



La Copa **Solidaria** The Solidarity Cup



Logline

Bringing together the passion of football and the power of solidarity, “La Copa Solidaria” transforms the Copa América into a beacon of hope and inclusion, making dreams come true for devoted fans facing economic or health challenges.

Concept

La Copa Solidaria project aims to blend the excitement of the Copa América with heartfelt stories of resilience and dreams fulfilled. By partnering with renowned foundations and NGOs across Latin America and the United States, the series will showcase how football can transcend boundaries and become a force for positive change. The project focuses on the inspiring journeys of fans from various countries, emphasizing the social responsibility of football.



Structure

Format:

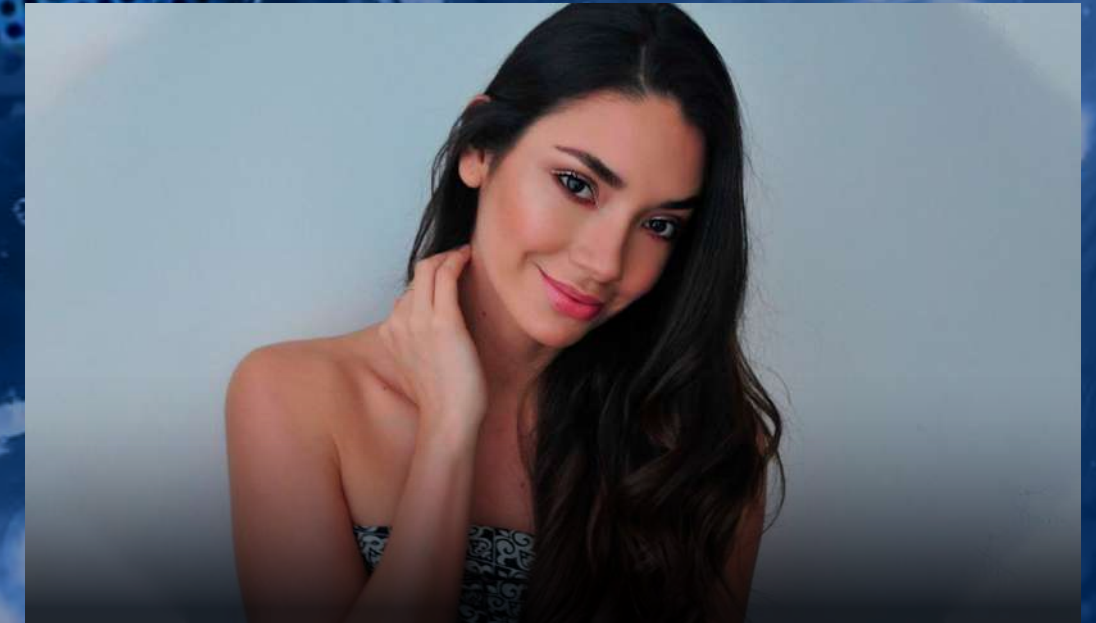
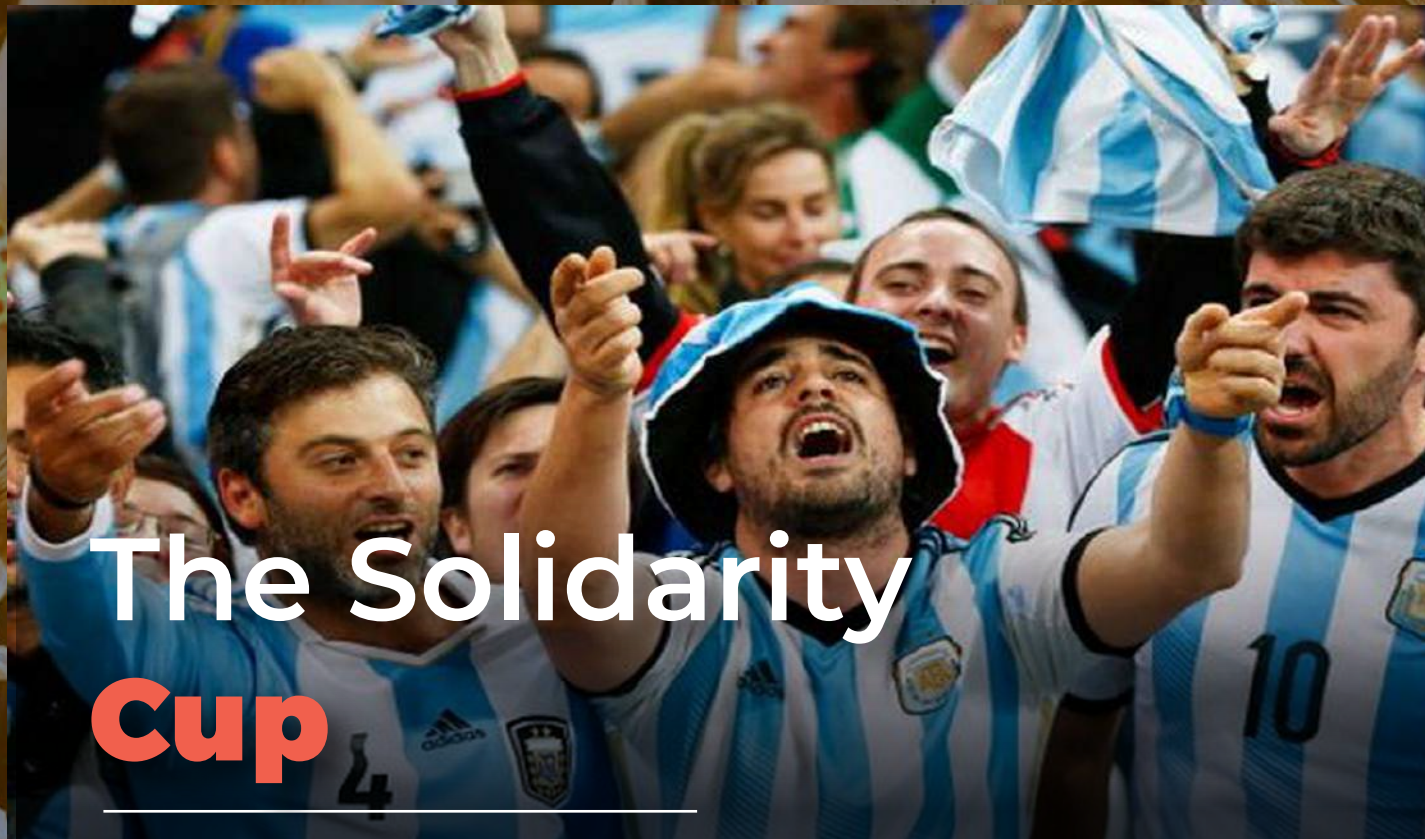
Docu-Reality Series

