

Organising committee signs partnership deals

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Ali al-Hitmi (second left), Executive Director of the Organising Committee of the Artistic Gymnastics World Championships, poses with the representatives of the sponsors at an agreement signing ceremony yesterday.



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By Sports Reporter/Doha

In what is a further boost to the 48th Artistic Gymnastics World Championships to be held in Doha, the Local Organising Committee (LOC) signed agreements with two national suppliers and a radio partner at the Westin Hotel yesterday.

The national suppliers for the Artistic Gymnastics World Championships, which will begin from October 25 until November 3, are: Alka Live and LuLu Hyper Market. The radio partner is Olive, Suno Radio.

Ali al-Hitmi, Executive Director of the Organising Committee thanked the sponsors for their unstinted support.

"The countdown has begun, as the delegations are arriving in Qatar and training is underway at Aspire Dome. Qatar has a long history of organising major tournaments, and we want to spread a message of love and peace to all the participants and spectators.

"On behalf of the Organising Committee of the championships, I would like to thank all the sponsors who have joined us to ensure that we stage a world-class event," said al-Hitmi, who is also the president of the Qatar Gymnastics Federation.

Qatar will be the first Arab and third Asian nation to host the Worlds after Japan (1995 & 2011) and China (1999 & 2014). The Doha Worlds will also have six Arab nations – Algeria, Egypt, Iraq, Syria and Jordan besides hosts Qatar.

After signing the sponsorship, Aamer Salameh, Operation Manager at Alka Live, said: "We are proud to be one of the national suppliers of the championships and we will make sure to support the organising committee with water during the competitions. Our water is the first alkaline water in Qatar."

Shanvas, Regional Manager of LuLu Hyper market said: "We have always placed an emphasis on taking part in any CSR activities and we would will to continue doing so. We have been the silver sponsor of the National Sport Day for three consecutive years, we have distributed healthy food and water for the public. We have a dedicated area in our stores for healthy food, including gluten free, organic and other notorious food. Lulu has an expansion plan for the future in Doha, we believe sponsoring this World Championships will be an opportunity for us to showcase the products and services that Lulu provides and will help us expand in social responsibility we hold for this country."

Krishna Kumar, Manager at Olive Radio, said: "Today we are one of the biggest medium in the market, as our target audience is 1.6

million of the population and we can provide them with information of the World Championship and let them know of the daily details of the event. We are happy to mention the World Championships during our live programmes and engage with our listeners through contests that would encourage them to participate and win tickets to attend the World Championship.”



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