

PARTNERSHIP PRESENTATION

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01. ABOUT US

INVESTMENT GROUP OF COMPANIES

Headed by a highly experienced team with a strong track record in managing investment projects and infrastructure.

SPORTS

HOSPITALITY

ENTERTAINMENT INDUSTRIES

14+

BUSINESSES UNDER
MANAGEMENT

100+

PEOPLE
EMPLOYED

50K+

HAPPY
CLIENTS

01. ABOUT US

OUR MISSION

Be a leader in UAE sports development
and a main contributor in sports community,
by unlocking opportunities for people
and organizations to achieve
outstanding results



01. ABOUT US

OUR GOALS

- To expand entrepreneurial activities in the sports industry, by creating profitable business opportunities for each participant
- To lobby the interests of the Group's business partners
- To provide assistance in maintaining business relations, conducting the negotiation processes, and providing informational and financial support
- To prepare and organize sports and corporate events for its' partners and honoured guests

WHY US



A SUCCESSFUL PLATFORM THAT UNITES PARTNERS' BUSINESSES FROM AROUND THE WORLD

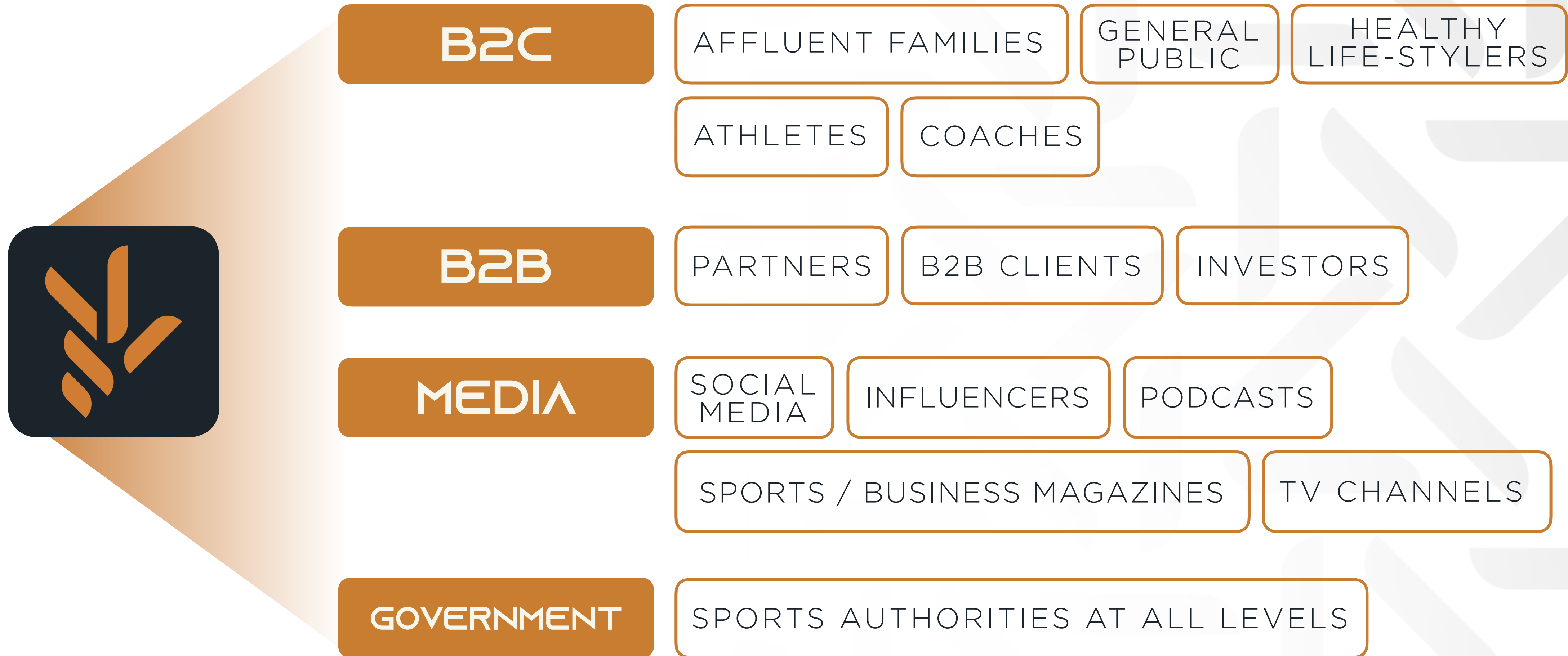


EXCEPTIONAL COLLABORATION BETWEEN INTERNATIONAL COMMERCIAL ORGANIZATIONS AND GOVERNMENTS



EFFECTIVE FUNCTIONING OF THE GROUP'S ECOSYSTEM

02. TARGET AUDIENCE



03. NEIGHBOURHOOD



TILAL AL GHAF

RESIDENTS **6 500**
PER TOWNHOUSE **2 MLN \$**



JUMEIRAH VILLAGE CIRCLE

RESIDENTIAL UNITS **88 500**
PER FLAT **300 000\$**



MOTOR CITY

RESIDENTIAL UNITS **8 300**
PER FLAT **200 000\$**



SPORTS CITY

RESIDENTIAL UNITS **83 500**
PER FLAT **300 000\$**



ARABIAN RANCHES

RESIDENTIAL UNITS	PER HOUSE
1 4 500	1 MLN \$
2 2 000	1 MLN \$
3 4 000	500 000\$



DUBAI HILLS

RESIDENTIAL UNITS **32 500**
PER FLAT **400 000\$**



DAMAC

RESIDENTIAL UNITS **11 200**
PER FLAT **300 000\$**



JUMEIRAH GOLF ESTATES

RESIDENTIAL UNITS **3 500**
PER FLAT **1 MLN \$**

244 000 TOTAL RESIDENTIAL UNITS

875 000 \$ THE AVERAGE PROPERTY PRICE

04. LOCATION

CONVENIENT LOCATION

- Up to **700** guests, featuring long-term stays and sports-oriented full board
- Facilities within a **3** minute walk
- Metro station, expected to launch early **2025**

+6 095 500 YEARLY VISITORS



04. LOCATION

EMIRATES SPORTS IS SURROUNDED BY:

DUBAI INTERNATIONAL STADIUM

Waitrose

EMIRATES SPORTS



The Els Golf Course



DUBAI SPORTS CITY



Carrefour



Carrefour



تلال الغاف
Tilal Al Ghaf

DUBAI SPORTS CITY



HOTEL HOTEL APARTMENTS

ICE RINK

05. VISITORS

DAILY VISITORS:



+16 700 DAILY VISITORS

+6 095 500 YEARLY VISITORS



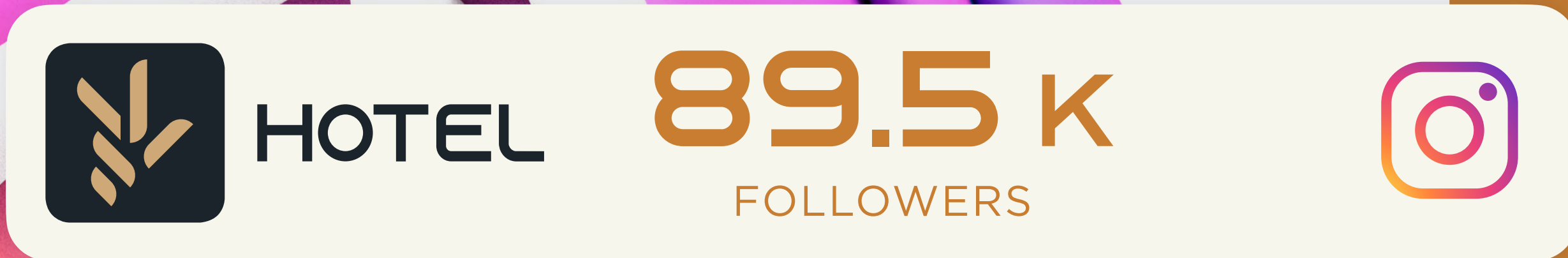
06. COLLABORATION

WE PARTNER WITH:

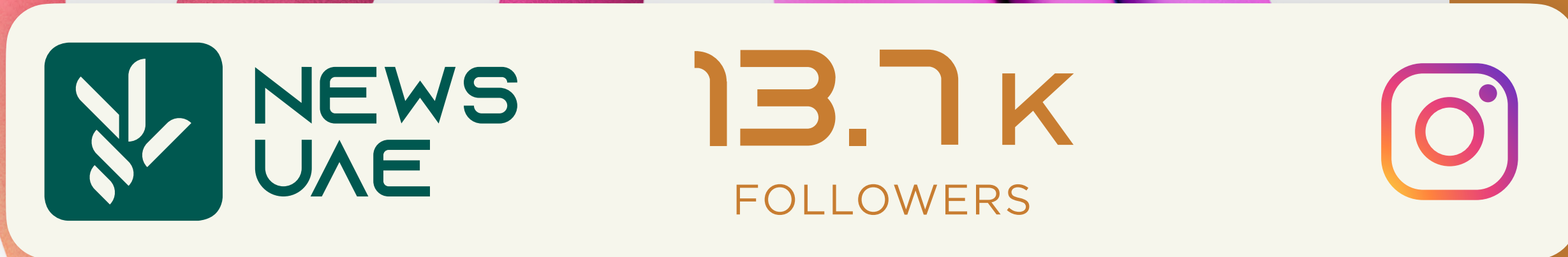


07. MEDIA COVERAGE

EMIRATES SPORTS IS WELL-KNOWN AMONG INTERNATIONAL MEDIA



HOTEL 89.5 K FOLLOWERS



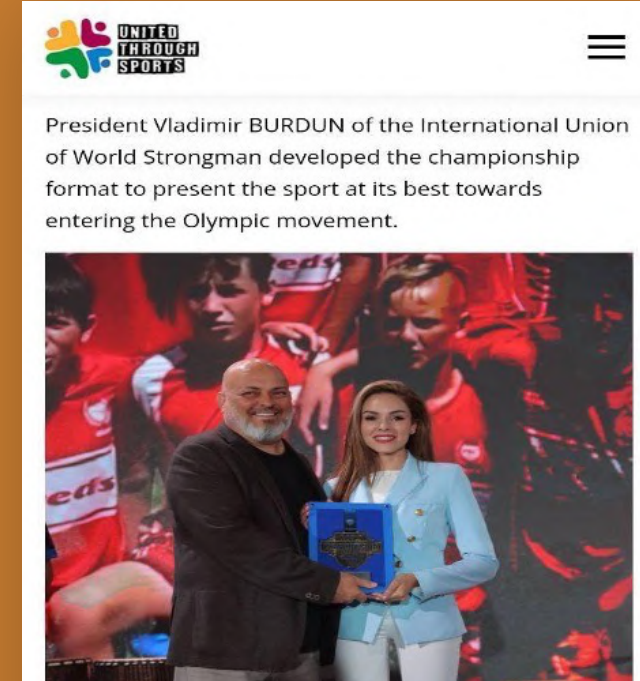
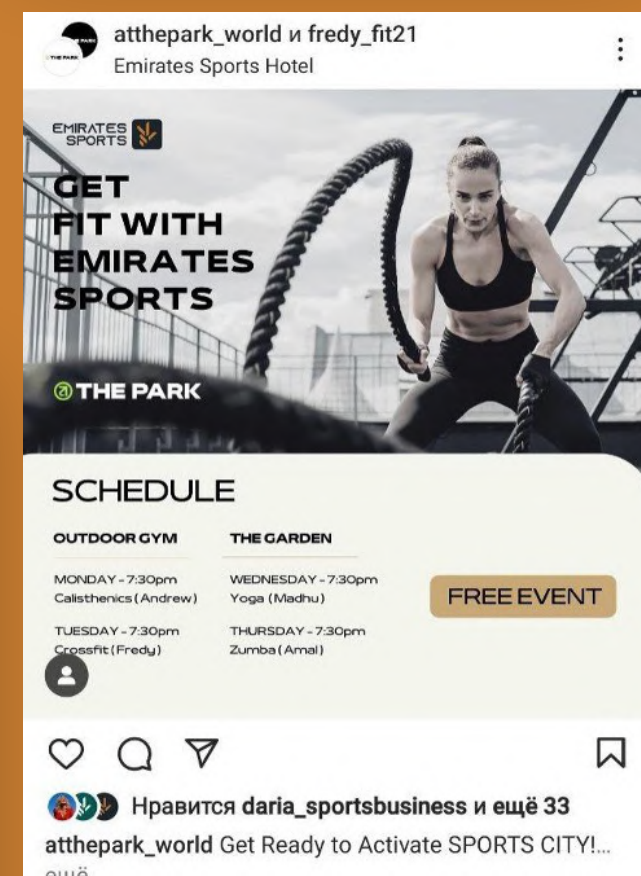
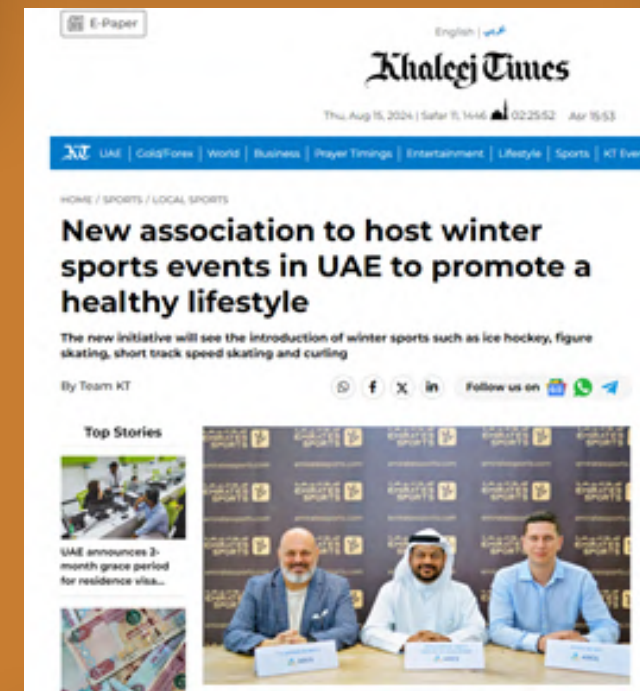
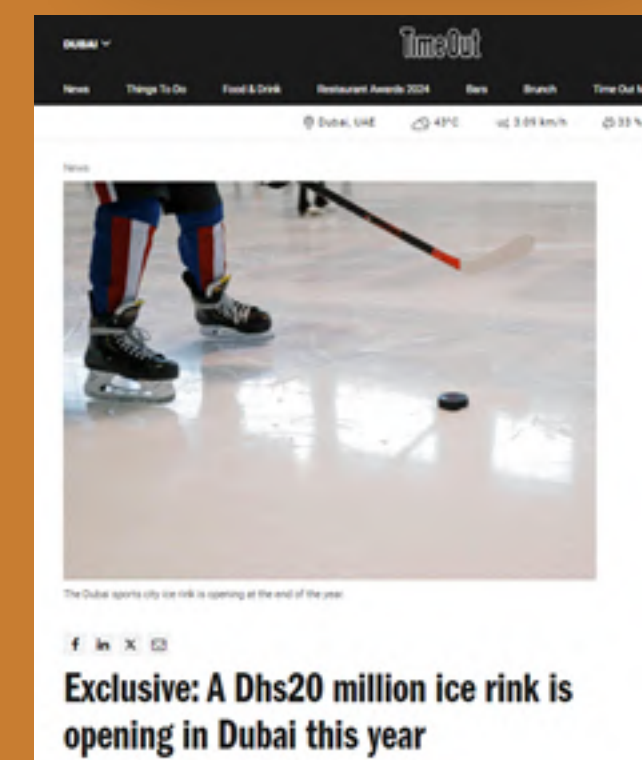
NEWS UAE 13.7 K FOLLOWERS



