

# CAMPUS PLUS

SPORT FACILITY MANAGEMENT

## COMPANY PROFILE

**Client** : N/a

**Date** : N/a



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# TABLE OF CONTENT

## Campus+ Profile:

- About Campus+ ..... 3
- Projects ..... 4
- Partners ..... 9
- Participaction..... 15

## The Proposal:

- Proposal ..... 21
- Proposed Program ..... 24
- Why Choose Us ..... 25



# About Campus Plus

Campus+ was born from a simple idea: activate underutilized spaces to unlock their full potential. What started 10 years ago as casual after-school camps has grown into a thriving ecosystem of structured, high-impact programs. Including the creation of successful youth brands like Ninja Vigor, Go Ninja, and Go Dance.

Founded by entrepreneurs with over a decade of hands-on experience in Qatar's education and entertainment space, Campus+ brings together a powerful network of coaches, creative thinkers, and operational experts. We specialize in designing and managing scalable after-school programs that blend physical activity, creative expression, and character-building.

Today, we partner with schools and sports facilities to offer end-to-end management of extracurricular experiences. From recruitment and training to scheduling, equipment, and reporting. Freeing up staff and upgrading the student and parent experience.

Beyond programs, we help schools and facility owners generate additional revenue by managing and promoting rentals, turning idle spaces into active, income-generating assets.

Backed by a proven track record, deep local roots, and real industry experience, Campus+ delivers consistent quality, parent trust, and student excitement.

## Our Vision:

To become the region's leading after-school ecosystem. Where every student, in every school and facility, has access to world-class extracurricular programs powered by local talent, smart systems, and scalable operations.

## Our Mission:

To activate underutilized school and sports infrastructure by building high-quality, turn-key after-school programs that support student development, empower school and facility operations, and strengthen community engagement.

We do this through:

- A curated network of certified coaches and instructors
- Systems, training modules, and performance tracking
- Full operational management — from scheduling and staffing to customer service
- Continuous innovation across sports, performing arts, wellness, and enrichment

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**PROJECTS**

# Go Ninja Academy

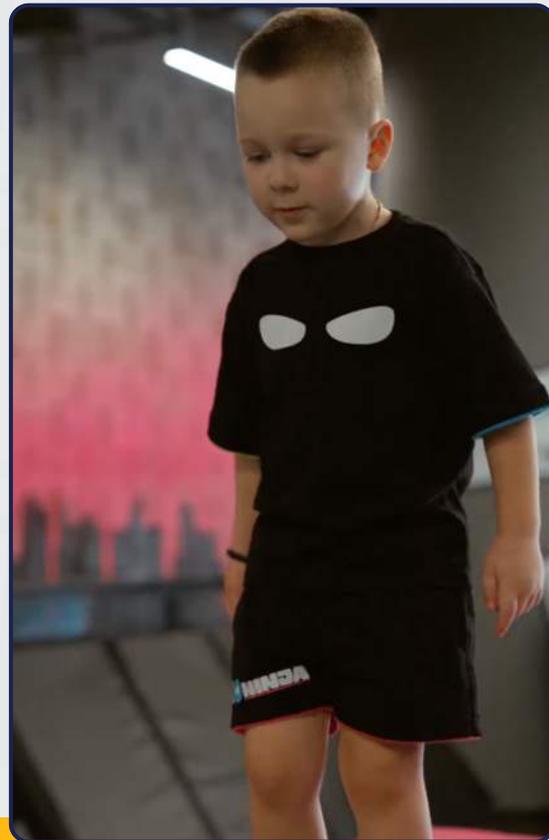


## CHALLENGE

To create a best-in-class parkour academy that combines athletic training, discipline, and fun in a safe, structured environment. The goal was to build a standalone brand with strong identity, replicable systems, and high operational standards. Designed to scale across multiple locations and serve students of all ages and skill levels.

## APPROACH

We launched Go Ninja as a specialized academy focused on parkour, movement training, and youth fitness. Built on years of operational experience, the brand was designed to be both aspirational and accessible. Blending structured coaching with a vibrant community atmosphere. Our team led the full development: brand identity, curriculum, coach recruitment, scheduling systems, parent communication, and ongoing quality control. Go Ninja has since become a leading name in the space, known for its energy, safety, and impact.



