

Chad is the underdog
of the world.





Fortunately, the world
loves an underdog.


A group of children are playing football on a dirt path in a village. In the foreground, a boy in a blue and white striped shirt is running towards a ball. Other children are scattered along the path, some watching and others playing. In the background, there are traditional mud-brick houses with thatched roofs and several trees. The scene is set in a dry, sunny environment.

People don't care
about Lake Chad.

People care about
football.

Chad is going to bid to
host the 2026 World Cup.

And it's going to be the
most unsuccessful bid in
history.



We're going to shine a light on the 'silent emergency' in the Lake Chad region by inviting the world to assess:

- Its infrastructure
- Human rights
- Sustainable event management
- Environmental protection
- Government support
- And whether it has enough football equipment...

* * * It doesn't have any of these btw





#ChadWorldCup invites the world
to donate the necessary
equipment.

Which converts to donations to
the British Red Cross.

Donating directly to the #ChadWorldCup movement



Football - £10



Corner flag - £2



Goal posts - £100



Shirt - £20



Boots - £15



Shorts - £5



Gloves - £30



Turf - £150

Our Assets



Official bid video



Talent



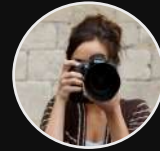
Donation microsite



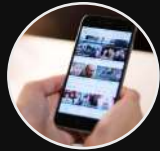
Mascot (mango leaf)



Media hosting



Photography



Social #ChadWorldCup



Interviews with locals



Why we love it

- Raises awareness
- Drives donations
- Is a new approach
- Leverages humour rather than guilt
- Appeals to a wide audience
- Drives stakeholder engagement



We won't win the bid
(hopefully).

But we will win hearts and
minds.

And global
donations.

