a new collaboration between Eighty Percent sports social enterprise and KIPCO CSR. and Was created in June of 2020 and is currently running on its second season and can be found on AIAAN App via the App Store.



# 5. Athletes Management



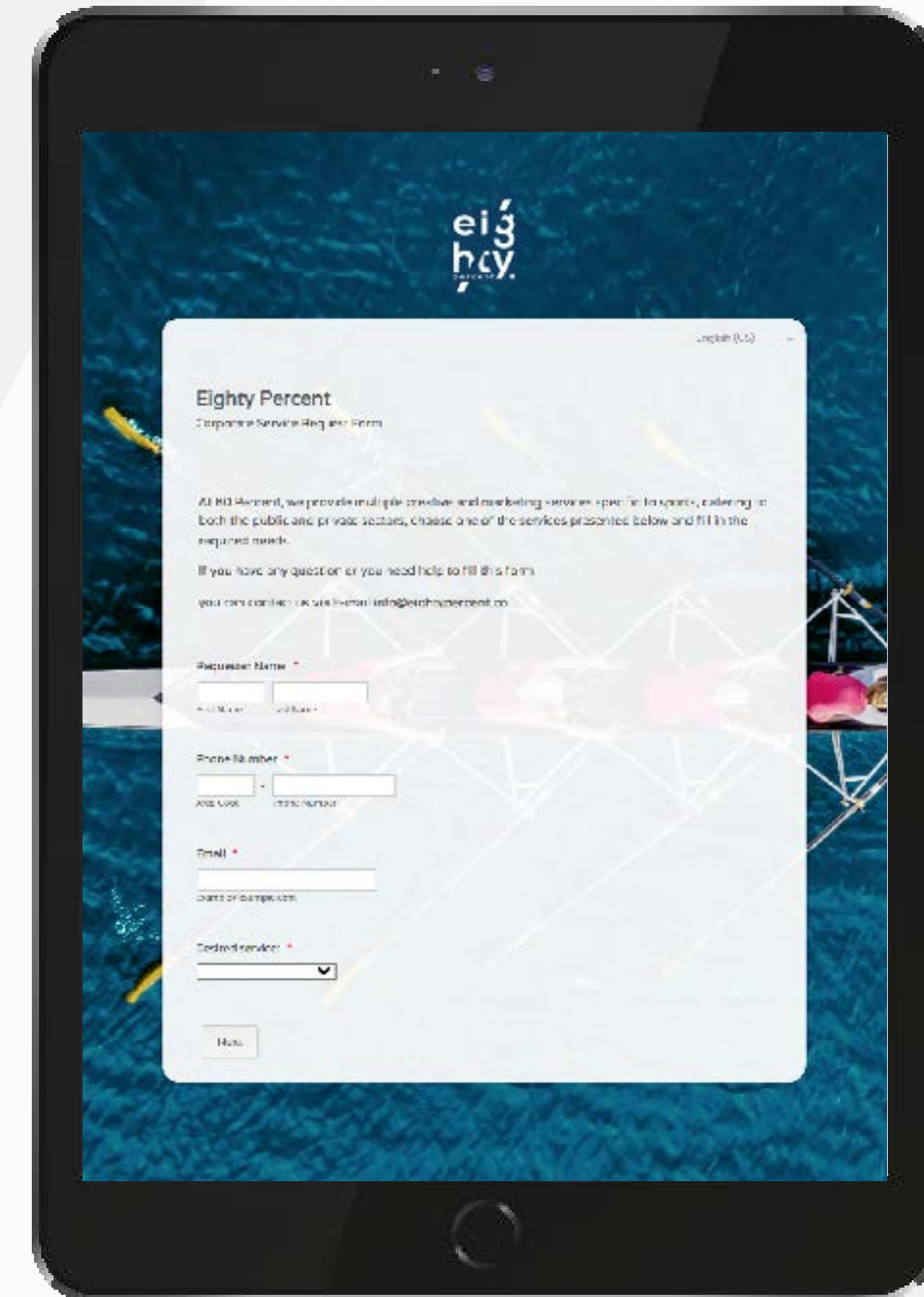


# Request our services

@ 80percent.co

If you would like to request any of our services, click the link below to fill out our form.

CLICK HERE



# clients.





# partners.





Collaborating for a change!

 +965 6075 8080

 @80percent.co

 @Eighty Percent

 [www.eightypercent.co](http://www.eightypercent.co)