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## DELIVERABLES

Brand strategy and identity system

Facility and equipment setup

Class structuring and scheduling

Parent communication and retention tools

Custom parkour curriculum

Coach hiring, training, and development

Full operational management

Seasonal marketing and events

# Go Dance

# GO DANCE

## CHALLENGE

To build a dedicated ballet and dance studio that offers professional, structured classes while also maximizing the use of space during non-peak hours. The goal was to create a premium environment for young dancers and implement a revenue model that keeps the space profitable and active throughout the week.

## APPROACH

We launched Go Dance as a boutique studio focused on high-quality ballet training for children. Beyond program design and coach recruitment, we developed a dual-use model: running structured classes during peak hours and renting out the space to private coaches and instructors during off hours. This strategy keeps the studio active, supports the local coaching community, and ensures continuous revenue. Our team manages scheduling, class operations, space rentals, and communication to ensure a seamless experience for both clients and instructors.



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## DELIVERABLES

Ballet program design and scheduling

Class and rental calendar management

Parent communication

Parent and partner communication

Space rental system and policies

Facility maintenance and quality control

# Ninja Vigor Family sport center



## CHALLENGE

To transform a three-floor facility into a unified, high-energy space for youth development. Blending parkour, martial arts, and character-building experiences. The challenge was to build a standout brand, engaging programming, and a scalable operational model that appealed to both kids and parents, while maximizing usage across all three levels of the space.

## APPROACH

We developed a bold, movement-driven identity under the Ninja Vigor brand. Combining parkour and martial arts into a unique training experience. Each floor was programmed with a purpose: foundational skills and games on the first, discipline-based martial arts on the second, and advanced parkour and conditioning on the third. We built systems for scheduling, coach management, marketing, and customer service to ensure smooth, scalable operations.



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## DELIVERABLES

Brand strategy and visual identity

Space planning for 3-level activity zones

Safety and equipment setup

Full operational management of the facility

Parkour and martial arts curriculum

Recruitment and training of coaches

Registration and booking system

Parent communication and feedback tools

# Ninja Camps



## CHALLENGE

To solve a recurring seasonal gap in Qatar's school calendar. Where kids are off during summer and winter breaks, but most parents are still working. The challenge was to create a program that keeps children active, engaged, and safe during morning hours, while generating revenue and offering real value to both parents and venues.

## APPROACH

We created Ninja Camps as a fully-owned, scalable brand focused on fun, structured activities during school holidays. The camps blend parkour, martial arts, games, and creative workshops. all delivered by certified coaches in safe, energizing environments. Held in the mornings to align with working parents' needs, Ninja Camps are designed to be plug-and-play across schools and facilities. We handle everything from branding, curriculum, staffing, scheduling, communication, and operations. Turning idle holiday time into a productive and profitable experience.



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## DELIVERABLES

Full brand identity and camp curriculum

Coach hiring, training, and supervision

On-site operational management

End-of-camp showcase and performance structure

Morning-based schedule design

Safety and equipment setup

Registration and parent communication system

Marketing strategy and execution

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**PARTNERS**



# Edison International Academy



*Edison  
International Academy*

## CHALLENGE

To introduce a dynamic, structured summer camp that keeps students active, engaged, and learning during the school break. The goal was to create a fun and educational experience within Edison's existing campus, while helping the school monetize idle summer periods and offer added value to parents seeking high-quality, local programs.

## APPROACH

We developed and launched a full summer camp experience at Edison's campus, combining athletic activities (such as Ninja training and swimming) with creative workshops and social games. The program was built to be modular, allowing families to join on a weekly basis. We handled everything from branding and camp design to coach recruitment, scheduling, communication with parents, and on-site operations. The result was a fully managed, high-energy summer experience that served both the school and the families it supports.



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## DELIVERABLES

Weekly programming structure

Parent registration and daily updates system

On-site operations and quality control

Staffing and shift planning

Facility setup and safety planning

# Doha College



## CHALLENGE

To introduce a dynamic, skill-based after-school program that complements Doha College's focus on holistic student development. The goal was to design and manage engaging physical activities. Specifically parkour and gymnastics. That promote fitness, confidence, and fun in a safe school environment.

## APPROACH

We partnered with Doha College to deliver a structured after-school program featuring parkour and gymnastics, tailored to different age groups and ability levels. Our team handled everything from curriculum design and coach assignment to scheduling and parent communication. The program was built to blend seamlessly into the school's extracurricular calendar, with a focus on safety, fun, and student progress.