EMIRATES HOCKEY 27.2 K FOLLOWERS



MIGHTY CAMELS 28.6 K FOLLOWERS



08. EVENTS PLANNING

670+
EVENTS ANNUALLY

WILL BE HOSTED LOCALLY AND INTERNATIONALLY

EVENT VENUES:

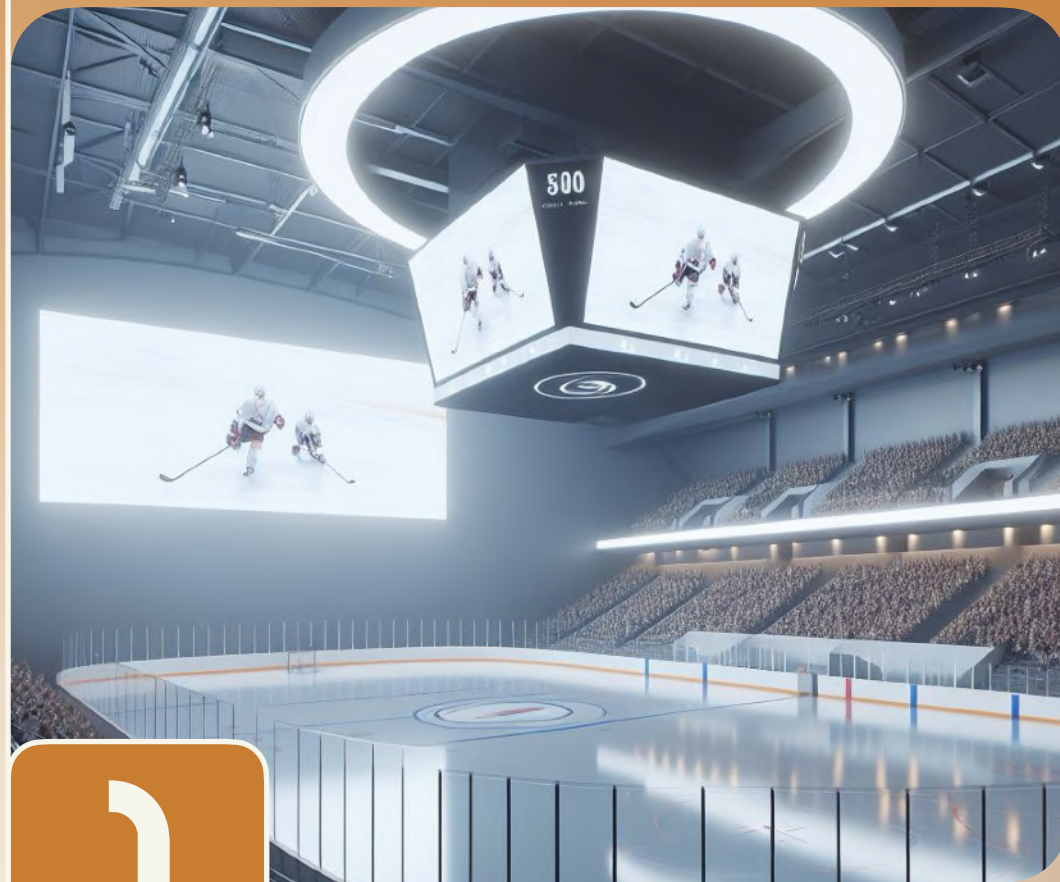


50+	SOCIAL ENTERTAINMENT EVENTS	Stand-up Comedy, Live Music (small concerts), Theatre
150+	SPORTS BROADCASTING EVENTS	Watching sports matches on a big screen
30+	SPORTS LIVE EVENTS	Sporting competitions, awards
50+	MOVIE NIGHTS	Movie screenings open-air venue
15+	CONCERTS	Large concerts by well-known performers or bands
10+	FESTIVALS	Oktoberfest, Christmas and New Year Events, Halloween
365+	PARTNERSHIP ACTIVITIES	Yoga, Boxing, Running, Crossfit, Dancing, Quizzes, Concerts, Awards, Raffle of company products

EMIRATES SPORTS GROUP'S ECOSYSTEM:

SPORTS, HOSPITALITY AND ENTERTAINMENT INDUSTRIES

ENTERTAINMENT AND EVENTS ARENA



1



ICE RINK

HOTEL COMPLEX



2



HOTEL APARTMENTS



HOTEL

OUTDOOR EVENTS SPACE



3



THE GARDEN RESTAURANT

4



ADCS



EMIRATES FIGHT LEAGUE

10. ECOSYSTEM: BUSINESSES

MULTI-FUNCTIONAL ENTERTAINMENT AND SPORTS ARENA

560 SEATS



ICE is COMING



ICE RINK

LOCAL & INTERNATIONAL WELCOMING

1 BEGINNERS

2 AMATEUR PLAYERS

3 PROFESSIONALS

4 SPORTS FANS

BEGINNER SUPPORT & ADVANCED TRAINING

10. ECOSYSTEM: BUSINESSES

THE UAE PROJECT REVOLUTION

IN THE SPORTS ENTERTAINMENT INDUSTRY



COMMUNITY

The ice rink arena is a hub for people with shared passions, fostering a sense of community and belonging



**SPORTS & ENTERTAINMENT
EXPERIENCES**

10. ECOSYSTEM: BUSINESSES



**ICE HOCKEY
& FIGURE SKATING**



**PUBLIC
SKATING SESSIONS
FOR RECREATIONAL
USE**



**MASTER-CLASSES:
ICE HOCKEY
ICE SKATING
CURLING**



**KIDS ANIMATION
& ICE FAIRS**



10. ECOSYSTEM: BUSINESSES



WATCH WINTER SPORTS **EVENTS** AT EMIRATES SPORTS ICE RINK ARENA

- ICE HOCKEY MATCHES
- FIGURE SKATING COMPETITIONS
- CURLING COMPETITIONS
- FIGURE SKATING ICE SHOWS

SPECIAL EVENTS



- TEAM-BUILDING ACTIVITIES
- PUBLIC & BUSINESS CONVENTIONS
- GAMING & E-SPORTS
- CHAMPIONSHIPS
- TOURNAMENTS
- FESTIVALS

NON-ICE RELATED ACTIVITIES

SUMMER SPORTS EVENTS

- FOOTBALL
- BASKETBALL
- VOLLEYBALL

PUBLIC & BUSINESS EVENTS

- CONCERTS
- FORUMS
- EXHIBITIONS

GAMING & E-SPORTS EVENTS

- COMPETITIONS
- FESTIVALS

10. ECOSYSTEM: BUSINESSES. OTHER OPTIONS



HOTEL APARTMENTS

HOTEL

200
ROOMS

700+
CAPACITY

The first ever sports-oriented hotel in the Middle East



THE GARDEN RESTAURANT

970 M²
OPEN-AIR VENUE

400
SEATING CAPACITY

1500
STANDING CAPACITY



10. ECOSYSTEM: BUSINESSES

THE FIRST EVER SPORT-ORIENTED HOTEL IN THE MIDDLE EAST

Our hotel is one of a kind in Dubai, as it is designed specifically to cater to the needs of sports enthusiasts and professional athletes.



HOTEL
APARTMENTS



HOTEL

40

APARTMENTS

8

PENTHOUSE
APARTMENTS

144

HOTEL ROOMS

700+

CAPACITY

LEARN
MORE

10. ECOSYSTEM: BUSINESSES

This open-air space is equipped with lounge furniture to create a warm and intimate atmosphere.

PERFECT DECISION FOR:

SOCIAL GATHERINGS

MOVIE NIGHTS

TRADE SHOWS

SPECTACULAR SPORTING EVENTS

LOUD EVENTS

CORPORATE FUNCTIONS

COCKTAIL RECEPTIONS

BUSINESS CONFERENCES AND MEETINGS

WE OFFER:

1 A space featuring an upscale restaurant kitchen and a selection of alcoholic beverages

2 A venue or exhibitions and business meetings

3 Intimate salon gatherings and relaxing evenings

4 Fun-filled children's fairs and entertainment programs

5 Professional business breakfasts and conferences



10. ECOSYSTEM: BUSINESSES

PORTFOLIO OF EVENTS



FAN ZONE

20 NOV - 18 DEC
2022

Emirates Sports Hotel Apartments provided access to the open-air garden for the football fans to watch the game on the largest screen in Dubai (7x5 m), a stage area with the L. Acoustics Tonga 2.1 sound system and the capacity for 1500 people standing and 500 seated.



TRAINING CAMP

NOV 2022

A team of 25 Saudi athletes stayed at the Emirates Sports Hotel Apartments for intensive Training Camp for qualification for the Iron Man competition. 10 spacious apartments were specifically allocated for the athletes to ensure outstanding performance.



YEAR-ROUND STAY

SEPT 2022 -
MAY 2023

Emirates Sports Hotel Apartments had the honour of hosting 52 athletes and staff members of Dubai City Football Club during their 9 months stay. The whole floor was specifically allocated for the team with 3 to 4 athletes sharing a room.



AWARD CEREMONY

26 JAN - 25 FEB
2023

We hosted two award ceremonies for 300 and 550 school children - along with 150 accompanying adults (parents and training staff). Emirates Sports offered the venues for both press conferences and award ceremonies, along with catering and music.

EMERGE

THE TOP TECH CONFERENCE

28 MAY 2024

The International IT Conference, held on May 28, 2024 at Dubai Sports City, within the grounds of Emirates Sports Hotel Apartments, brought together over 1,100 attendees from 26 countries. More than 150 startups showcased their ideas, vying for a \$1 million prize.

11. ECOSYSTEM: SPORTS INITIATIVES

DUBAI MIGHTY CAMELS



**THE MOST AWARDED
UAE TEAM SINCE 1996**

Dubai Mighty Camels is a professional ice hockey team based in Dubai, UAE. They compete in the Emirates Ice Hockey League and have been active since their founding in 1994.

Dubai Mighty Camels are known for its commitment to the sport and their contribution to the growth of ice hockey in the Middle East region.

[LEARN MORE](#)

11. ECOSYSTEM: SPORTS INITIATIVES

EMIRATES SPORTS IS READY TO UNVEIL A PROJECT

THAT WILL PUSH THE BOUNDARIES
OF WHAT IS POSSIBLE IN EVENTS



EMIRATES FIGHT LEAGUE

NEW FORMAT

The event will take place in the first of its kind sports complex, which includes a hotel, restaurant and several indoor and outdoor event spaces.

[LEARN MORE](#)

START

SEPTEMBER 2024

EVENTS

6-12 per year

COMBAT SPORTS

K1, MMA, MUAYTHAI,
KICKBOXING, KARATE,
SUMO, etc.