Episodes:

6 episodes
42 minutes each

Host:

Maricielo Gamarra,



Hispano-American Beauty Queen,
accompanied by ambassadors
from each participating country



DESTINY
ENTERTAINMENT

The series

Human Interest Stories: Each episode delves into the lives of fans from different backgrounds, capturing their personal struggles and the significance of football in their lives.

Player Involvement: Participating footballers play a crucial role, not only as idols but also as active participants in making fans' dreams come true.

Social Impact: The series emphasizes the social responsibility of football, showcasing how the sport can be a catalyst for positive change in communities.

Narration: Maricielo Gamarra, Hispano-American beauty Queen, serves as the host and narrator, guiding viewers through each story and adding a personal touch to the narrative.



Target Audience

Primary Audience:

- Hispanic and Latino communities in the USA and Latin America
- Football enthusiasts and sports fans
- Families and general audiences interested in heartwarming, real-life stories

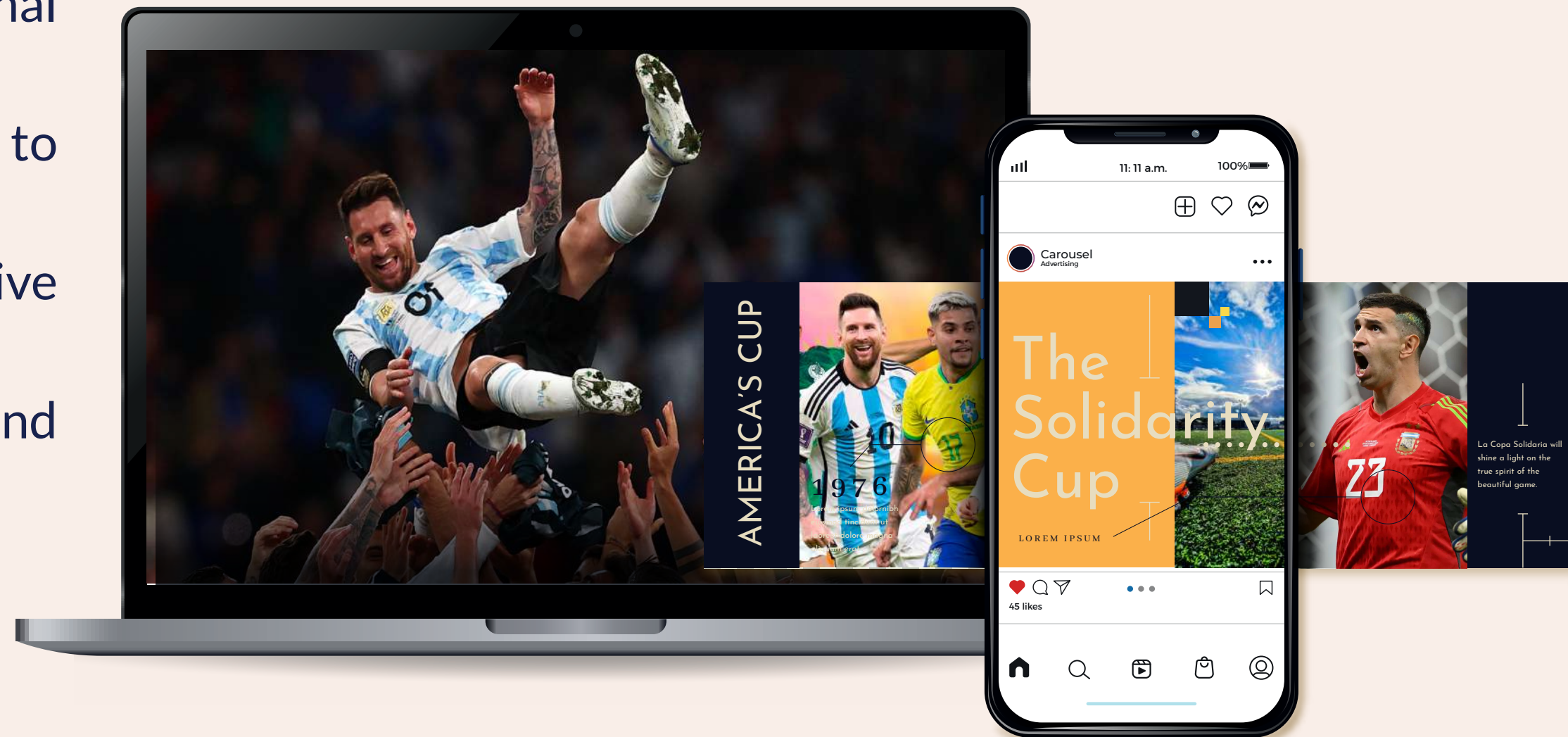
Secondary Audience:

- Viewers interested in social causes and inspirational content
- Supporters of community and charitable initiatives



Marketing Plan

- Collaborations with football clubs and player endorsements
- Social media campaigns highlighting personal fan stories and behind-the-scenes content
- Partnerships with NGOs and foundations to promote the series and its social impact
- Premiere events in key locations with live viewings and community gatherings
- Engagement with football fan communities and forums to create buzz and anticipation

