

A strategic partnership redefining the Umrah experience

Global Ambassadors Program

We innovate to enrich the experience of the
guests of Allah



Why Now?

The right moment to partner with MZAR

Rapid Global Growth

International pilgrim numbers surge as Saudi Arabia opens to the world

Rising Digital Demand

Pilgrims seek smart digital experiences beyond traditional tours

Vision 2030

Saudi Arabia leads a global transformation in Hajj and Umrah standards

The Problem

Chaotic and exhausting movement that wastes the pilgrim's time and energy

Lack of reliable and accessible historical information

Difficulty reaching important sites comfortably

Traditional experience lacking spiritual and educational enrichment

The Digital Umrah Experience Platform

From arrival to departure — a complete journey

The Solution

MZAR delivers a complete digital experience — from arrival to departure

We don't just offer a tour...

We design a complete journey

Combining comfort, knowledge, and spirituality

Enriched · Spiritual · Authentic

The Pilgrim's Journey with MZAR

A seamless experience designed for guests of Allah

1

Pre-Booking

2

Hotel Check-in

3

App Activation

4

Smart Tour

5

Augmented
Reality

6

Smooth Transit

7

Digital Review

A seamless experience... thoughtfully designed for pilgrims

A Content-Rich Experience

Every site you visit has a story to live

Every site you visit
has a story to live

Enriched · Spiritual · Authentic

Wide Coverage

Key historical sites in Makkah and the Holy Sanctuaries



Verified Content

Information combining history and the Prophet's Sunnah



Emotional Connection

Each site linked to its deep spiritual and human story



Historical Sites

Jabal Thawr

Jabal Thawr

Jabal al-Rahmah

Mount of Mercy

Masjid al-Jinn

Mosque of the Jinn

Jannat al-Mu'alla

Cemetery of the Companions

Al-Masjid al-Haram

The Grand Mosque

Cave of Hira

Cave of the First Revelation

Technology

Cutting-edge technology enhancing the pilgrimage experience



Smart Audio Guidance

Interactive digital guide in 6 global languages with verified content



Augmented Reality (AR)

See historic sites as they appeared 1,400 years ago with advanced technology



Curated Tours

Pre-planned routes ensuring maximum benefit in minimum time



Seamless Transport

Comfortable door-to-door service to and from any location

Exclusive Services

Premium services for an unmatched experience



Tours Inside the Two Holy Mosques

Organized knowledge experience inside Al-Masjid Al-Haram and Al-Masjid An-Nabawi with specialist supervision



Dedicated Parking at Jabal al-Rahmah

Easy and organized access ensuring complete comfort and flow



World-Class Organization

Official quality standards to ensure the best possible experience

Why MZAR?

MZAR vs. Traditional Experience

MZAR	Traditional Experience
Interactive digital guide in 6 languages	Limited human guide
Historically and legally verified content	Superficial, unverified information
Comfortable, planned transport experience	Exhausting, unorganized transport
AR experience and spiritual enrichment	Ordinary visit with no added value
Full multilingual support in 6 languages	No language support

Ambassador Success Guide

Everything you need to maximize your impact



Inspiring Content Creation

Create authentic, creative content that reflects the experience honestly



Share Your Journey

Take your followers on a live spiritual and educational journey



Global Ambassador

Represent MZAR and the Umrah experience to the world



A Day with MZAR

Live broadcast with historical insights and success stories



Official Partners

Royal Commission for Makkah city and holy sites

الهيئة الملكية لمدينة مكة
المكرمة والمشاعر المقدسة

ROYAL COMMISSION FOR
MAKKAH CITY AND HOLY SITES



The General Authority for the Care & Management of the Grand Mosque and the Prophet's Mosque.

الحرمين

ALHARAMAIN

The General Authority for the
Care of the Two Holy Mosques



Strategic Partnerships

Trusted collaborations that elevate the Umrah experience

We partner with leading tour operators, travel agencies, and Umrah service providers to create integrated experiences that meet the highest standards

Our network spans official Hajj and Umrah bodies, media organizations, and digital platforms to maximize reach and impact

Together we create an experience that lasts beyond the journey

Official accreditation from Saudi Umrah authorities

Integration with 50+ tourism and travel partners

Digital partnerships with media influencers across 6 countries



You are not just an influencer...

You are an Ambassador!

Inspiring Content Creator

Reflects the experience authentically and creatively



Share Your Journey

Take your audience on a live digital spiritual journey



Global Ambassador

Represent MZAR and the Umrah experience worldwide



Content Examples

1 Day

with MZAR

Live

Historical insights

Stories

of success

We Support Your Success

Everything you need to create outstanding content



Exclusive Access & Content

Priority access to historic sites and dedicated content zones



Production Support

Professional team available for filming and media guidance



Marketing Materials

Ready-to-use digital assets, templates, and brand guidelines



Dedicated Account Manager

A personal contact to guide and support your entire journey

Monthly Returns

Your growth = our success

\$75

per booking

1 – 5 Bookings

\$100

per booking

6 – 15 Bookings

\$125

per booking

15+ Bookings

Example

10 Bookings

\$1,000

= monthly income

Success Guide

Trusted experience built on real results



+15K

Users



+2,500

Experiences Delivered



4.8/5

Customer Rating



50+

Countries

The Grand Gift

The ultimate reward for top MZAR Ambassadors



**Sponsored Umrah
Trip for Two**



**Luxury 5-Star Hotel
Package**



**Media Production
Package**



**Exclusive Access &
VIP Tours**

Be at the top — and earn more than you imagine

What Will the Content Look Like?

A visual guide for creating impactful content

Stories & Reels

Format Guide

Short vertical videos showing emotional moments: the call to prayer, sites, people, and rituals.
Duration: 15-60 sec.

Educational Posts

Format Guide

Informative slides on history, meaning, and significance of sites. Ideal for sharing specialized knowledge.

Live Streams

Format Guide

Real-time broadcasts from inside the mosque or on site, with interactive Q&A and live commentary.



Are you ready to leave a legacy?

Join MZAR and transform the Umrah experience

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@mzarapp

Join
MZAR

Be a voice for the guests of
Allah — your journey begins
here