11. ECOSYSTEM: SPORTS INITIATIVES

WORLD STRONGMAN INTERNATIONAL UNION

INTERNATIONALLY
RECOGNIZED ORGANIZATION
WITHIN STRENGTH ATHLETICS



WORLD STRONGMAN CHAMPIONSHIP 2024

350

SPECTATORS

100

HONORED GUESTS
FROM INTERNATIONAL COMPANIES

40

PARTICIPANTS

20

PARTICIPATING
COUNTRIES

LEARN
MORE

11. ECOSYSTEM: SPORTS INITIATIVES

ASSOCIATION FOR THE DEVELOPMENT OF CORPORATE SPORTS

A unique project led by a professional team with high-ranking association members

MISSION **Building a Global Sports Community**
The Association is dedicated to promoting corporate sport around the world.

23 SPORTS
DISCIPLINES

25 MEMBER
COUNTRIES

100+ INTERNATIONAL
COMPANIES

2500+ AMATEUR
ATHLETES



GOALS

- 1** International cooperation
- 2** Promoting the development of international corporate sports
- 3** Representation and protection of the professional interests of members
- 4** Coordination of the members' activities
- 5** Systematic development of corporate sports in a new format

[LEARN MORE](#)

PARTNERSHIP PACKAGES

**EMIRATES
SPORTS**



ICE RINK

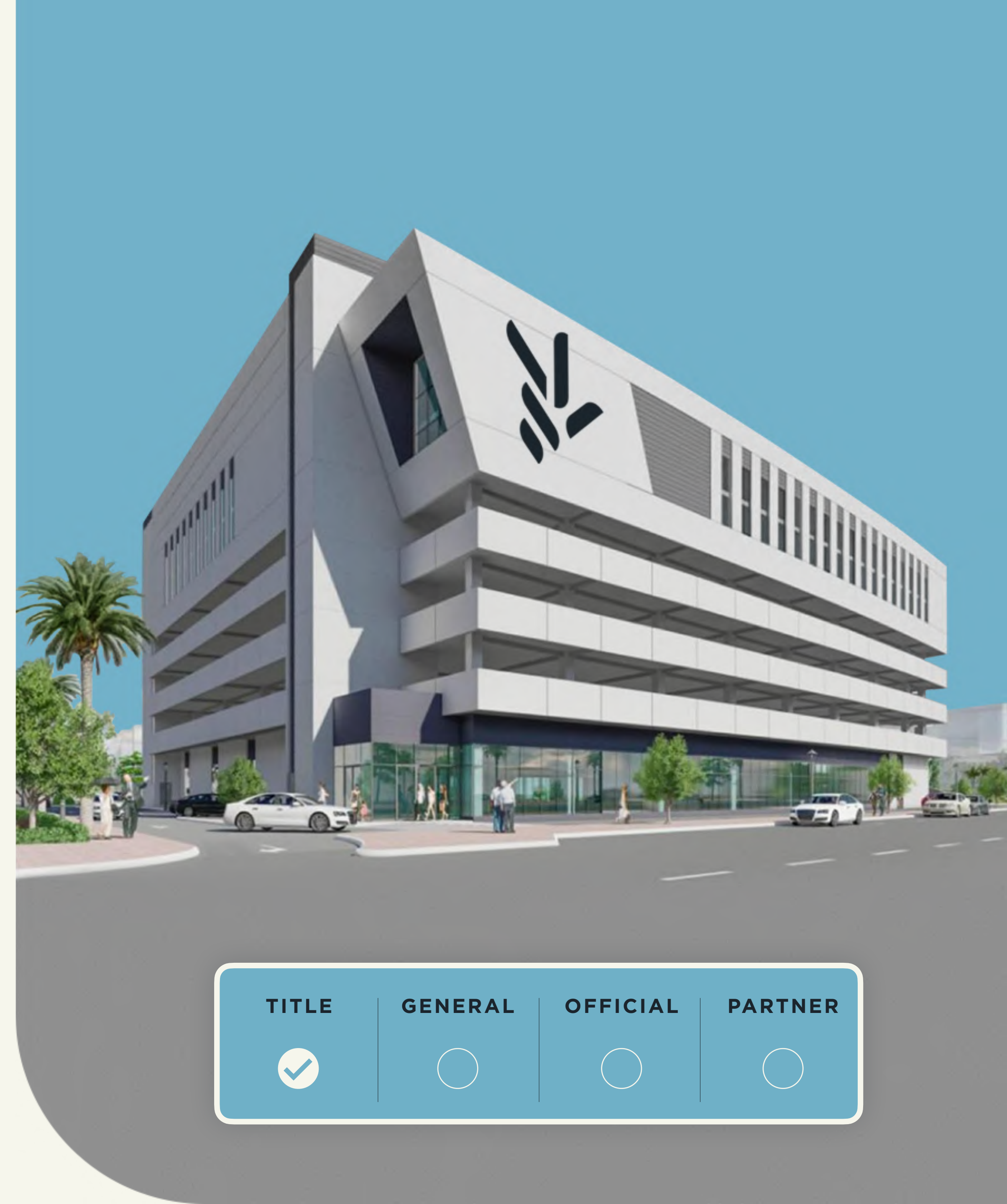
12-A. ICE RINK

NAMING RIGHTS FOR ENTERTAINMENT AND EVENTS ARENA

MINIMUM COMMITMENT

of **3-5** years

Naming rights include the Entertainment and Events Arena, exterior signage and arena assets.



TITLE



GENERAL



OFFICIAL



PARTNER



GRAND OPENING CEREMONY



RIBBON-CUTTING CEREMONY

Participation in the ribbon-cutting ceremony for the Grand Opening Ceremony of the Entertainment and Events Arena



WELCOME SPEECH

Appearing on stage with a welcoming speech at the Grand Opening Ceremony of the Entertainment and Events Arena



PRIZES/GIFTS

Company prizes/gifts presented during the Grand Opening Ceremony of the Entertainment and Events Arena

TITLE



GENERAL



OFFICIAL

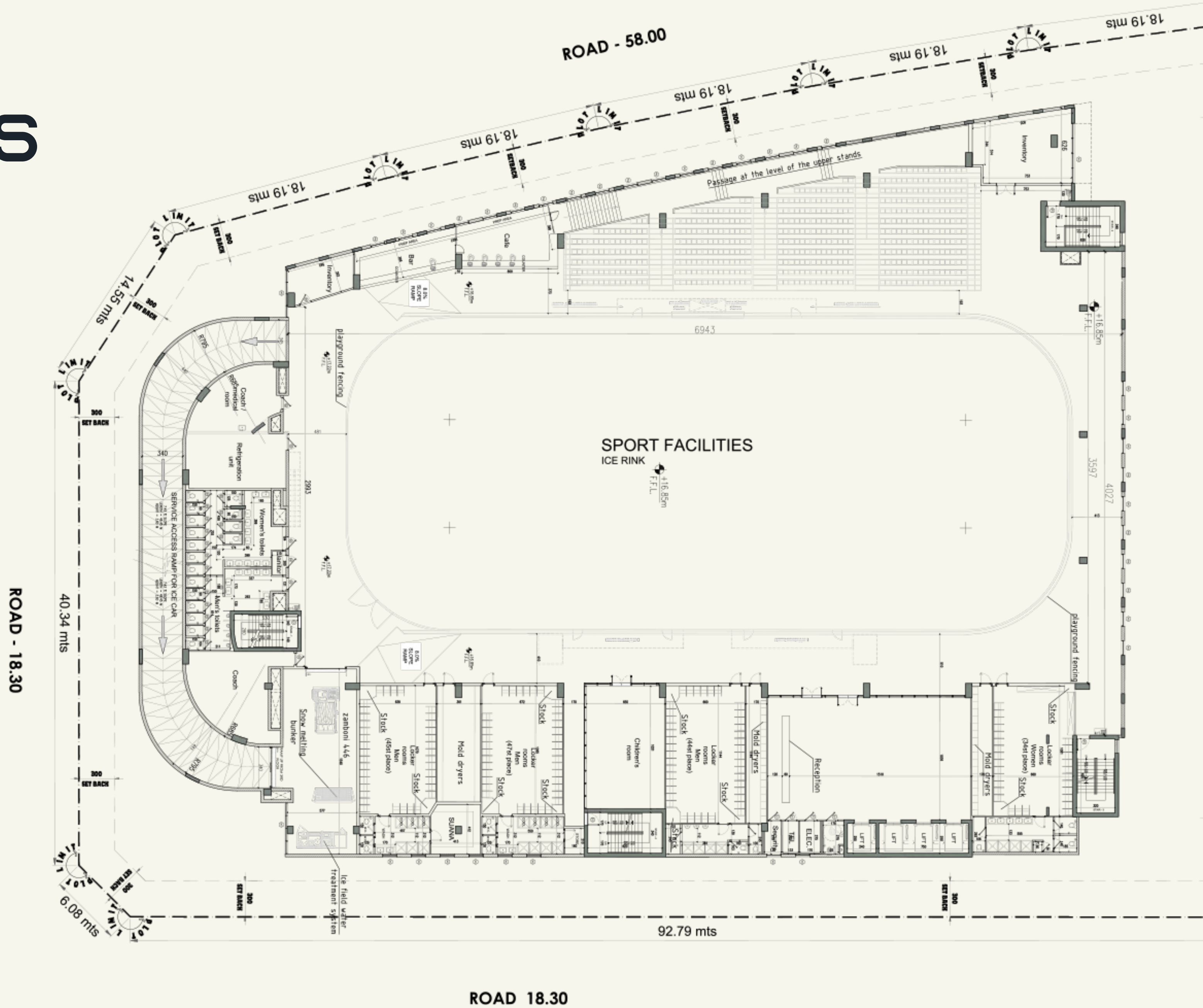


PARTNER



12-A. ICE RINK

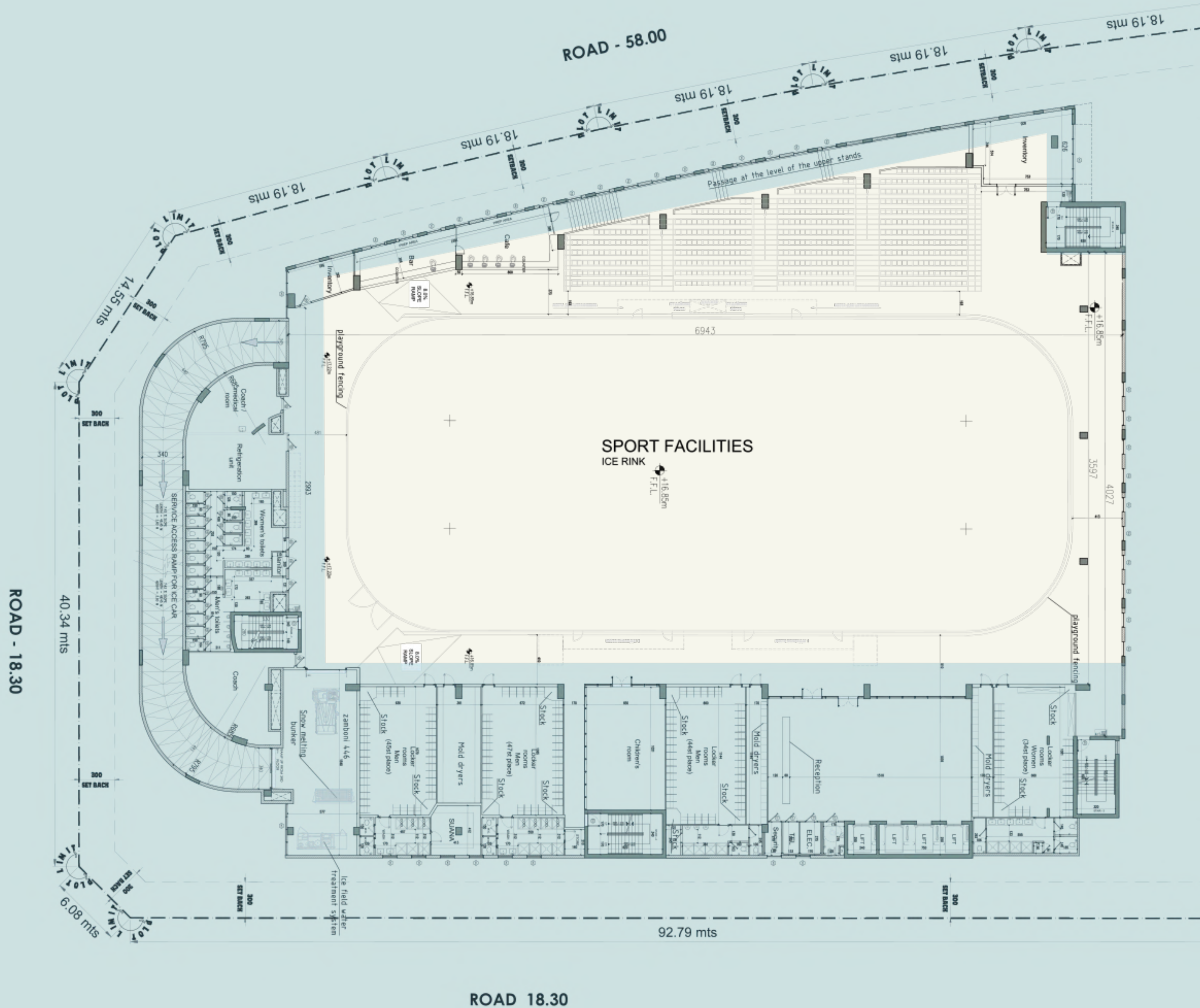
EMIRATES SPORTS ICE RINK LAYOUT



12-A. ICE RINK

1st SIDE OF THE ARENA

- IN-ICE BRANDING
- DASHER BOARDS
- HANGING BANNER ADS
- SCOREBOARD
- ZAMBONI
- STANDS
- BANNERS IN FRONT OF THE STANDS
- LOCKER ROOMS