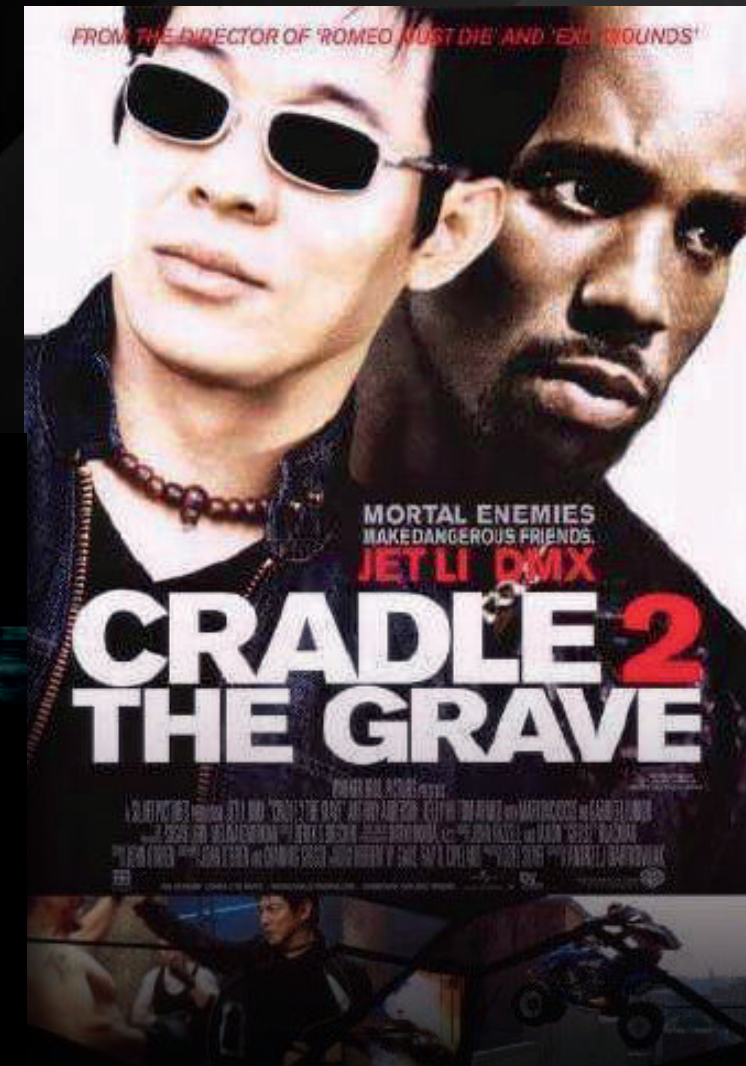
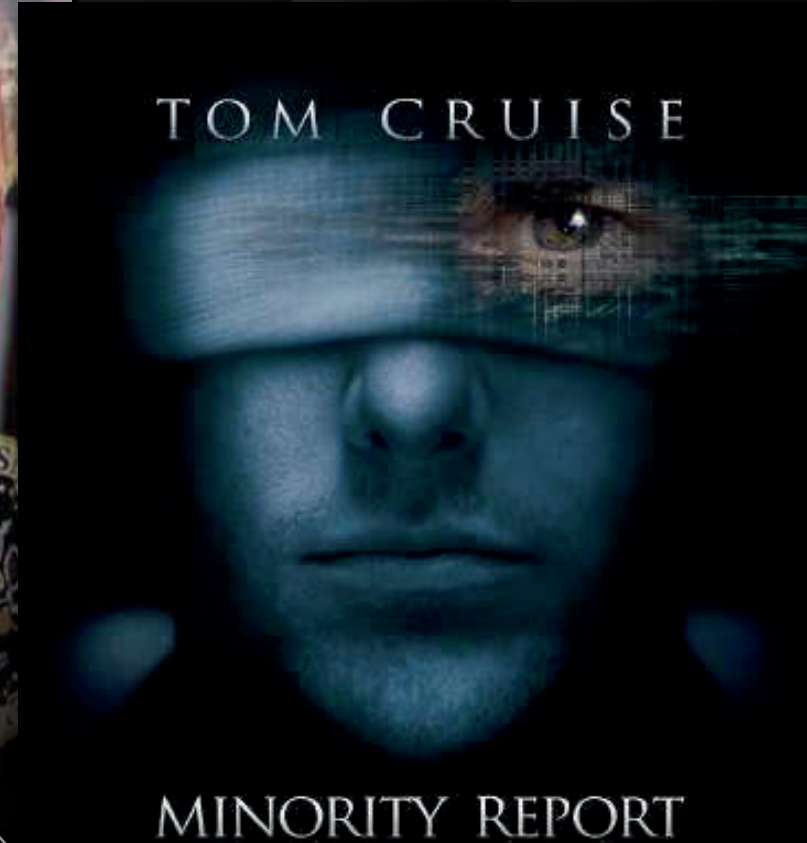
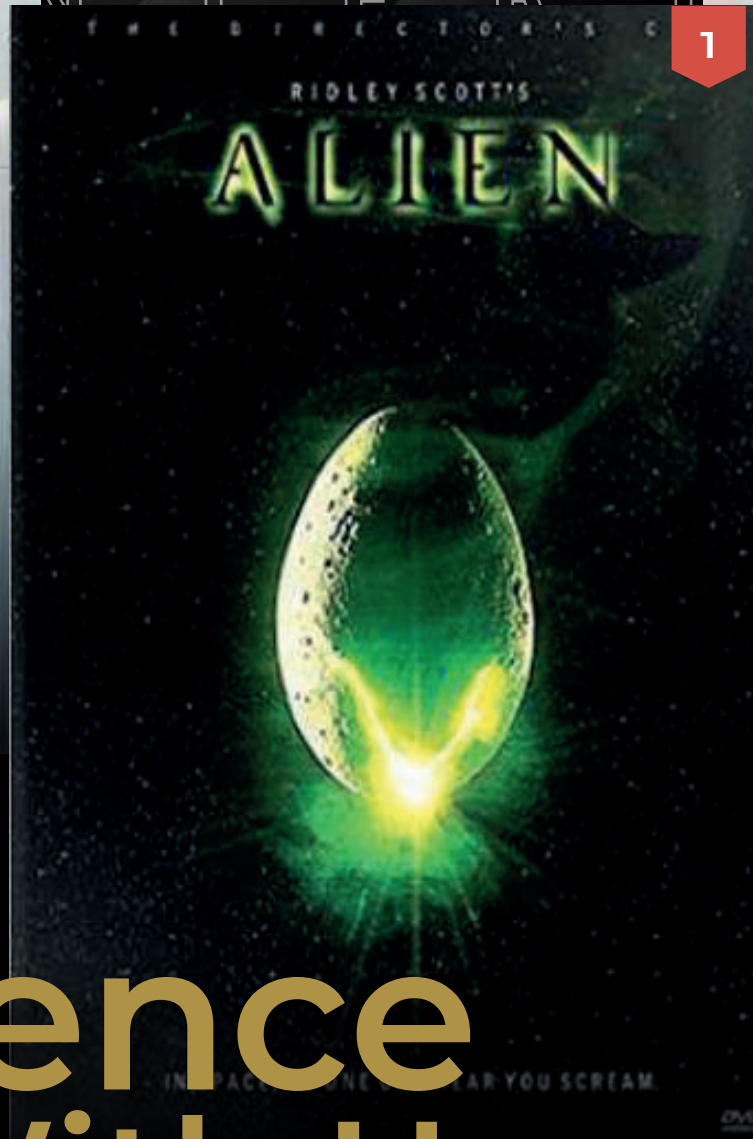


La copa **Solidaria**

The Solidarity Cup is more than just a football series. It's a celebration of resilience, community, and the unifying power of sport. By bringing these inspiring stories to the forefront, the series aims to leave a lasting impact on viewers, fostering a sense of solidarity and hope. Through the eyes of passionate fans and the hearts of generous footballers, La Copa Solidaria will shine a light on the true spirit of the beautiful game.



DESTINY



Excellence Starts With Us

ENTERTAINMENT

DESTINY ENTERTAINMENT

Thanks!

