

LEGENDS OF FOOTBALL
Own the Game. Own the World.

And

The LIFELINE TABLETS
Focus on Somalia
One Game. Two Futures.



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Saudi Arabia has a long-standing commitment to Somalia's sovereignty, unity, and prosperity. Through direct humanitarian assistance, development cooperation, and diplomatic engagement, the Kingdom has consistently demonstrated its support for the Somali people. The Legends of Football x Lifeline Tablet campaign builds on this foundation, transforming the Kingdom's humanitarian vision into a lasting investment in Somali youth, education, and national pride.

While Somalia continues to face systemic challenges, the last two years have revealed promising signs of resurgence, most notably in the realm of football. The 2023 MoU with the Saudi Arabian Football Federation brought technical expertise, resources, and international exposure to Somali youth teams. As a result, Somalia celebrated its first U-17 AFCON qualification, while national league activity and stadium life have reignited civic pride. This international solidarity stands as a powerful testament to Somali resilience, and a reminder that, given the right support, restoration and progress are fully within reach.



Saudi Leadership, Somali Hope

Saudi Arabia has stood firmly with Somalia. In April 2024, the Crown Prince welcomed President Hassan Sheikh Mohamud, reaffirming the Kingdom's support for Somali sovereignty and unity. Both King Salman and the Crown Prince have continued this dialogue in recent years, reflecting a deep and enduring partnership.

Through KSrelief, Saudi Arabia has delivered food to hundreds of thousands, launched 24 aid projects, and partnered with the World Food Programme to fight hunger. These efforts strengthen stability — the foundation of youth development.

In 2023, the Saudi Arabian Football Federation signed an MoU with Somalia to grow grassroots football, proving a shared belief in sport as a tool for unity and progress.

The Legends of Football × Lifeline Tablet campaign builds on this support. Every Legends tablet purchased gives a Somali child a Lifeline tablet — extending Saudi generosity from aid and sport into education and national pride.



- This campaign is a continuation of the Kingdom's deep humanitarian and diplomatic support for Somalia, expressed through KSrelief's 24 ongoing projects and the Crown Prince's personal commitment to Somali stability.
- Our model takes that vision a step further, each Legends of Football Commemorative Tablet purchased funds a Lifeline Tablet for a Somali child, linking Saudi leadership in global football with its leadership in humanitarian impact.
- By combining Saudi-backed football heritage and tangible youth education tools, we create a bridge between the Kingdom's sporting diplomacy and its development mission.

Section 1 – Vision & Core Concept

An exclusive, solar-powered, offline tablet that celebrates the greatest names in football while funding education and community projects across Africa.

The Idea:

A FIFA 2034 Legends of Football Commemorative Tablet retailing at \$XX. For every tablet purchased, \$XX funds a Lifeline Tablet for a child in an African conflict zone.

- For Fans: A collectible device filled with rare content from football's greatest players.
- For Children: Access to education, life skills, and opportunity through an offline, solar-powered tablet.

One Game. Two Futures.

Section 2 – Key Objectives

1. Celebrate Football's Greatest through exclusive, interactive, and collectible digital content.
2. Deliver Tangible Impact by providing one Lifeline Tablet for every Legends Tablet sold.
3. Amplify Global Visibility for partners through a high-profile FIFA-connected campaign.
4. Leave a Legacy that unites football's passion with long-term humanitarian benefit.

Section 3 – Core Product Descriptions

Legends of Football Freedom Tablet

- Matte black and gold finish with laser-engraved FIFA 2034 emblem and player signatures.
- Individually numbered (1–50,000) with a matching digital certificate.
- Packaged in a luxury collector's box with gold foil accents, containing:
 - o Tablet
 - o Premium microfiber cleaning cloth with FIFA 2034 logo
 - o Commemorative booklet of the legends' biographies



Lifeline Tablet

- Solar-powered, fully offline, and resistant to heat and dust.
- Preloaded with local-language curriculum, STEM modules, and sports-based life skills.
- Delivered directly to children in African conflict-affected regions.