12-A. ICE RINK. 1st SIDE

IN-ICE BRANDING

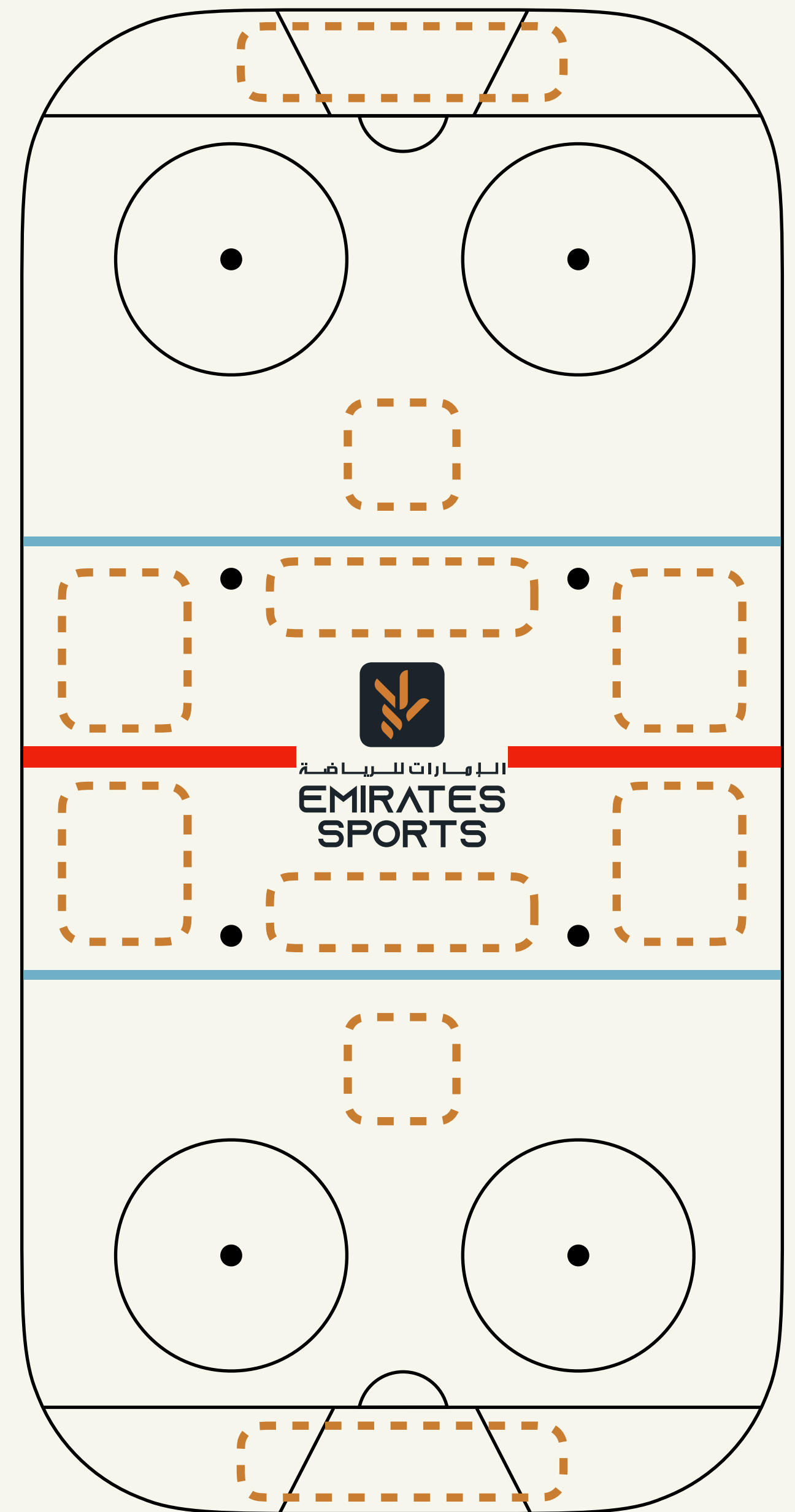
1

CENTER ICE BRANDING

2

Modules between **the center line** and **the blue lines**, or between the blue lines and the circles

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



GOAL LINE

BLUE LINE

CENTER LINE

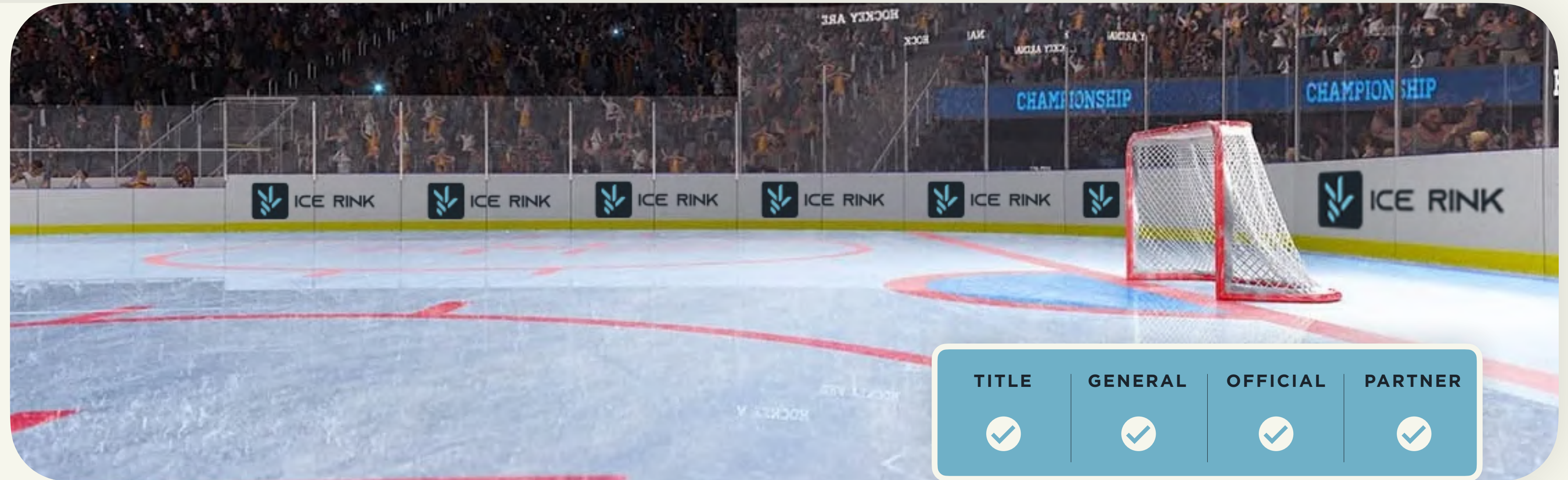
BLUE LINE

GOAL LINE

12-A. ICE RINK. 1st SIDE

DASHER BOARDS

Advertising around
the playing surface
of the Entertainment
and Events Arena

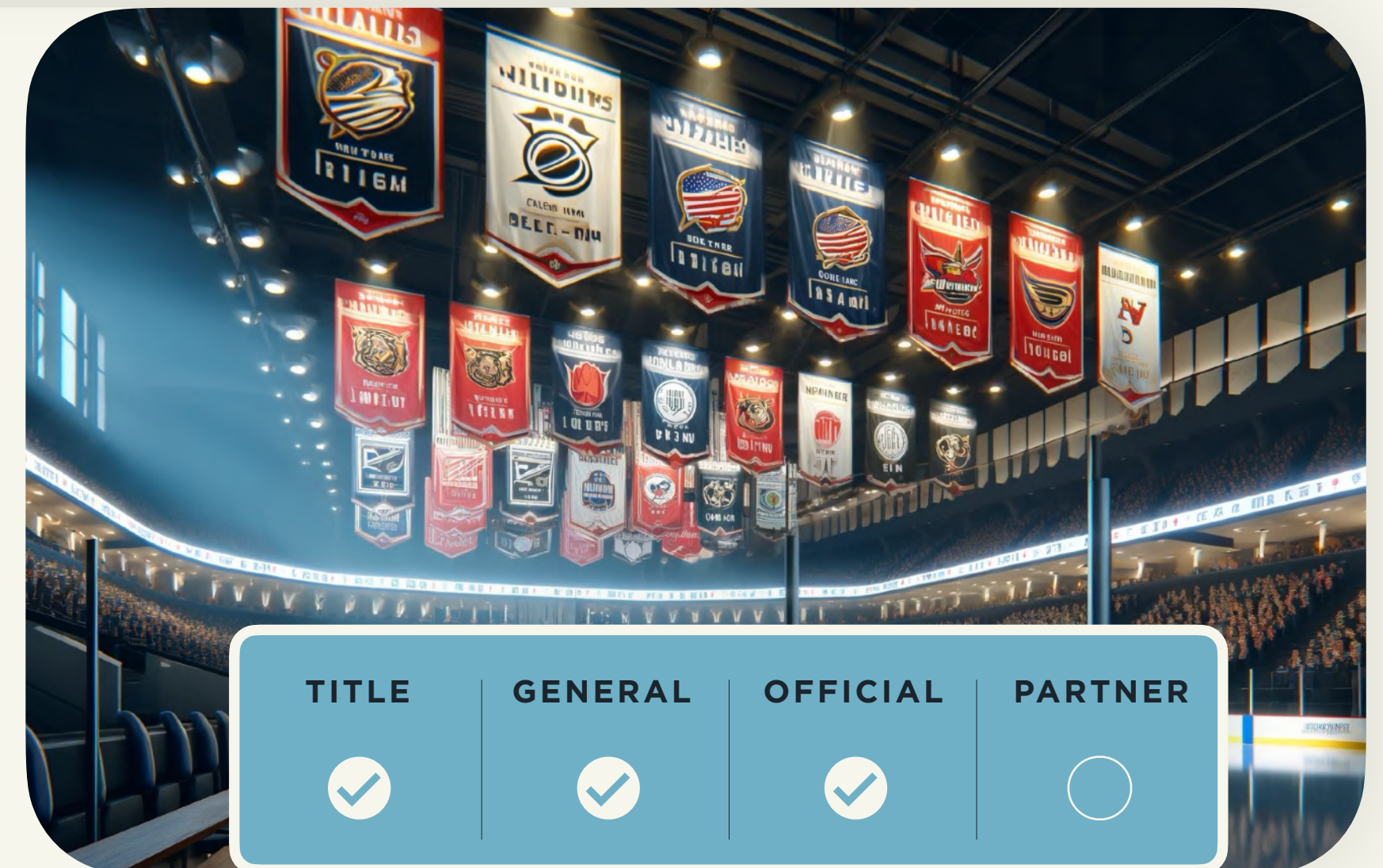


HANGING BANNER ADS

Advertising behind
the player benches

1	size	4×8 m
	ad for	12 months
	amount	1 pcs
2	size	6×12 m
	ad for	12 months
	amount	1 pcs