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## DELIVERABLES

Program design for parkour and gymnastics

Weekly schedules and class structuring

Parent communication

Full operational management of the facility

Coach hiring, training, and supervision

Safety setup and mobile equipment

On-site coordination and quality control

# Qatar Academy Doha



أكاديمية قطر  
Qatar Academy

عضو في مؤسسة قطر  
Member of Qatar Foundation

## CHALLENGE

To implement a dynamic, skill-based after-school program that aligns with Qatar Academy's vision of holistic student development. The goal was to offer high-energy and engaging activities that promote physical strength, discipline, and innovation. In a safe, structured environment. Specifically, the school wanted a blend of athletic and STEM-based sessions to enrich the student experience.

## APPROACH

We partnered with Qatar Academy Doha to design and run a multi-disciplinary after-school program featuring Ninja-style active fitness, martial arts, and robotics. The offering was structured across different age groups and skill levels, with tailored tracks and certified coaches for each discipline. We managed all aspects of operations, including curriculum design, scheduling, equipment setup, parent communication, and on-site supervision, ensuring a seamless fit within the school's extracurricular framework.



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## DELIVERABLES

Program design for Ninja, martial arts, and robotics

Coach hiring, training, and supervision

Parent communication and reporting

Full operational management of the program

Weekly schedules and class structuring

Safety setup, mobile equipment, and robotics kits

On-site coordination and quality control

# AL Awsaj academy



عضو في مؤسسة قطر  
Member of Qatar Foundation

## CHALLENGE

To provide engaging physical activity options for students with special needs in a safe, supportive, and adaptive environment. The school required a flexible model that could deliver meaningful movement-based sessions, including ballet and martial arts, on a call basis, tailored to student readiness and availability.

## APPROACH

We collaborated with Al Awsaj Academy to provide on-demand ballet and martial arts classes adapted to the needs of their student community. Our approach focused on sensory-friendly movement, structure, and coach sensitivity training to ensure sessions were both enjoyable and developmentally appropriate. Each class was scheduled as needed by the school, with our team handling coach coordination, equipment setup, and on-site delivery, ensuring minimal overhead for the school while maintaining high-quality standards.



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## DELIVERABLES

Adaptive ballet and martial arts session plans

Inclusive teaching approach and coach training

On-site delivery and supervision

On-call coach scheduling and communication

Safety and sensory-sensitive setup

Feedback loop with school staff

# Qatar academy Sidra



## CHALLENGE

To design and operate a structured after-school program that aligns with Qatar Academy Sidra's vision for balanced, holistic student development. The goal was to offer a range of physical and STEM-based activities – including karate, gymnastics, and robotics. that support fitness, discipline, and cognitive engagement in a safe, school-based environment.

## APPROACH

We partnered with Qatar Academy Sidra to launch a multi-disciplinary after-school program focused on physical movement and creative problem-solving. Classes included karate for discipline and coordination, gymnastics for flexibility and strength, and robotics to spark innovation and teamwork. Our team handled full operational delivery, including curriculum design, coach management, scheduling, equipment setup, and parent communication. ensuring the program ran smoothly and integrated seamlessly into the school calendar.



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## DELIVERABLES

development for karate, gymnastics, and robotics

Coach hiring, onboarding, and supervision

Parent communication and update systems

Full operational management of the program

Weekly class planning and scheduling

Equipment setup (martial arts, gym, and robotics)

On-site coordination and quality control

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# PARTICIPATIONS



# American School of Doha



## CHALLENGE

To create an exciting, movement-based activity area for children during the American School of Doha's Open Day. The objective was to provide a structured and engaging physical experience for kids, aligning with the school's family-focused community event.

## APPROACH

We were invited to manage the children's activity zone during the American School of Doha's Open Day, delivering high-energy Ninja obstacle challenges and gymnastics sessions tailored for young participants. Our team ensured a smooth event experience by handling equipment setup, coach supervision, safety logistics, and participant flow, allowing parents to explore the event while children engaged in fun, guided movement activities.



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## DELIVERABLES

Activity zone planning (Ninja + gymnastics)