Section 4 – Priority Legends Roster

The Legends Tablet will feature as many live interviews as possible. Where players are unavailable, stories will be told with accuracy and respect.

African Legends (Lead Priority)

- Jomo Sono (Confirmed) – South Africa
- Samuel Eto'o – Cameroon
- Didier Drogba – Côte d'Ivoire
- George Weah – Liberia
- Mohamed Aboutrika – Egypt
- Kalusha Bwalya – Zambia
- Jay-Jay Okocha – Nigeria

Middle Eastern Legends

- Majed Abdullah – Saudi Arabia
- Ali Daei – Iran
- Hossam Hassan – Egypt
- Younis Mahmoud – Iraq

Global Icons (Marketing Magnets)

- Pelé (via estate) – Brazil
- Zinedine Zidane – France/Algeria
- Lionel Messi – Argentina
- Cristiano Ronaldo – Portugal
- David Beckham – England



Section 5 – Funding Requirements

Development Funding (Our Side): \$10M Minimum Covers:

- Tablet design & content production
- Manufacturing & packaging of Legends Tablets
- Lifeline Tablet development & production
- Marketing, promotional films, and online campaign
- Integration into Legends Tour & FIFA 2034 branding

Section 6 – Campaign Assets

Promotional Films

1. Stadium jumbotron hype video
2. Philanthropic short film
3. Social media legend-narrated promo

Design Assets

- “One Game. Two Futures” split visual
- Legends Hall interactive fan experience
- Lifeline classroom imagery

Event Collateral

- Field-side donation ceremonies
- Dual handovers: legends with children
- Merchandise tie-ins (scarves, shirts, hats)



Section 7 – Distribution Channels (via 7Media)

1. On-Tour Sales: Direct at matches and meet-and-greets
2. Online Pre-Orders: Personal engraving & early access
3. Retail Partners: FIFA stores and luxury outlets
4. LED Vans: Broadcasting campaign films, player messages, and delivery footage
5. Mobile Freedom Hubs: Delivering tablets, hosting skill games, projecting matches

Section 8 – Marketing & Outreach Plan

Legend Outreach

- Hook: Build your personal legacy by giving the gift of education.
- Emotion: Football changed your life, now you can change theirs.
- Activation: Legends featured prominently in both collectible and Lifeline content.

Fan Outreach

- Nostalgia + Impact: Relive the greatest moments, change the future.
- Exclusivity: Limited edition, numbered, signed.
- Story-Driven: Media showcasing the “one fan, one child” pairing.

Section 9 – Measurable Impact Goals

- 50,000 Legends Tablets sold = 50,000 Lifeline Tablets delivered.
- Education access for tens of thousands of children with no current pathway.
- Permanent increase in visibility for education access in conflict zones.

Section 10 – Next Steps

1. Confirm roster of legends for outreach.
2. Secure \$5M+ in development funding.
3. Begin Legends Tablet design and content production.
4. Integrate campaign into FIFA 2034 Legends Tour.
5. Launch global pre-order campaign.

What Could be Inside. This is what happens the first time a fan powers it on. Multi-lingual of course.

LEGENDS OF FOOTBALL FREEDOM TABLET – FIRST OPEN EXPERIENCE

1. Cinematic Boot Sequence

- Black screen → heartbeat sound → the soft echo of a roaring stadium begins.
- Golden FIFA 2034 emblem fades in, spinning like a trophy.
- Legendary commentary snippets layer in (“GOOOAL!” ... “This is history in the making!”).
- Fade to text:
“Welcome to the Legends of Football.”
“This is your seat in the greatest stadium on Earth.”

2. Personalised Jersey Reveal

- Prompt: “Choose your number. Choose your name.”
- Fan selects a jersey number and types their name.
- On-screen animation: their chosen jersey appears in the Legends locker room between those of Pelé, Jomo Sono, and other greats.
- A legend voice (randomized from the roster) says:
“Welcome to the team.”