OTHER SIZES ARE ALSO AVAILABLE



12-A. ICE RINK. 1st SIDE

SCOREBOARD LOGO

Customizing one of the most frequently viewed spots

TITLE
GENERAL
OFFICIAL
PARTNER



ZAMBONI

Advertising on 2 Sides,
Top and Front positions

TITLE
GENERAL
OFFICIAL
PARTNER



12-A. ICE RINK. 1st SIDE

STANDS



STANDS

Branding on the back of every seat

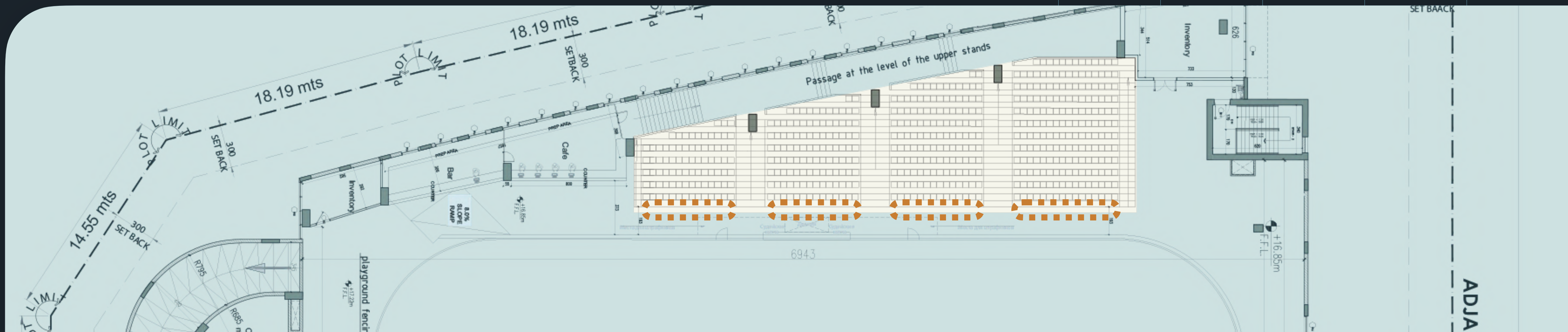
4 UNITS 526 seats



BANNERS IN FRONT OF THE STANDS

4 UNITS 1 unit = 9x9 m

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



12-A. ICE RINK. 1st SIDE

LOCKER ROOMS

Advertising above the locker rooms' entry

4 UNITS 1 unit = 9×4.5 m

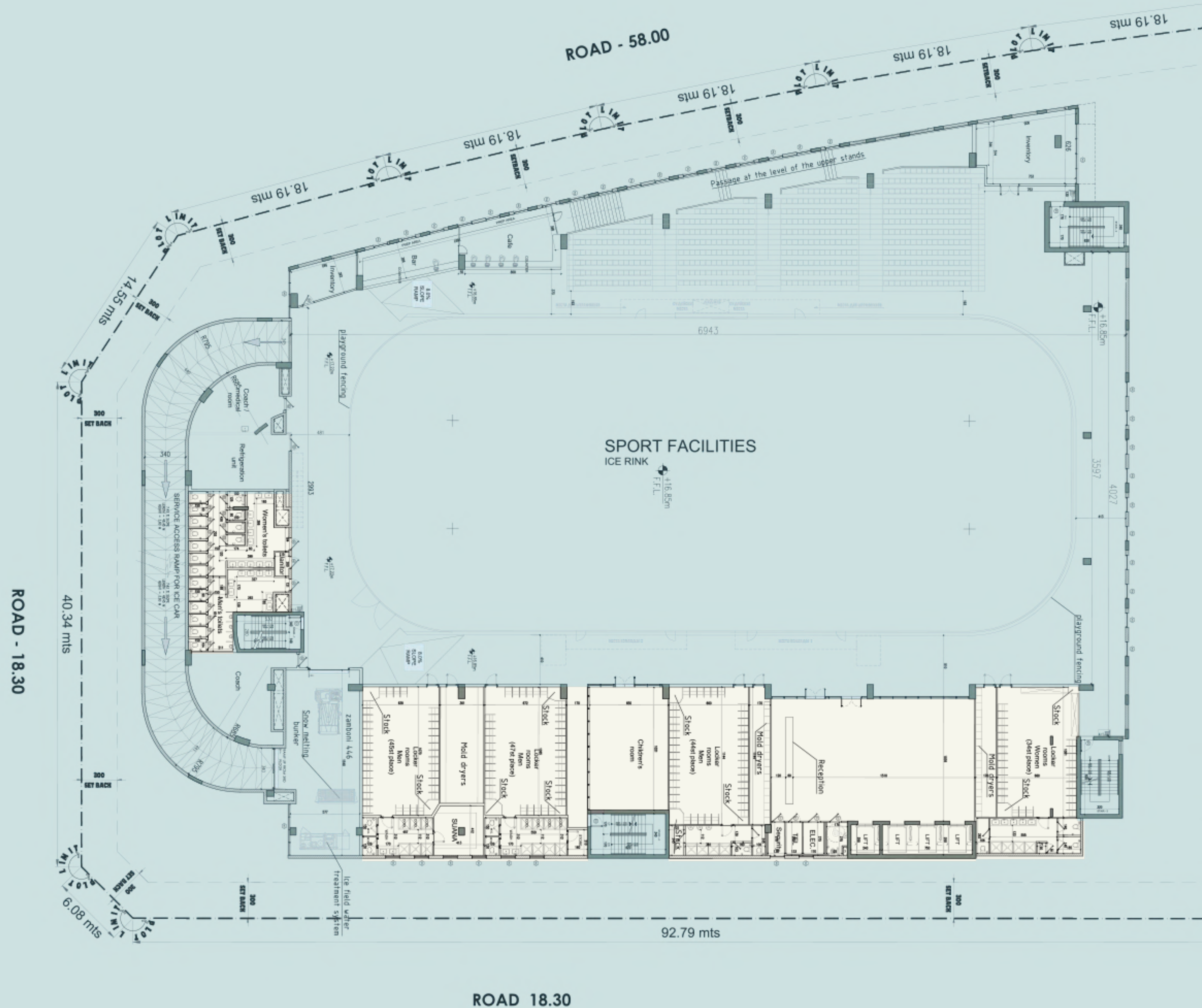
TITLE	GENERAL	OFFICIAL	PARTNER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



12-A. ICE RINK

2ND SIDE OF THE ARENA

- LOBBY
- ELEVATORS
- LOCKER ROOMS
- WASHING ROOMS
- DRYING ROOMS
- RESTROOMS
- PRESS-CONFERENCE ROOM
- PRESS-WALL



12-A. ICE RINK. 2nd SIDE

TITLE GENERAL OFFICIAL PARTNER

LOBBY

SPACE BRANDING

- on the surface of the reception desk
- on the wall behind the reception desk
- on the floor

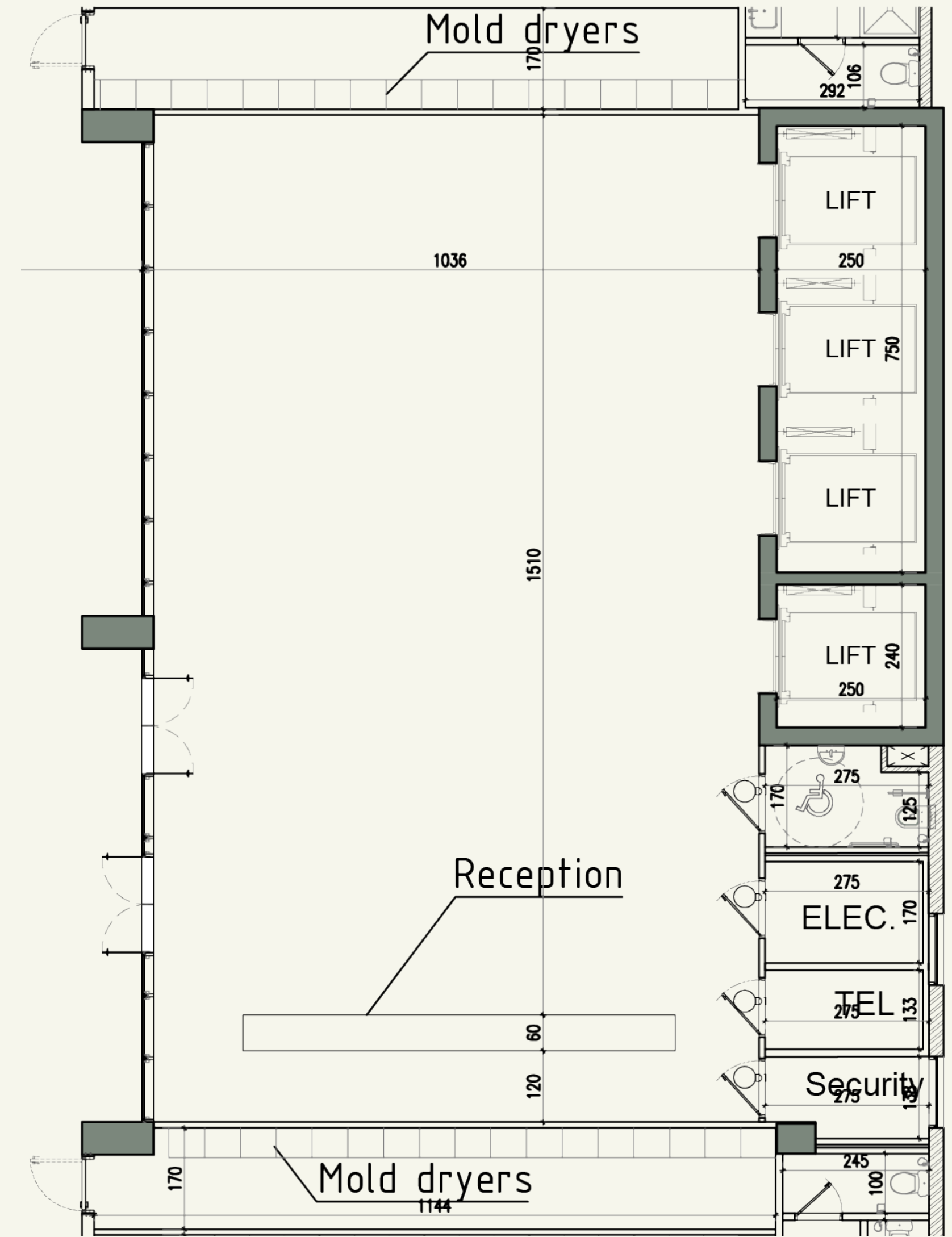
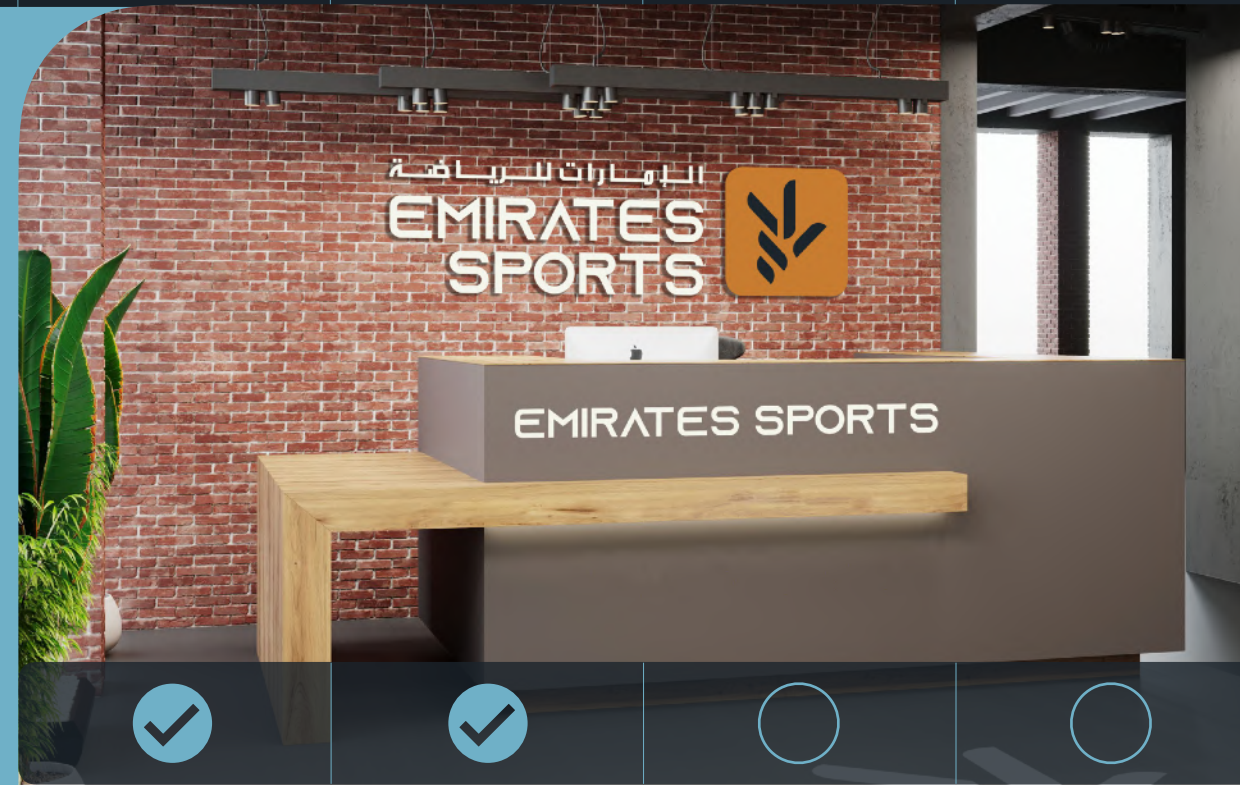
PRODUCTS PLACEMENT

