

## EVENT SPONSORSHIP PACKAGE

The British Business Group in Abu Dhabi actively promotes business between the UK, Abu Dhabi and the UAE by providing a forum for the British business community in Abu Dhabi through regular meetings, presentations and social events. In particular it helps UK companies identify new business opportunities in Abu Dhabi and the UAE. The BBG provides an essential bridge between the business community in Abu Dhabi, the DIT team at the British Embassy and aspiring new entrants to the market, by providing advice and help to British trade missions, business groups and visitors to Abu Dhabi. The BBG has a membership of some 350 business people and is supported by a Committee and an administrative office which work to provide a busy calendar of networking activities for members and visitors. It produces a magazine every quarter about new developments and business successes which is distributed to members and other stakeholders in growing the UK's trade with the UAE, which is available on the BBG website at [www.britishbusiness.org](http://www.britishbusiness.org)

The BBG holds at least 3 to 4 events a month; a select few are open to sponsorship. We aim to provide members with useful and informative events along with a relaxed atmosphere to make vital contacts, in an effort to help build business ventures. The BBG can offer sponsoring companies specific branding opportunities at these BBG events. If you are interested in getting brand exposure then this is a great opportunity to bring your company to the forefront of the British Business Community.

### **Benefits of Sponsoring a BBG Event**

- Exclusive company Sponsorship
- Logo on the invitation sent to all members
- Logo on the dedicated event page on the website
- Company introduction given by BBG Chairman/Committee Representative in welcoming speech.
- Speaking opportunities
- Promotional Banners on display at the event
- Opportunity to have a promotional stand and distribute company material during the event
- Coordinated social media campaign across both company platforms – with an agreed #
- 2 free guest tickets

By sponsoring this event, the BBG will:

- Liaise with the hotel/venue and set up all the arrangements for the event.
- The event is branded as a BBG event sponsored by (Your Company).
- Provide photographs of the event
- Publish pictures in the BBG quarterly magazine, proving another promoting platform
- The BBG will use its dedicated event mailing list to invite attendees
- Where necessary the BBG will invite other Business Groups to be involved and liaise with them for all logistics
- BBG members and Guests will be charged a rate to attend the event which the BBG keeps to covers costs.
- Likely attendance is 25-35, however the BBG cannot guarantee how many invitees will wish to attend this event.

***BBG Event Sponsorship Package = 6,300AED (inclusive of VAT)***