

# Discover America With A Fork And The Road FIFA World Cup Version!

*An amazing platform to engage with a global audience and highlight U.S. agriculture.*

## WHAT!?!

**A FANTASTIC OPPORTUNITY TO SPOTLIGHT YOUR COMMODITY AT THE MOST POPULAR EVENT IN THE WORLD!**

FAS Dubai and the U.S. Mission to Qatar, are building a state-of-the-art USA pavilion with amazing programing promoting the U.S.

Under the "Discover America with a Fork and The Road" theme, we aim to take pavilion visitors on a virtual road trip across the United States, highlighting the diversity of our food, geography, people, education, culture, and more.

## THEME!!

**TRY IT, TASTE IT, SEE IT, LOVE IT, USA!!**

[Try It, Taste It](#)

The USA pavilion will organize cooking demonstrations and eating competitions to showcase the best of U.S. cuisine. In addition, videos will play nonstop, in the pavilion, highlighting the people who grow, harvest, process, and cook our amazing food.

[See It, Love It](#)

Music, art, and visual media will be shared with a captive global audience. We will promote everything from educational options in the U.S. to our pop-culture - inviting the world to be a part of something magical.

## WHY!?!

- To interact directly with consumers from all parts of the globe.
- To promote your commodity worldwide by creating a huge buzz on social media.
- To educate global consumers about the wide variety of U.S. agriculture and increase demand for our products.
- The freedom to create your own marketing activity or be part of our programing at the pavilion (Be as creative as you want!)
- To be a part of history in the making

## WHERE & WHEN?? QATAR YAY!!!

- The pavilion will be part of the Corniche activation in the heart of Qatar from November 14 – Dec 18, 2022.
- Expected number of visitors is 73,000 visitors per day.

## HOW!?!

- Partnering with chefs
- Donation of goods and giveaways
- Sharing videos
- Sponsoring a competition and much more!

## Cooperators' Participation Requirements

Each Cooperator will be responsible for all their proposed activities including logistics related to it.

- Recruiting a chef and/or influencers in Qatar
- Cooking ingredients
- Delivery of giveaways etc...

**Please contact Rana Tarraf at [TarrafRA@state.gov](mailto:TarrafRA@state.gov) for interest and inquiries**