Coach recruitment and session guidance

Full setup and teardown of the kids' zone

Equipment logistics and safety setup

On-site execution and quality control

# BISQ GAMES 2019



DOHA BRITISH SCHOOL



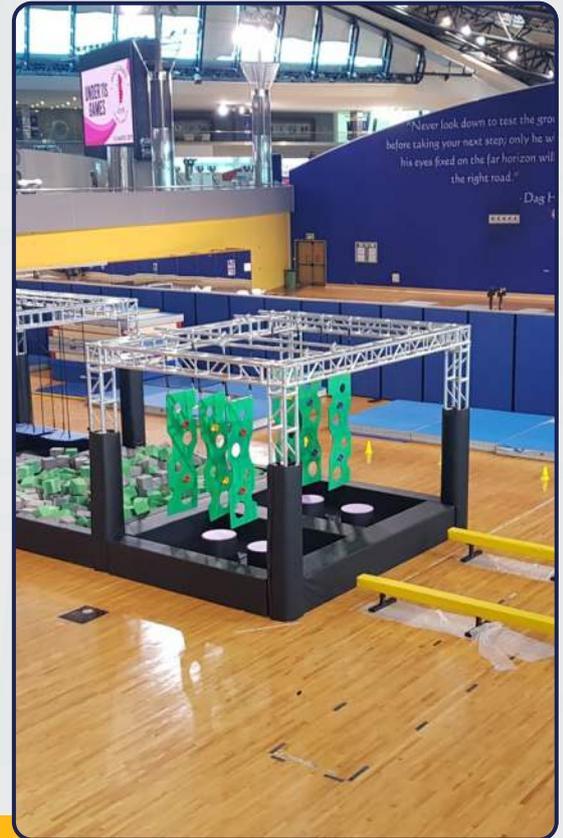
ASPIRE  
ZONE

## CHALLENGE

To design and execute a large-scale, high-energy athletic event for BISQ (British International Schools Qatar) hosted at Aspire Zone. The challenge was to create a Ninja-style competition that feels like a mini Olympics, combining fun, fitness, and friendly rivalry between schools in a professional sports setting.

## APPROACH

We partnered with Doha British School and Aspire Zone to design and operate a custom-built Ninja obstacle course tailored for BISQ Games 2019. The event featured time-based challenges, team relays, and individual obstacle runs. All designed to promote agility, speed, and sportsmanship among participants. Our team managed the full event lifecycle: from obstacle course design and equipment setup to event flow, coach supervision, safety protocols, and awards management.



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## DELIVERABLES

Ninja course design and mobile setup

Safety planning and equipment testing

On-site execution and participant coordination

End-to-end event management

Game format planning and scheduling

Coach and referee staffing

Scoring, MC flow, and award distribution

# Sports day 2023

الركن الرياضي  
Sports Corner

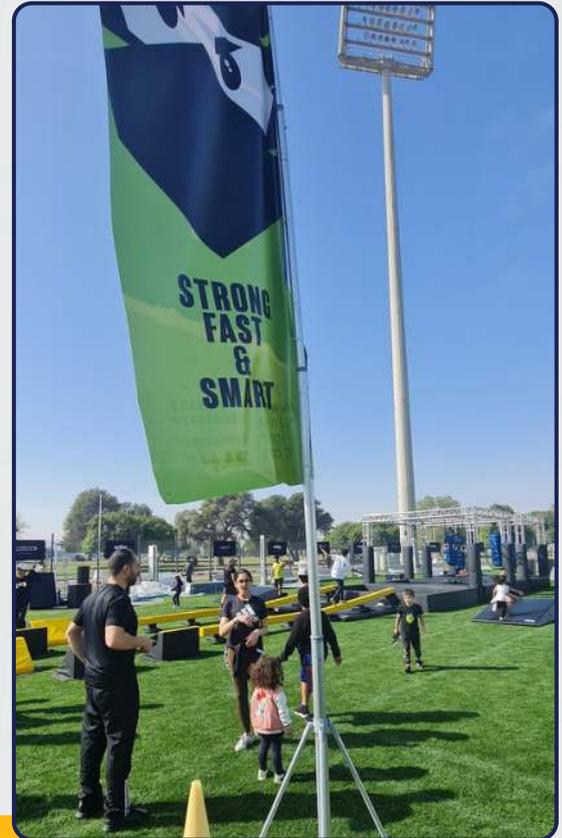
ASPIRE  
ZONE

## CHALLENGE

To design and operate a large-scale, family-friendly Sports Day event for Sports Corner at Aspire Zone, showcasing athletic excellence while engaging children and families in structured, interactive activities. The goal was to bring martial arts and Ninja fitness to life through a fun, safe, and high-energy experience.

## APPROACH

We partnered with Sports Corner and Aspire Zone to fully manage the children's activity section of Sports Day 2023. Our activation included martial arts showcases (taekwondo, kickboxing), Ninja obstacle games, and structured try-out stations for kids. We handled the full scope: planning the activity zones, designing the flow of participants, staffing qualified instructors, and ensuring all safety and event operations were professionally delivered.