3. The Legends Hall

(Main hub menu – designed like a grand marble hall with gold-trimmed name plaques)

Sections:

1. The Icons – Tap a plaque to enter that legend’s personal room:
 - o Bio Wall: Career timeline with photos, stats, and personal notes.
 - o Trophy Shelf: Tappable 3D trophies that trigger mini-stories (“This was my proudest moment...”) in the legend’s own voice.
 - o Behind the Match: Exclusive match clips with commentary.
2. The Global Stadium – Interactive 3D map of the world:
 - o Zoom in to legendary matches by location (offline videos).
 - o “Where We Play Now” tour schedule of the Legends team.

3. Your Legacy – An Impact Assessment how many children are being reached thanks to the fan's purchase. Includes:

- o How the system works and the distribution through 7Media
- o Photos and messages from beneficiary communities (updated via secure offline content drop at events).

4. The Charity Connection

- "Purchasing your tablet has already changed lives."
- Short offline documentary clips of funded projects:

- o Children with tablets
- o New sports facilities being opened.
- o Coaches teaching in rural villages.

5. Collector's Certificate

- Digitally signed, numbered certificate appears in a vault animation.
- Authenticity verified via a unique serial number embedded in the tablet's software and laser-engraved on the casing.

6. Annual Legends Update

(Even though the tablet is offline, fans can get new content via in-person content drops at events.)

- Fans attend a match or meet-and-greet.
- Their tablet connects directly and securely to a distribution kiosk or legend's team staff tablet.
- Instantly adds:
 - o New legend interviews.
 - o Updated tour footage.

7. Fan Bragging Rights

- Preloaded 360° VR Stadium Tours, iconic arenas like Maracanã, Wembley, and Soccer City.
- Built-in “Show My Legend” mode: a 30-second sizzle reel of the tablet’s highlights for fans to flash at friends.
- Video of the FIFA2034 Stadiums under construction in Saudi

This makes the tablet:

- A collector’s treasure (numbered, signed, exclusive).
- A playable archive (interactive bios, rare footage).
- A philanthropy portal (impact tracker, charity clips).

APPENDICES

CAMPAIGN ASSETS PROMOTIONAL FILMS

1. Stadium Jumbotron Spot

(High-energy, 60 seconds — fast cuts, booming music, crowd roars)

[Opening shot]

Slow motion kick-off at a packed stadium, ball spinning through the air.

Narrator (deep, powerful):

“The legends... are back.”

[Quick cuts]

*** player smiling and waving.

Jomo Sono controlling the ball with effortless style.

Crowds chanting.

Narrator:

“The goals that made history... the players who made magic... now together again.”

[Montage]

Clips of retired icons training with kids, laughing with fans, signing jerseys.

Narrator:

“And now — their legacy lives in your hands.”

[Reveal]

Slow spin of the Legends of Football Freedom Tablet, gold trim catching the light.

Narrator:

“An exclusive, limited-edition tablet. Part collectible. Part history. 100% for the future.”

[Impact graphics]

- \$100 from every sale to education and community projects.
- Solar powered. Offline. Built to last.

Narrator:

“Own the game. Change the world.”

[Final shot]

Legends lined up in jerseys, holding tablets toward camera.

On-screen text: *LEGENDS OF FOOTBALL FREEDOM TABLET – FIFA 2034 EDITION*

Only 50,000 will ever be made.

2. Philanthropic Short Film

(Emotional, 90 seconds — warm, heartfelt tone)

[Opening]

Fade in on a dusty football pitch in a small village. Kids play barefoot, using a homemade ball.

Narrator (gentle):

"In every corner of the world, the love for football shines bright... but opportunity does not always follow."

[Cut to legends]

Legends arrive, greet the kids, pass out footballs. A young girl laughs as Jomo Sono teaches her a move.

