



AUSTRALIAN
BUSINESS COUNCIL DUBAI

Sponsorship Overview



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Who and what is the Australian Business Council Dubai?

Australian Business Council Dubai is a dynamic, business-focused community that aims to inform and facilitate connectivity to support business growth in the Gulf.

A 21 year old non-profit membership organisation, Australian Business Council Dubai is one of the busiest business councils in the GCC, facilitating business development through a range of networking, information and social activities that encourages cooperation amongst businesses operating in Australia, Dubai and the Gulf.

The Council is a voice of the business community and works closely with both Australian and local Governments to advise and support initiatives that foster relationships and influence policy on behalf of its members.

With over 900 members and a database of 3,300, the ABCD incorporates 8 different categories of membership to Australian citizens, local branches of Australian companies, agents of Australian companies, companies or individuals who have business relationships with Australia and those companies who are looking to market their goods and services to the Australian community in Dubai.

Current Annual Sponsors include:

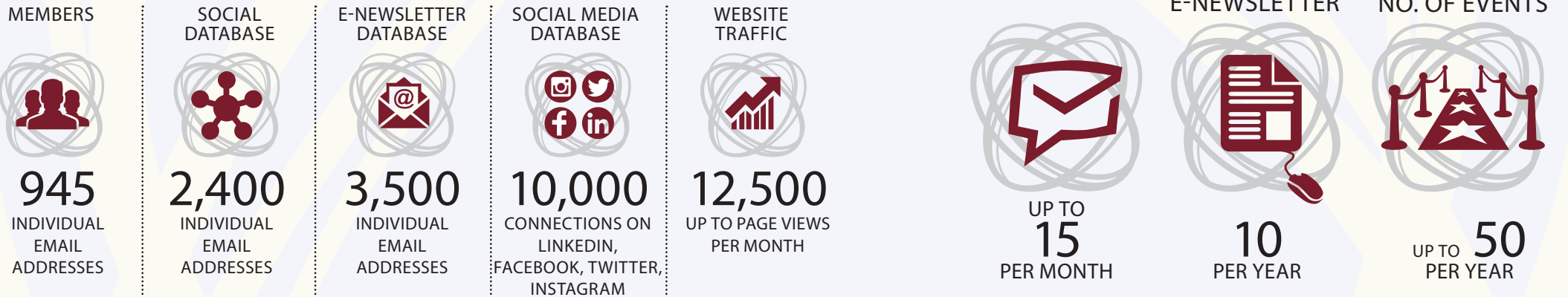




Statistics of the ABCD as at end June 2017



Databases





Sponsorship Packages

Annual sponsorship provides you with consistent brand exposure and messages throughout the contracted period.
There are 3 types of sponsorship options:

A PLATINUM*—AED 100,000 (12 months)

- ❑ Exclusive status within relevant industry as a platinum sponsor of the ABCD
- ❑ Full brand exposure on all ABCD platforms including membership card, invites & EDMs
- ❑ Branding (with live link) on at least 5 pages of the ABCD website
- ❑ Brand exposure at all ABCD events
- ❑ Six (6) months banner advertising
- ❑ Monthly (12) exclusive EDMs & E-Newsletters contributions
- ❑ Sharing of all corporate communications on the ABCD social media platforms
- ❑ Up to 50 tickets to ABCD events
- ❑ Corporate Large Membership with 6 members

B GOLD *—AED 50,000 (12 months)

- ❑ Brand exposure on ABCD Platforms including membership cards, invites & EDMs
- ❑ Branding (with live links) on at least 2 pages of the ABCD website
- ❑ Branding at ABCD business events (Knowledge Workshops, Networking, Business Lunches)
- ❑ Three (3) months banner advertising
- ❑ Six (6) exclusive EDMs & regular features in the Sponsors News in the Newsletter
- ❑ Sharing of all corporate communications on the ABCD social media platforms
- ❑ Up to 25 tickets to ABCD business events
- ❑ Corporate Large Membership with 6 members

C BRONZE *—AED 15,000 (12 months)

- ❑ Brand exposure (with live link) on the Partners Page of the ABCD website
- ❑ Feature on the ABCD sponsors banner (pull up)
- ❑ One (1) month banner advertising
- ❑ Two (2) exclusive EDMs & regular features in the Sponsors News in the Newsletter
- ❑ Up to 10 tickets to ABCD networking events
- ❑ Corporate Large Membership with 4 members

* Sponsorship Benefits are open to customisation to match your business objectives



C EVENT SPONSORSHIP *

A targeted marketing initiative that ensures you brand exposure and brand/speaker association:

There are 2 ways to sponsor ABCD events: become a series sponsor or sponsor an individual event.