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## DELIVERABLES

Event flow design and activity zone setup

Martial arts & Ninja session planning

On-site execution and supervision

Full operations and reporting

Coach and instructor recruitment

Safety and equipment logistics

Coordination with brand and venue partners

# Aamal Ride 2025

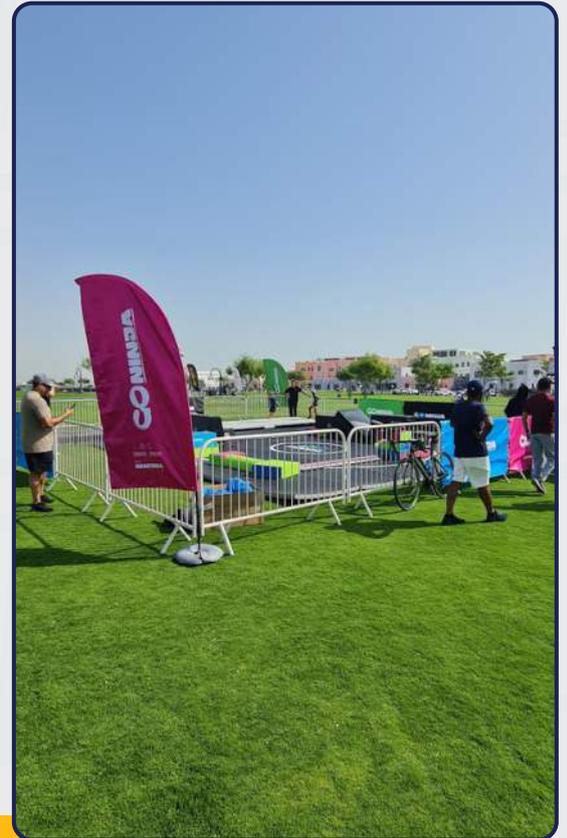


## CHALLENGE

To engage children and families attending the Aamal Ride 2025 cycling event with a safe, exciting, and high-energy activity zone. The goal was to create a fully branded "Kids Corner" that kept younger attendees active and entertained while aligning with the athletic spirit of the main event.

## APPROACH

We were selected to design, operate, and supervise the official Kids Corner at Aamal Ride 2025. Our setup included a custom Ninja obstacle experience and interactive martial arts sessions, allowing children to explore movement, discipline, and fun in a structured and safe environment. The activation was delivered with full event-day logistics, instructor management, and crowd flow planning, ensuring a seamless experience for parents, organizers, and young participants alike.



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## DELIVERABLES

Kids Corner concept design and activation plan

Instructor and staff coordination

On-site supervision and activity management

Ninja and martial arts zone setup

Safety setup and outdoor equipment handling

End-to-end event delivery and breakdown

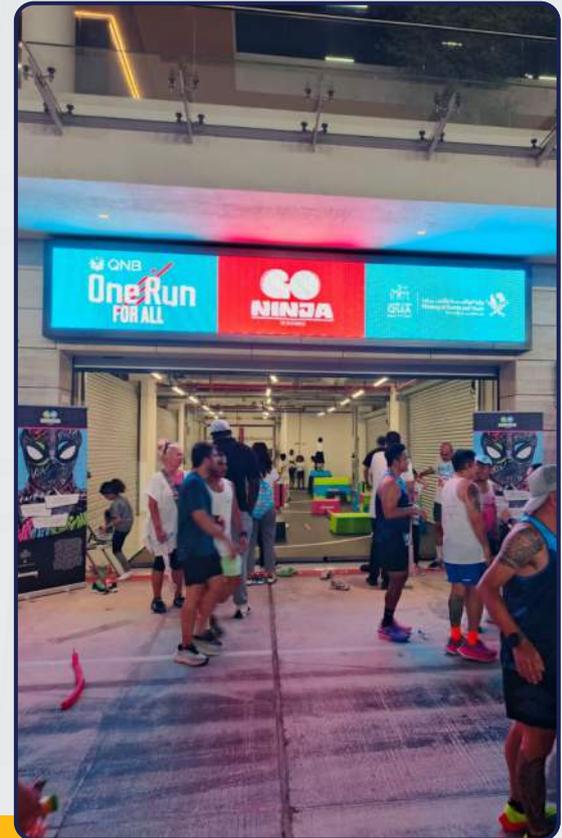
# QNB ONE RUN 2025

## CHALLENGE

To create an engaging, structured activity zone for children attending the QNB One Run 2025 event. The goal was to provide a safe, fun, and physically engaging environment that complements the main running event while keeping younger attendees entertained and active.