In the reception area of the Entertainment and Events Arena

ELEVATORS

4 UNITS

- outside the elevators' doors
- inside the elevator's doors
- on the walls



12-A. ICE RINK. 2nd SIDE

LOCKER ROOMS

ADVERTISING

- on the floor
- on the walls
- on seats

TITLE GENERAL OFFICIAL PARTNER



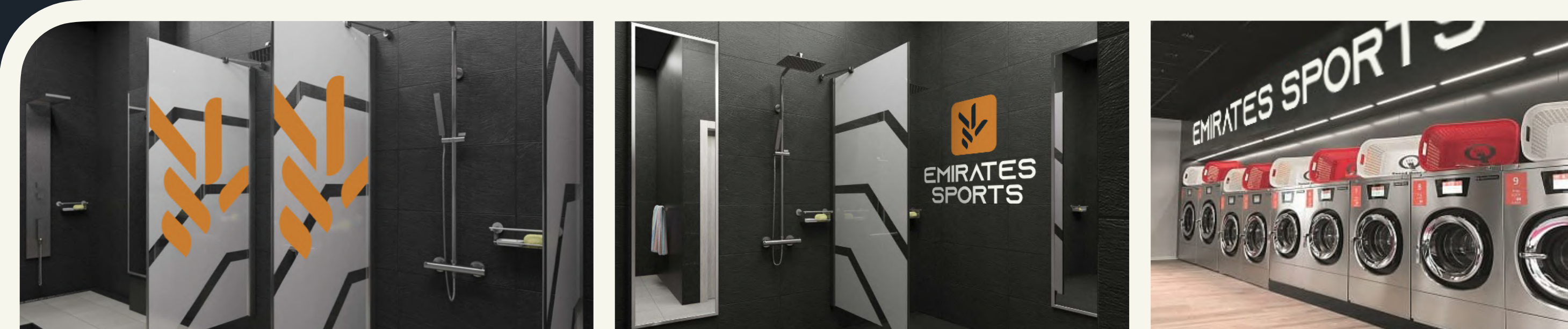
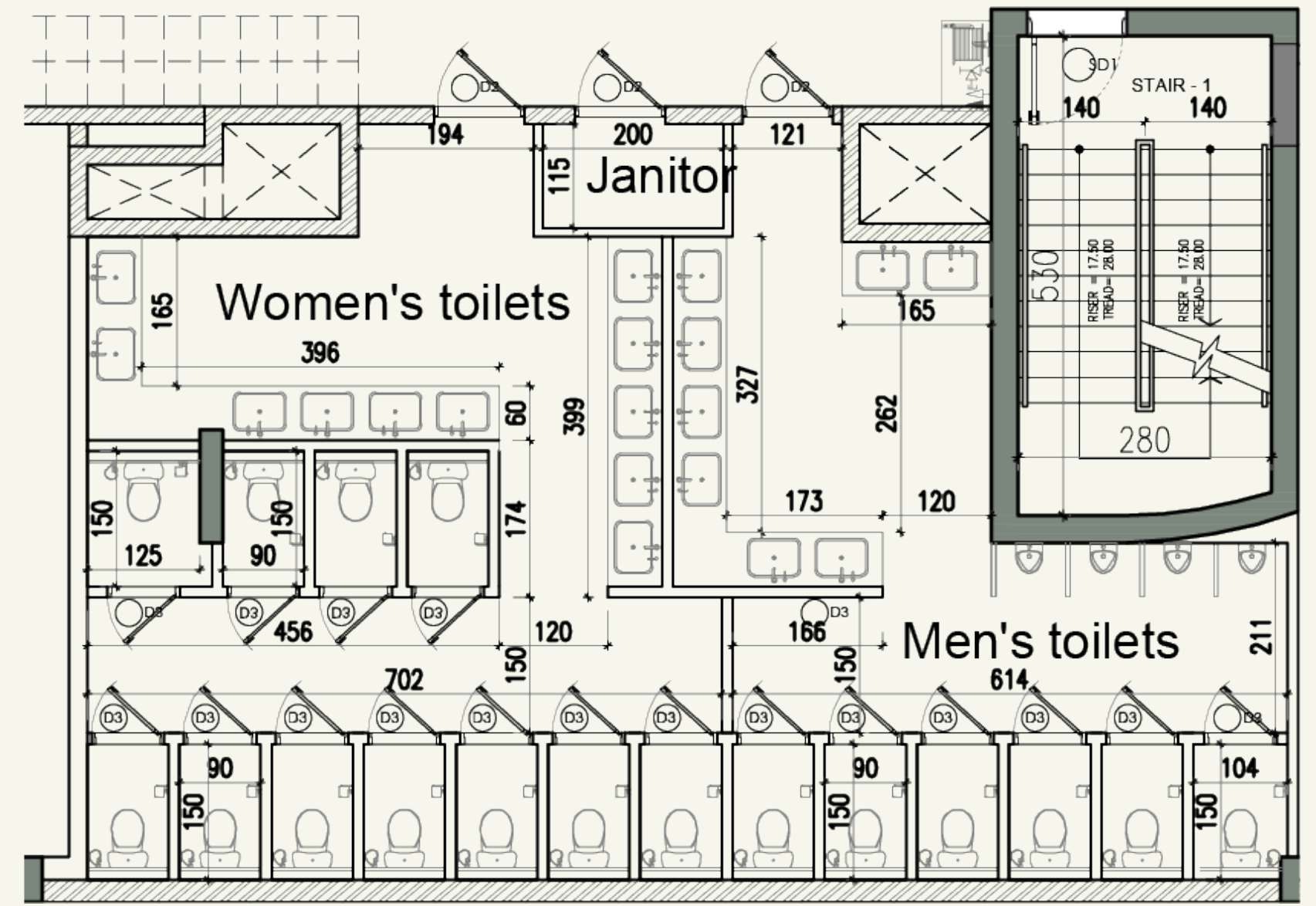
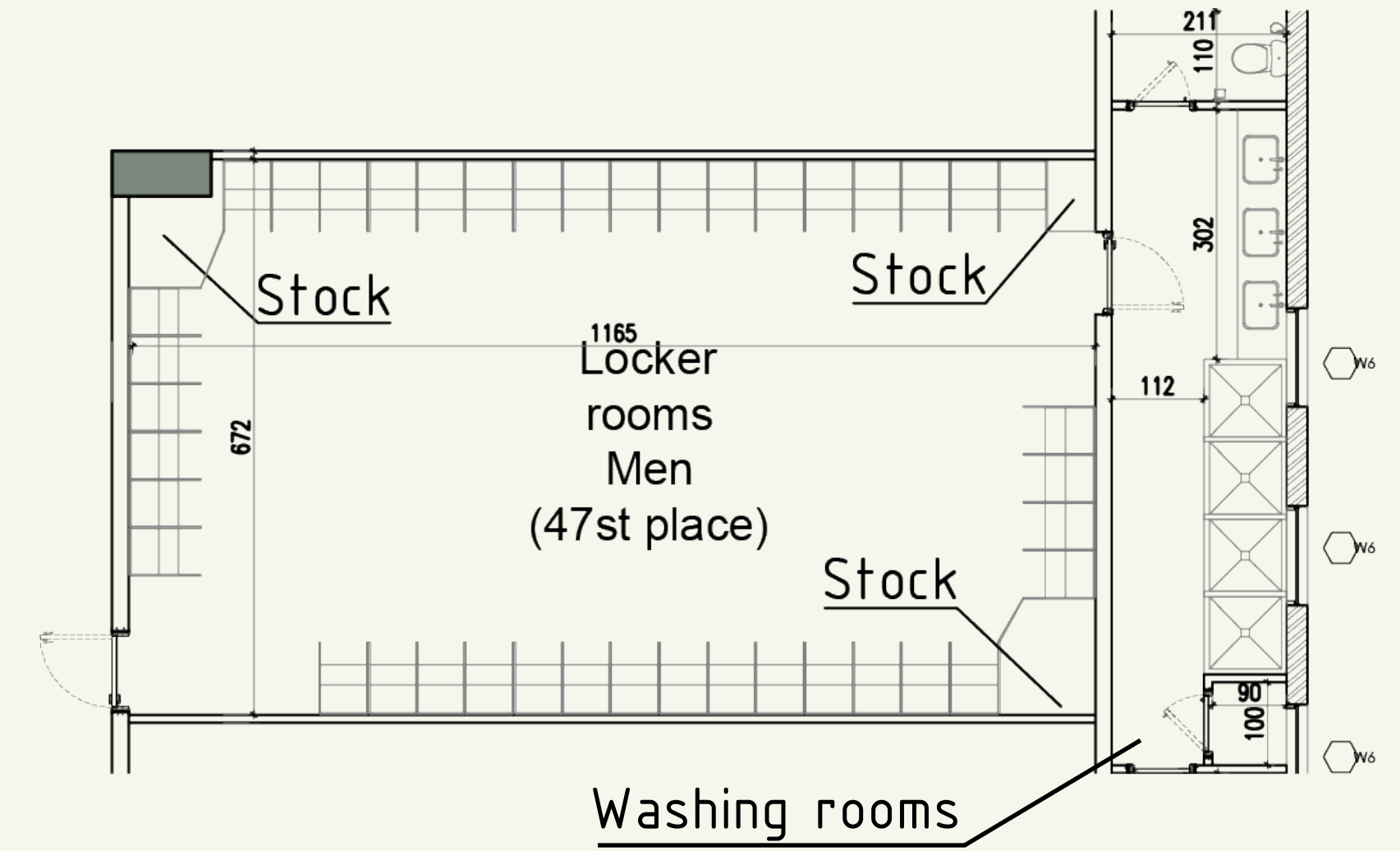
12-A. ICE RINK. 2nd SIDE

WASH & RESTROOMS

	TITLE	GENERAL	OFFICIAL	PARTNER
1 LOCKER WASHROOMS Advertising: <ul style="list-style-type: none"> on the walls on partitions 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 DRYER ROOMS Space branding: <ul style="list-style-type: none"> on the walls on the floor 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 PUBLIC RESTROOMS Advertising: <ul style="list-style-type: none"> in front of the entrance on cubicle doors 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Providing hygiene products for Ice Rink visitors:

- hand sanitizer, antibacterial wipes, and tissues

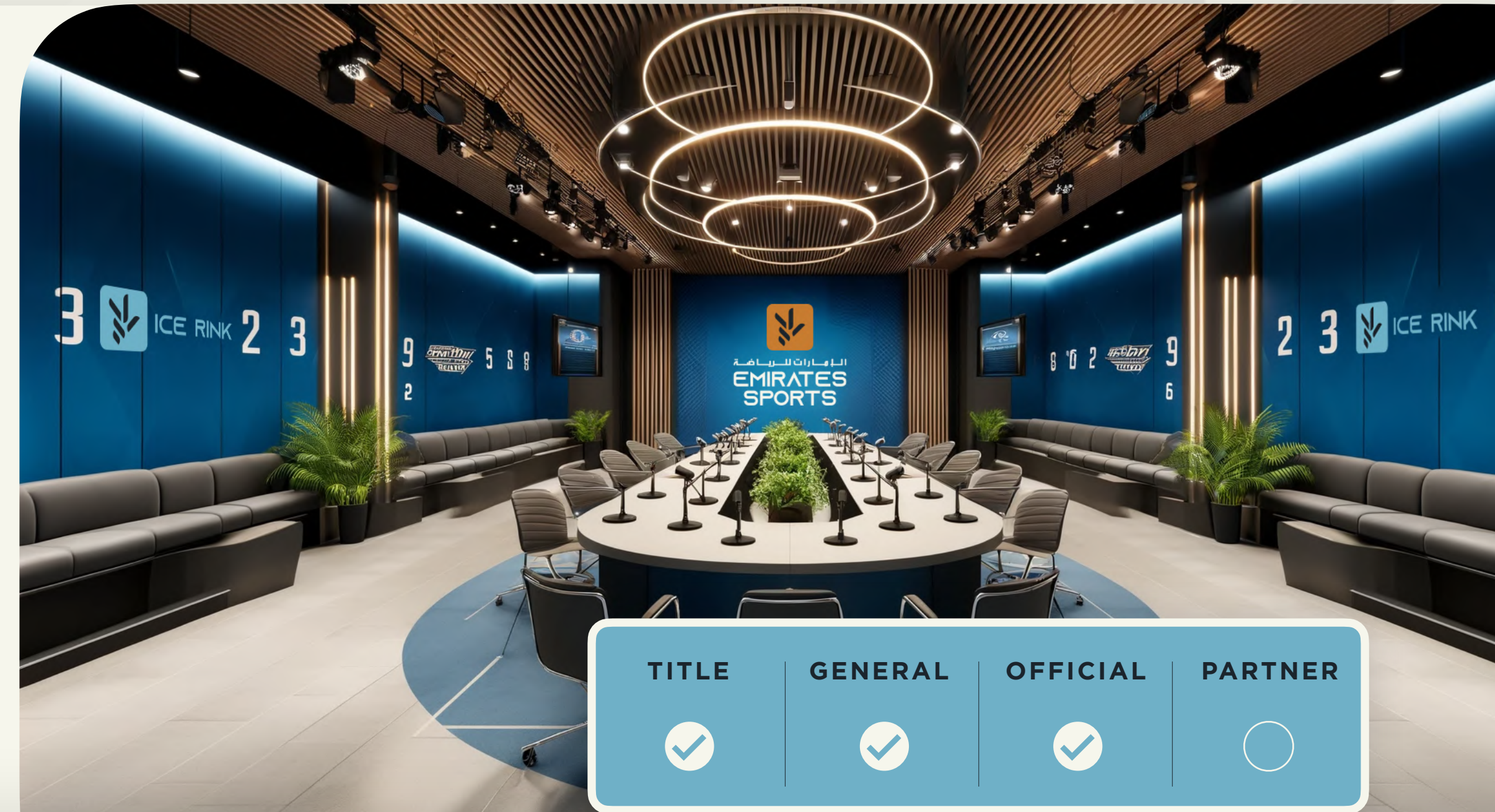


12-A. ICE RINK. 2nd SIDE

PRESS-CONFERENCE ROOM

ADVERTISING ON VARIOUS MODULES:

- PODIUM WITH MODERN SOUND AND LIGHTING TECHNOLOGY
- FACILITIES FOR TV AND RADIO REPORTERS
- HD MONITORS WITH INTERNET CONNECTION



PRESS-WALL

PLACEMENT OF A COMPANY LOGO ON THE PRESS-WALL AT THE ENTERTAINMENT AND EVENTS ARENA



12-A. ICE RINK

DIGITAL OPTIONS

VIDEO INTEGRATION DURING LIVE STREAMS

Integration of a Company video into live broadcasts of events at the Entertainment and Events Arena