Narrator:

"The Legends of Football have come together — not just to relive the greatest moments of the game... but to change the next chapter of its story."

[Close-up]

A tablet being placed into a child's hands. Screen lights up with an interactive football skills video in their language.

Narrator:

"Every Legends of Football Freedom Tablet you own fuels education, opportunity, and hope."

[Impact visuals]

Show counters: 1 Tablet Sold = 1 Child Reached

Map fills in with countries impacted.

Narrator:

"It's more than a collectible. It's a legacy."

[Final shot]

Legends and kids on the field together at sunset, silhouetted.

On-screen text: Own the game. Change the world.

3. Legend-Player Narrated Promo (Social Media)

(30–45 seconds, vertical format for Instagram/TikTok)

[Close-up]

Jomo Sono looking into camera.

Jomo:

"Football gave me everything. The game taught me to dream, to fight, and to believe. Now... we pass that on."

[Cut to]

Jomo juggling the ball. Quick flashes of other legends smiling and training.

Jomo (voice over):

"This is the Legends of Football Freedom Tablet — a once-in-a-lifetime collectible, filled with our stories, our matches, our love for the game..."

[Cut to tablet]

Zoom on signatures engraved in gold.

Jomo:

"Every tablet sold helps educate the next generation. You own history — and you change the future."

[Final shot]

Jomo spins the ball on his finger. Camera zooms to tablet logo.

Text on screen: Own the Game. Change the World.

CAMPAIGN ASSETS LETTERS FROM JOMO SONO (SAMPLES)

From the desk of Jomo Sono

Football Legend, Humanitarian, and Project Lead

Dear [Recipient Name],

Football has given me everything, discipline, opportunity, and the chance to inspire millions. I have seen firsthand how the beautiful game can unite communities, break down barriers, and ignite hope. Today, I am inviting you to join me in a project that will use that same power to transform lives far beyond the pitch.

In partnership with the [*KSA* Foundation] and the Freedom Tablet Initiative, we are launching a groundbreaking global campaign: The Legends of Football Freedom Tablet, FIFA 2034 Commemorative Edition.

This exclusive, limited-edition collector's tablet will celebrate the history and heroes of our sport, with gold-engraved autographs, rare match footage, interactive stadium tours, and never-before-seen stories from the world's greatest players. It will retail for \$XXX USD.

But here's what makes it extraordinary:

For every Legends tablet sold, we will deliver a Lifeline Tablet to a child in an African conflict zone. Solar-powered, fully offline, and preloaded with local language curriculum, sports-based life skills, and health education, these tablets are designed to bring hope, knowledge, and opportunity to the world's most vulnerable young people.

One fan. One legend. One child. One Game. Two Futures.

Funding Request & Impact

To make this vision a reality, we are seeking development funding to design, manufacture, and launch both the Legends Commemorative Tablet and the Lifeline Tablet program in tandem with the FIFA 2034 Legends Tour.

We require \$[X] million USD in development capital to:

1. Finalize premium collector's tablet design and exclusive content production.
2. Manufacture the initial 50,000 Legends tablets and 50,000 Lifeline tablets.
3. Coordinate global distribution and secure event integration at FIFA 2034 fan zones and Legends Tour matches.
4. Produce our philanthropic and promotional campaign, including cinematic launch films, stadium presentations, and social media activations led by the legends themselves.

The Impact:

- 50,000 Legends Tablets sold → 50,000 Lifeline Tablets donated.
- Educational access for tens of thousands of children who currently have none.
- A tangible, measurable legacy for the sport, the legends, and our partners.

This initiative aligns perfectly with the global values of football, passion, unity, and the power to change lives. It also offers unprecedented brand visibility, association with icons of the sport, and the chance to create a truly historic philanthropic movement.

I would be honoured to speak with you personally about joining our team as a founding development partner. Together, we can own the game and change the world.

With respect and determination,

Jomo Sono

Legends of Football Project Lead

[Contact Information]

