

TBR 1V1 TOURNAMENT- Season 1

POWERED BY
CHOOSE

The background of the image is a dark, atmospheric photograph of a sports store. On the left, a vertical display rack holds several soccer balls of various designs. To the right, shelves are filled with soccer jerseys and other merchandise. The lighting is low, with some spotlights highlighting the products. The overall mood is professional and focused on sports equipment.

About the Boot Room

Fueled by passion, the bootroom was established by Fahad and Nasser, two football driven fanatics, who were former professional football players at Al Salmiya Club founded in the heart of Kuwait year 1964.

The Boot Room is a place that provides every individual who is devoted and driven by the love of football, with the means of enjoying the game.

Whether for those professional football players, or for the ones who love to play on the streets, The Boot Room provides the latest trends of products in the field.



About CHOOSE

"Choose" began its journey in 2019 with a simple yet powerful mission: to bring people together through sports. Starting with daily volleyball games, the company quickly gained recognition for its commitment to quality, organization, and community engagement.

Driven by a passion for sports and a dedication to excellence, Choose has evolved into a leading organizer of sports events across Kuwait.

From humble beginnings to a thriving organization, Choose continues to inspire and uplift individuals across Kuwait, proving that when we come together, anything is possible.

A group of people, likely football players and fans, are celebrating. One person in the center is holding a large trophy high above their head. Many other people have their hands raised in the air. The background shows a stadium setting with some structures and a clear sky. The overall atmosphere is one of triumph and excitement.

Brief:

The Boot Room will be hosting a 1 v 1 football tournament as a way of giving back to the community and engaging with its target audience. The event is meant to create a space for Kuwait's talent to showcase their capabilities in an environment designed by those who know it best. The Boot Room has collaborated with Choose Kuwait to plan the tournament given that Choose has an extensive history in curating such events for the Football community.



About the TOURNAMENT

Location: ARGAN BEDAYA

Date and duration: April 19-20 2024

Number of Male teams: 80 Teams