TITLE
GENERAL
OFFICIAL
PARTNER

LOGO INTEGRATION DURING LIVE STREAMS

Integration of a Company logo into live broadcasts of events

TITLE
GENERAL
OFFICIAL
PARTNER

CONTENT INTEGRATION ON SOCIAL MEDIA

Placement of a Company promotional video/message on the official social media platforms (Instagram, Facebook, Youtube)

TITLE
GENERAL
OFFICIAL
PARTNER

12-A. ICE RINK. DIGITAL OPTIONS



HOST-LED BRAND ADVERTISING DURING EVENTS

Host-led promotion of a Company name and brand message at official corporate and sporting events organized by Emirates Sports Group

TITLE



GENERAL



OFFICIAL



PARTNER



HOST-LED ADVERTISING FOR UPCOMING EVENTS OF THE BRAND

Host-led advertising for upcoming Company events during official corporate and sporting events organized by Emirates Sports Group

TITLE



GENERAL



OFFICIAL



PARTNER



12-A. ICE RINK. DIGITAL OPTIONS



PERFORMANCE OF COMPANY REPRESENTATIVES

Appearance of a Company representative on stage during Company and Emirates Sports events

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

DIGITAL SCREEN

during the year
all materials are provided by a Sponsor

STATIC OR ANIMATED FORMAT IN THE DIGITAL SCREENS

Integration of a Company logo in static, or animated format in the digital screen at the Entertainment and Events Arena

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

VIDEO OR A BRAND MESSAGE IN THE DIGITAL SCREENS

Display of a Company promotional video, or a brand message in the digital screens at the Entertainment and Events Arena

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

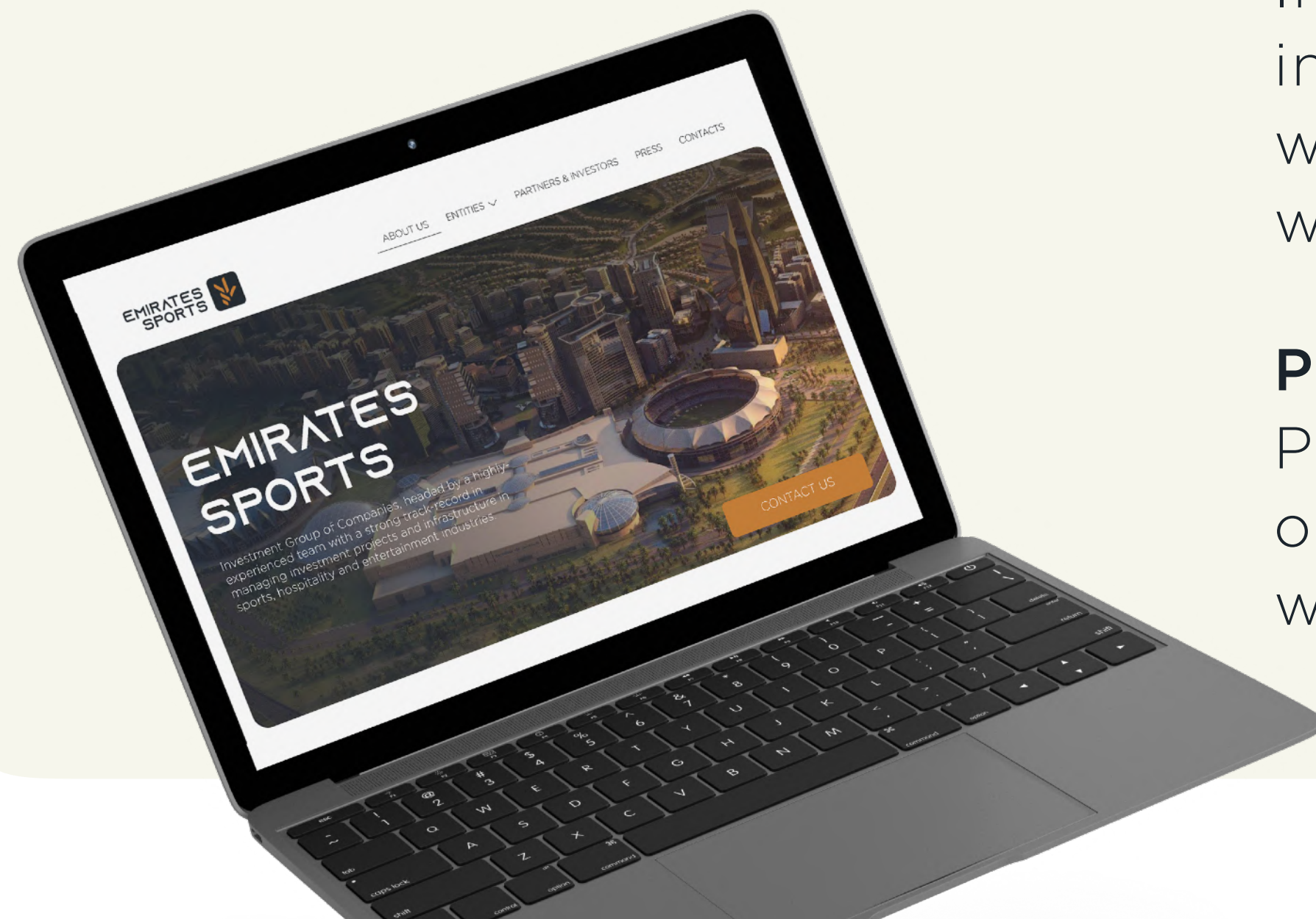
12-A. ICE RINK. DIGITAL OPTIONS

PRESS AND POST-PUBLICATIONS

Company logo integration in all pre- and post-event press coverage at various locations, including the Entertainment and Events Arena and partner venues

TITLE	<input checked="" type="checkbox"/>
GENERAL	<input checked="" type="checkbox"/>
OFFICIAL	<input checked="" type="checkbox"/>
PARTNER	<input type="checkbox"/>

OFFICIAL WEBSITE



THE COMPANY LOGO AND ITS STATUS

Integration of a Company logo with status information on the Emirates Sports website, with an active link to the Company's official website

TITLE	<input checked="" type="checkbox"/>
GENERAL	<input checked="" type="checkbox"/>
OFFICIAL	<input checked="" type="checkbox"/>
PARTNER	<input type="checkbox"/>

PRODUCT ADVERTISING

Promotion of a Company products on the officially designated Emirates Sports website page

TITLE	<input type="checkbox"/>
GENERAL	<input type="checkbox"/>
OFFICIAL	<input type="checkbox"/>
PARTNER	<input checked="" type="checkbox"/>

INTERACTIVE OPTIONS



MATCH-DAY

Organisation of Match Day events during Ice Hockey games for main spectators at Entertainment and Events Arena (concept and implementation are provided by a Sponsor)



PRE-EVENT ENTERTAINMENT ZONES

Organisation of pre-event activities for visitors to Entertainment and Events Arena before start of official Emirates Sports events. (Providing a zone for Sponsor activities)

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OUTDOOR ADVERTISING



LED SCREEN / BRAND'S SIGNAGE

Company brand advertising on the Entertainment and Events Arena LED screen

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



BRAND'S LED-LETTERS

Company brand advertising displayed on facade of Entertainment and Events Arena

TITLE	GENERAL	OFFICIAL	PARTNER
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

PRINTED MATERIALS



TICKETS AND INVITATIONS

Placement of a Company logo on Emirates Sports Group tickets and invitations (digital version preferred)

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



BROCHURES

Placement of a Company logo on brochures for official Emirates Sports events

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12-A. ICE RINK

MERCH

ORGANIZER APPAREL

Placement of a Company logo on the clothing of Emirates Sports Group organisers during official events

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



12-A. ICE RINK

PHOTO & VIDEO



PHOTOGRAPHY

Organisation of photo opportunities for Company representatives at events, including official Emirates Sports events. The photo libraries include all units/positions where the Company logo will be visible



VIDEO SHOOTING

Organisation of video shoots with Company representatives during events they attend

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



HOTEL



**HOTEL
APARTMENTS**

12-B. HOTEL & HOTEL APARTMENTS

PRINTED MATERIALS



2 LOBBIES

Company advertising on printed materials in the lobby of Hotel and Hotel Apartments buildings

GUEST TABLES

RECEPTION DESK

ELEVATORS

Company advertising on brochures and placards in Hotel and Hotel Apartments elevators

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

DIGITAL OPTIONS



TV SCREEN

Company advertising on TV screens in Hotel and Hotel Apartments lobbies

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

12-B. HOTEL & HOTEL APARTMENTS

COMPLIMENTARY SERVICES FOR GUESTS



SOUVENIRS IN ROOMS AND APARTMENTS

Placement of Company products in Hotel and Hotel Apartments rooms

SERVICE DISCOUNTS

Providing discounts for Hotel and Hotel Apartments guests

TITLE
GENERAL
OFFICIAL
PARTNER

TITLE
GENERAL
OFFICIAL
PARTNER

OUTDOOR ADVERTISING



LIGHTBOX

Advertising on the Lightbox, installed outside the Hotel building

TITLE
GENERAL
OFFICIAL
PARTNER

**EMIRATES
SPORTS**



**THE GARDEN
RESTAURANT**

12-C. GARDEN RESTAURANT

DIGITAL OPTIONS



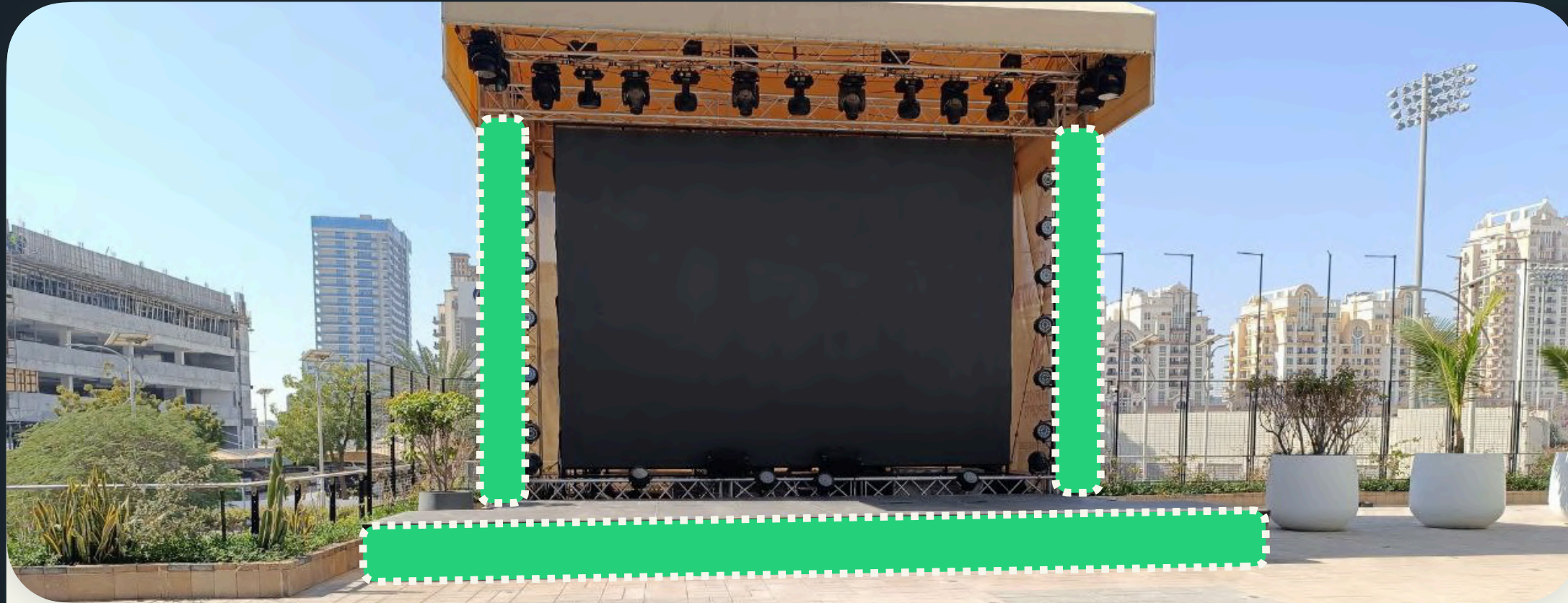
LARGE SCREEN

Advertising, displayed on the large screen in the Outdoor Space at least 3 times daily

Advertisement duration and frequency may vary based on weather and season

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

MATERIAL BRANDING OUTDOOR EVENTS SPACE



THE STAGE

Placement of advertising on the stage apron and on the side banners of the stage

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



BEHIND THE STAGE BANNER

Placement of advertising on the banner behind the scene

CENTRAL BANNER 2 SIDE BANNERS

TITLE	GENERAL	OFFICIAL	PARTNER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

12-C. GARDEN RESTAURANT



PRESS-WALL

Displaying a Company logo on the press-wall at the Outdoor Space

- TITLE
- GENERAL
- OFFICIAL
- PARTNER



THE TRIBUNES

Placement of advertising behind the tribunes at the Outdoor Space

- TITLE
- GENERAL
- OFFICIAL
- PARTNER



FLAGS

Placement of advertising on flags around the Outdoor Space

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

12-C. GARDEN RESTAURANT



BAR COUNTERS

Placement of advertising materials on the restaurant's bar counters at the Outdoor Space