## APPROACH

We managed the full Kids Corner experience at QNB One Run 2025, delivering an interactive setup that featured Ninja challenges and movement-based games tailored for children. The area was designed to be inclusive and energetic, allowing kids to participate in timed runs, fun fitness challenges, and guided activities. Our team handled everything from equipment setup and safety to crowd flow and coach supervision, ensuring smooth operations throughout the event.



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## DELIVERABLES

Kids Corner concept and layout design

Coach and facilitator coordination

On-site supervision and event flow management

Ninja and fitness games setup

Safety planning and equipment logistics

Complete setup and teardown operations

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**PROPOSAL**



# The Opportunity

While many schools have strong academic and community foundations, the growing demand from families for structured, engaging after-school programs presents a clear opportunity.

Currently, most after-school activities are fragmented, inconsistently managed, or overly reliant on internal staff and ad hoc providers. This often leads to inconsistent attendance, lower parent satisfaction, and limited scalability.

Parents increasingly expect structured, safe, and enriching programs that align with a school's standards. Schools, meanwhile, are looking to reduce internal workload while improving student well-being and family engagement.

By partnering with a specialist operator like Campus+, schools can transform after-school hours from a logistical burden into a community asset. Delivering high-quality programs that meet operational goals and create meaningful value for both students and parents.

## Key Challenges Campus+ Will Solve

- **Underutilized facilities in the afternoon with no clear system or optimization**
- **Low consistency in quality across different vendors and programs**
- **Parents seeking more value and clarity in after-school offerings**
- **Lack of a unified strategy for program management, marketing, and reporting**
- **School staff burnout from managing extracurricular activities alongside core duties**

By addressing these challenges with a proven operational model, Campus+ doesn't just fill schedules. We drive outcomes. From improving attendance and parent satisfaction to reducing staff workload, our programs are designed to deliver tangible, measurable impact. The following pages outline exactly how we bring these results to life.





## Delivering Results

Campus+ is built to create structure, consistency, and measurable value across every school partnership. By taking full ownership of after-school operations, we ensure outcomes that support your school's goals and elevate the student and parent experience.

### Tangible Outcomes:

- Increase overall after-school attendance by offering curated, age-appropriate, high-demand programs that drive student engagement
- Improve parent satisfaction through clear communication, seamless registration, and professionally delivered sessions
- Reduce internal staff workload by taking full responsibility for scheduling, coordination, and vendor management
- Generate recurring monthly revenue for the school through a transparent and scalable revenue-sharing model
- Position the school as a leader in after-school enrichment among top-tier schools in Qatar
- Provide consistent performance tracking through monthly reports covering attendance, program ratings, and engagement metrics
- Ensure program quality and safety by deploying a vetted network of trained coaches and instructors

### Strategic Value:

ICampus+ helps transform your after-school activities from an operational burden into a strategic advantage, aligned with your educational values and the expectations of today's families.



# Campus+ Core Program Offerings

## Offered Activities:

The following programs are proposed for the School based on current demand and age group suitability:

- **Badminton**
- **Netball**
- **Taekwondo**
- **Jiu-Jitsu**
- **Football**
- **Karate**
- **Basketball**
- **Volleyball**
- **Swimming**
- **Gymnastics**
- **Cricket**
- **Archery**

These activities represent our core offerings but are not limited to the list above. Programs can be adapted or expanded based on seasonal trends, location dynamics, or subscriber demand. In addition, female-only activity groups will be available where required to ensure comfort, cultural alignment, and maximum participation.

# Why Choose Campus Plus ?

Campus+ exists to complement that strength by handling the full operational, staffing, and program delivery of after-school activities, without adding pressure on internal school teams.

We take care of the planning, recruiting, scheduling, and daily execution of after-school programs so your staff can focus on education, while your students benefit from a consistent, structured, and enriching extracurricular experience.

Here's what Campus+ brings to the table:

- Campus+ is experienced in building, managing, and scaling extracurricular programs across multiple campuses. Our team has launched and operated successful youth activity brands like Go Ninja and Ninja Vigor, giving us a deep understanding of what students love, what parents expect, and what schools need behind the scenes.
- We provide full operational coverage. Including coach sourcing, curriculum development, attendance tracking, safety management, and parent communication. Our system is designed to remove logistical headaches from schools while increasing participation and satisfaction.
- We focus on quality and consistency. Every activity is delivered by a trained professional with clear standards, session plans, and behavior management systems in place. This ensures every child's experience is safe, engaging,



**Thank You**

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