	EVENT SERIES	FREQUENCY OF EVENT	COST	BENEFITS
SERIES SPONSOR	BUSINESS SERIES * Note this is not an exclusive sponsorship	8 per year Average of 80 – 100 guests	AED 60,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Opportunity to thank the key speaker and present the gift • Distribution of collateral at the event • Event database including email & contact number • Branding behind the speaker at the event • Full copy of all event photos • Two complimentary tickets per event
	KNOWLEDGE SERIES * Note this is not an exclusive sponsorship	6 per year Average of 50 guests	AED 30,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Opportunity to thank the key speaker and present the gift • Distribution of collateral at the event • Event database including email & contact number • Branding behind the speaker at the event • Full copy of all event photos • Two complimentary tickets per event



SERIES SPONSOR

ENTREPRENEUR SERIES

* Note this is not an exclusive sponsorship

6 per year
Average of 25 – 30 guests

AED 40,000

- Prominent branding on the invite
- Prominent branding on the event webpage
- Opportunity to thank the key speaker and present the gift
- Distribution of collateral at the event
- Event database including email & contact number
- Branding behind the speaker at the event
- Full copy of all event photos
- Two complimentary tickets per event

YOUNG PROFESSIONALS

* Note this is not an exclusive sponsorship

5 per year
Average of 25 – 30 guests

AED 25,000

- Prominent branding on the invite
- Prominent branding on the event webpage
- Event database including email & contact number
- Full copy of all event photos
- Social media exposure before and during the event
- One complimentary ticket per event

PARTNER PROGRAM

* Note this is not an exclusive sponsorship

5 per year
Average of 25 – 30 guests

AED 25,000

- Prominent branding on the invite
- Prominent branding on the event webpage
- Event database including email & contact number
- Full copy of all event photos
- One complimentary ticket per event



INDIVIDUAL EVENT SPONSOR

EVENT SERIES	FREQUENCY OF EVENT	COST	BENEFITS
BUSINESS SERIES * Note this is not an exclusive sponsorship	Single Event Average of 80 – 100 guests	AED 10,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Distribution of collateral at the event • Event database including email & contact number • Branding at the event • Full copy of all event photos • Two complimentary tickets per event
KNOWLEDGE SERIES * Note this is not an exclusive sponsorship	Single Event Average of 50 guests	AED 7,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Distribution of collateral at the event • Event database including email & contact number • Branding at the event • Full copy of all event photos • Two complimentary tickets per event
ENTREPRENEUR SERIES * Note this is not an exclusive sponsorship	Single Event Average of 25 – 30 guests	AED 6,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Distribution of collateral at the event • Event database including email & contact number • Branding at the event • Full copy of all event photos • Two complimentary tickets per event
PARTNER PROGRAM * Note this is not an exclusive sponsorship	Single Event Average of 25 – 30 guests	AED 6,000	<ul style="list-style-type: none"> • Prominent branding on the invite • Prominent branding on the event webpage • Distribution of collateral at the event • Event database including email & contact number • Full copy of all event photos • One complimentary tickets per event



We also have our Key Social Events throughout the year:

KEY SOCIAL EVENTS SPONSOR	EVENT	DATE	COST	BENEFITS
	ABCD GOLF EVENTS	TBC	AED 10,000 for shirt sponsor AED 6,000 for hole sponsor	<ul style="list-style-type: none"> • Branding on ABCD invitations, website & collateral • Branding at event & on hole • Collateral distribution at event • Awarding of prizes • Activation at event • Database of attendees • Copy of all photos from event • Social media # before, during & after event • Up to 4 players
	ABCD AFL GRAND FINAL BREAKFAST	Sat 29 Sept 2018	AED 10,000 – AED 40,000	<ul style="list-style-type: none"> • Branding on ABCD invitations, website & collateral • Branding at event • Collateral distribution at event • Awarding of prizes • Activation at event • Database of attendees • Copy of all photos from event • Social media # before, during & after event • A table of up to 10 based on level of sponsorship
	EMIRATES MELBOURNE CUP LONG BREAKFAST	Tues 6th Nov 2018	AED 10,000 – AED 40,000	<ul style="list-style-type: none"> • Branding on ABCD invitations, website & collateral • Branding at event • Collateral distribution at event • Awarding of prizes • Activation at event • Database of attendees • Copy of all photos from event • Social media # before, during & after event • A table of up to 10 people based on level of sponsorship

* Sponsorship Benefits are open to customisation to match your business objectives



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To discuss any of the above packages and how the ABCD can support you in achieving your business objectives, please contact either:

JUSTINE CULLEN
Office Manager

Australian Business Council Dubai
members@abcduae.com

or

Call: +971 50 953 4819
email: sponsorship@abcduae.com