- TITLE
- GENERAL
- OFFICIAL
- PARTNER



POSTERS

Placement of posters on the open staircase leading to the Outdoor Space entrance

- TITLE
- GENERAL
- OFFICIAL
- PARTNER



SEPARATE DECOR ELEMENTS

Placement of advertising on separate decor elements

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

SPORTS INITIATIVES

12-D. SPORTS INITIATIVES



BRANDING OPTIONS

COMPANY BANNERS AT THE EVENT SPACE

Placement of a Company banner at the Outdoor Space during Sports and Corporate projects of Emirates Sports Group

TITLE	GENERAL	OFFICIAL	PARTNER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



PRINTED PRODUCTS

POSTERS AND FLYERS

Distribution of Company posters and flyers at all Emirates Sports venues

TITLE	GENERAL	OFFICIAL	PARTNER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



MARKETING OPTIONS

PROMOTIONAL VIDEO/MESSAGE

Displaying a Company promotional video/animation/photo on the main screen at the Outdoor Space during Emirates Sports Group events

TITLE	GENERAL	OFFICIAL	PARTNER
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

12-D. SPORTS INITIATIVES

AWARD CEREMONIES



AWARD CATEGORY CREATION

Establishment of a unique award category within Emirates Sports Group events

TITLE



GENERAL



OFFICIAL



PARTNER



PRIZES AND GIFTS

Distribution of Company prizes/gifts at selected Emirates Sports Group events

TITLE



GENERAL



OFFICIAL



PARTNER



12-D. SPORTS INITIATIVES

INTERACTIVE OPTIONS

PROMO ACTIVITIES

Organisation of promotional activities during Emirates Sports Group events held at the Outdoor Space

- | | |
|----------|----------------------------------|
| TITLE | <input type="radio"/> |
| GENERAL | <input type="radio"/> |
| OFFICIAL | <input type="radio"/> |
| PARTNER | <input checked="" type="radio"/> |

DIGITAL OPTIONS

HOST-LED BRAND ADVERTISING DURING EVENTS

Announcement of a Company name by a host during selected Emirates Sports events

- | | |
|----------|----------------------------------|
| TITLE | <input checked="" type="radio"/> |
| GENERAL | <input checked="" type="radio"/> |
| OFFICIAL | <input type="radio"/> |
| PARTNER | <input type="radio"/> |

PRODUCTS INSTALLATION

COMPANY PRODUCT PRESENTATION

Establishment of a Company zone for products sale at the Outdoor Space during Emirates Sports events

- | | |
|----------|----------------------------------|
| TITLE | <input checked="" type="radio"/> |
| GENERAL | <input type="radio"/> |
| OFFICIAL | <input type="radio"/> |
| PARTNER | <input checked="" type="radio"/> |

EXCLUSIVE OFFERS

12-D. EXCLUSIVE OFFERS

FULL-DAY VENUE RENTAL



ICE RINK ARENA

Full-Day corporate events at the Entertainment and Events Arena

TITLE	GENERAL	OFFICIAL	PARTNER
✓	✓	✓	✓



PRESS-CONFERENCE ROOM

Full-Day corporate events at the Entertainment and Events Arena

TITLE	GENERAL	OFFICIAL	PARTNER
✓	✓	✓	✓



THE GARDEN RESTAURANT

Full-Day corporate events at the Outdoor Events Space

TITLE	GENERAL	OFFICIAL	PARTNER
✓	✓	✓	✓

VIP & HOSPITALITY

COMPLIMENTARY PASSES

Providing free tickets to Company representatives for access to Entertainment and Events Arena

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

ACCOMMODATION

Accommodation at Emirates Sports Hotel and Hotel Apartments: Double occupancy in the best available rooms for Company selected dates

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

TRANSPORTATION

Providing chauffeured car services to key Company representatives

- TITLE
- GENERAL
- OFFICIAL
- PARTNER

12-D. EXCLUSIVE OFFERS

COMPANY'S BRAND SYMBOL EXCLUSIVE OPTION

MASCOT

Ordering a customised mascot doll
for a Company

TITLE	GENERAL	OFFICIAL	PARTNER
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>



ANALYTICS

12-D. ANALYTICS

ANNUAL GROUP REPORT

The report will feature main events and achievements, including:

- DETAILED DESCRIPTION of all Emirates Sports Group projects
- KEY METRICS (quantitative and qualitative)
- FUTURE PLANS and DEVELOPMENT STRATEGIES

TITLE	✓
GENERAL	✓
OFFICIAL	✓
PARTNER	✓

VIDEO ANNUAL REPORT

This video report highlights Company participation in all events, outlining logo placement requirements for each unit and position

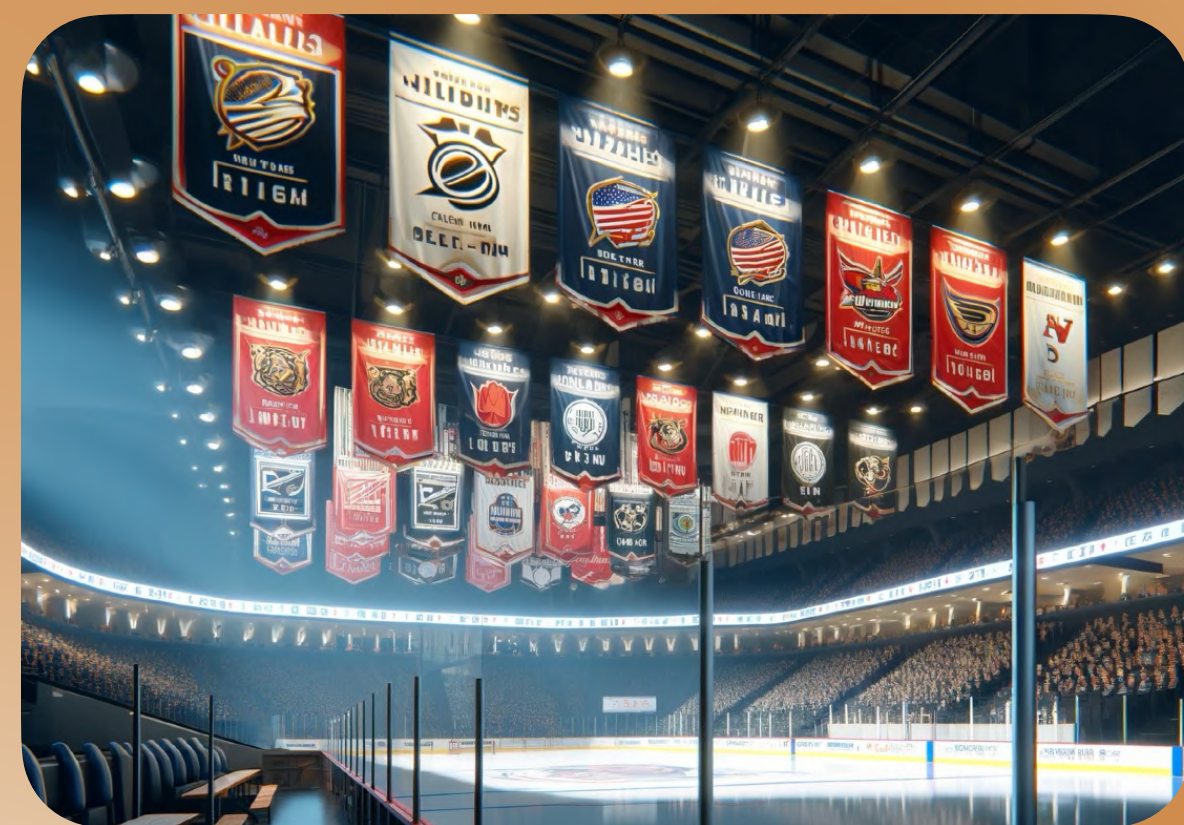
TITLE	✓
GENERAL	✓
OFFICIAL	✓
PARTNER	✓

PHOTOGRAPHY ANNUAL REPORT

This annual photo report showcases a Company logo presence in photos from all events held within Emirates Sports Group commitment

TITLE	✓
GENERAL	✓
OFFICIAL	✓
PARTNER	✓

12-D. PARTNERSHIP OPPORTUNITIES



PRICED

TITLE
PARTNERS

5.500.000

AED per year

GENERAL
PARTNERS

1.800.000

AED per year

OFFICIAL
PARTNERS

650.000

AED per year







PARTNERS





300.000–600.000


AED per year







PARTNERSHIP PACKAGES

	TITLE	GENERAL	OFFICIAL	PARTNER
 NAMING RIGHTS for entertainment and events arena	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 GRAND OPENING CEREMONY RIBBON-CUTTING CEREMONY WELCOME SPEECH PRIZES/GIFTS	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
 IN-ICE BRANDING CENTER ICE BRANDING CENTER MODULES	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>
 DASHER BOARDS advertising around the playing surface	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 HANGING BANNERS ADS advertising behind the player benches	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

	TITLE	GENERAL	OFFICIAL	PARTNER
 SCOREBOARD LOGO customizing one of the most frequently viewed spots	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 ZAMBONI advertising on 2 Sides, Top and Front positions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 STANDS BRANDING ON THE BACK OF EVERY SEAT BANNERS IN FRONT OF THE STANDS	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>
 LOCKER ROOMS ADVERTISING ABOVE THE LOCKER ROOMS' ENTRY ADVERTISING ON THE FLOOR / WALLS / SEATS	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
 LOBBY SPACE BRANDING PRODUCTS PLACEMENT	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>
 ELEVATORS advertising outside/inside/on the walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	TITLE	GENERAL	OFFICIAL	PARTNER
 WASH & RESTROOMS LOCKER WASHROOMS DRYER ROOMS PUBLIC RESTROOMS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 PRESS-CONFERENCE ROOM advertising on various modules	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 PRESS-WALL placement of a Company logo on the press-wall at the Entertainment and Events Arena	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
 DIGITAL OPTIONS VIDEO INTEGRATION DURING LIVE STREAMS LOGO INTEGRATION DURING LIVE STREAMS CONTENT INTEGRATION ON SOCIAL MEDIA HOST-LED BRAND ADVERTISING DURING EVENTS HOST-LED ADVERTISING FOR UPCOMING EVENTS OF THE BRAND PERFORMANCE OF COMPANY REPRESENTATIVES	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

	TITLE	GENERAL	OFFICIAL	PARTNER
DIGITAL SCREEN: Static or animated format in the digital screens	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DIGITAL SCREEN: Video or a brand message in the digital screens	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRESS AND POST-PUBLICATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
OFFICIAL WEBSITE: The company logo and its status	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
OFFICIAL WEBSITE: Product advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 INTERACTIVE OPTIONS				
MATCH-DAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRE-EVENT ENTERTAINMENT ZONES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 OUTDOOR ADVERTISING				
LED SCREEN / BRAND'S SIGNAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BRAND'S LED-LETTERS	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 PRINTED MATERIALS				
TICKETS AND INVITATIONS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BROCHURES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 MERCH				
organizer apparel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	TITLE	GENERAL	OFFICIAL	PARTNER
 PHOTO & VIDEO PHOTOGRAPHY VIDEO SHOOTING	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
 PRINTED MATERIALS 2 LOBBIES ELEVATORS	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>
 DIGITAL OPTIONS TV SCREEN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 COMPLIMENTARY SERVICES FOR GUESTS SOUVENIRS IN ROOMS AND APARTMENTS SERVICE DISCOUNTS	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
 OUTDOOR ADVERTISING LIGHTBOX	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 DIGITAL OPTIONS LARGE SCREEN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



MATERIAL BRANDING OUTDOOR EVENTS SPACE

THE STAGE

BEHIND THE STAGE BANNER

PRESS-WALL

THE TRIBUNES

FLAGS

BAR COUNTERS

POSTERS

SEPARATE DECOR ELEMENTS

TITLE

GENERAL

OFFICIAL

PARTNER



SPORTS INITIATIVES



BRANDING OPTIONS

COMPANY BANNERS AT THE EVENT SPACE



PRINTED PRODUCTS






POSTERS AND FLYERS



	TITLE	GENERAL	OFFICIAL	PARTNER
 MARKETING OPTIONS PROMOTIONAL VIDEO/MESSAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 AWARD CEREMONIES AWARD CATEGORY CREATION PRIZES AND GIFTS	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
 INTERACTIVE OPTIONS PROMO ACTIVITIES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
 DIGITAL OPTIONS HOST-LED BRAND ADVERTISING DURING EVENTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 PRODUCTS INSTALLATION COMPANY PRODUCT PRESENTATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

EXCLUSIVE OFFERS

 FULL-DAY VENUE RENTAL ICE RINK ARENA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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	TITLE	GENERAL	OFFICIAL	PARTNER
PRESS-CONFERENCE ROOM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
THE GARDEN RESTAURANT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 VIP & HOSPITALITY				
COMPLIMENTARY PASSES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ACCOMMODATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TRANSPORTATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 COMPANY'S BRAND SYMBOL EXCLUSIVE OPTION				
MASCOT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
ANALYTICS				
 ANNUAL GROUP REPORT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 VIDEO ANNUAL REPORT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
 PHOTOGRAPHY ANNUAL REPORT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



THANK YOU
FOR YOUR TIME!