

...tana Hotel, Abu Dhabi



# Delivering Real Brand Value Through Strategic Sponsorship

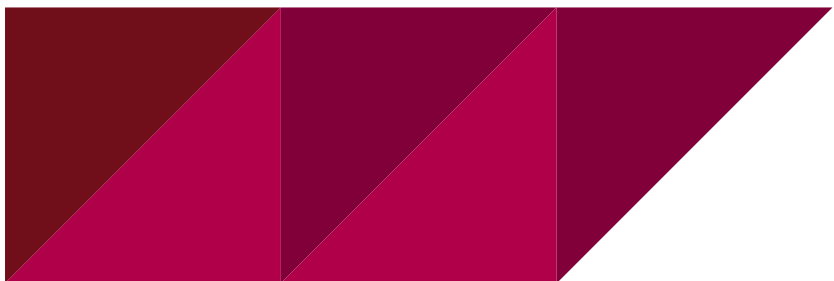


Targeted Communication  
Integrated Brand Awareness  
**Brand Alignment**

Networking Events  
Audience Profiling



جامعة أبوظبي  
ABU DHABI UNIVERSITY



## The Sponsorship Opportunity

### **STRUCTURED** packages - **SIGNIFICANT** benefits

**Understanding** the benefits of sponsorship is one thing but **identifying the right platform** for your brand is another. Aim Events has developed a number of structured packages that are based upon **maximising the benefits** a sponsor receives in return for its investment on all levels.

Aim Events remains committed to this aspect of our business. It plays a vital role in our producing events of **real importance** that appeal to **real people**, delivering **real results** to those who attend and to those who are actively involved.

Operating in **five core areas of business**, we are able to provide clients with sponsorship solutions that reach across a number of industry environments.



## THE BASICS

The packages we've developed are based upon the belief that all sponsors should receive notable acknowledgement for their support and financial investment.

Beyond this, additional benefits make the packages more attractive and more relevant to specific clients depending on the role they play within the particular sector and of course ultimately what the campaign objectives are.

### **ALL Sponsorship packages include:**

- » Logo on the event website with link to sponsors website.
- » Branding on all printed material in line with the level of sponsorship taken.
- » Branding on the stage backdrop behind the podium.
- » Company description in the event proceedings.
- » Insert in the delegate bag.
- » Sponsor recognition in all advertising and promotion of the event.
- » An exhibit position in the conference pre-function area.

# THE LEVELS OF PARTICIPATION

## **PLATINUM Sponsor** **AED 250,000**

- » Acknowledgment as the exclusive Title (Solution Provider) Partner
- » Opportunity to present a 30 minute workshop for the delegate audience, second day.
- » Full scheduled through the line PR campaign including mention of your group as title sponsor in each release or campaign
- » Premium placement on all promotional material produced by Aim Events for the event marketing campaign (brochures, newsletters, web-site, e-banners, conference proceedings, direct mailings)
- » Logo placed in a premier position on all domestic and international advertising for the event
- » Prime position listing and company logo on the home page of the summit website
- » Full company profile with product and services description
- » Hyperlink to your website from ours
- » Company logo on the front page of the conference brochure with title of "Abu Dhabi Innovation Forum. Sponsored by:....."
- » Your official greeting letter placed in the front section of the program proceedings.
- » Prominent placement of company description and contact details in the conference brochure
- » Information in the delegate bag
- » Primary logo to be seen on all event displays and onsite signage
- » Company logo to be displayed on all screens in the conference room between presentations
- » 4 passes to the event
- » Further passes discounted price at preferential pricing (10%)

## **DIAMOND Sponsor** **AED 100,000**

- » Full scheduled through the line PR campaign including mention of your group as a sponsor in each release and activity
- » Premium placement on all promotional material produced by Aim Events for the event marketing campaign (brochures, newsletters, web-site, e-banners, conference proceedings, direct mailings)
- » Logo placed in a premier position on all domestic and international advertising for the event
- » Prime position listing and company logo on the home page of the summit website
- » Prominent placement of company description and contact details in the conference brochure
- » Information in the delegate bag
- » Company logo to be displayed on all screens in the conference room between presentations
- » 3 passes to the event
- » Further passes discounted price at preferential pricing (10%)

## **REGISTRATION & COFFEE BREAK Sponsor** **AED 50,000**

- » Signs and announcements recognizing your sponsorship in the registration areas including the registration tables and throughout the coffee area
- » Your company's logo and name on branded rollup banner in registration area displaying your company as "Breakfast and Coffee sponsor"
- » Aim Events will include your organization's branding in any or all mailing campaigns
- » Your corporate brochure/gift to be inserted into all delegate packs (optional)

## **GOLD Sponsor** **AED 90,000**

- » Sponsor billing in any notices placed in industry publications
- » Logo placed on all domestic and international advertising for the event
- » Full company profile with product and services description
- » Placement of company description and contact details in the conference brochure
- » Company logo to be displayed on all screens in the conference room between presentations
- » 2 passes to the event
- » Further passes discounted price at preferential pricing (10%)

## **LUNCHEON Sponsor** **AED 75,000**

- » Your company's logo and name on branded rollup banner in luncheon area displaying your company as "official luncheon sponsor"
- » Your company's promotional gift item, optional, to be placed on the lunch table provided by sponsor for delegates
- » Branding before, during and after the conference, including your logo to appear under the heading of "Luncheon Sponsor"
- » Full branding on all tables and decorations in lunch area / consultation on menu / table arrangements / VIP table to be hosted by Luncheon Sponsor

**TALK TO OUR SPONSORSHIP TEAM NOW  
TO DEVELOP A BESPOKE PACKAGE THAT  
MATCHES YOUR OBJECTIVES...**



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