



BRITISH
BUSINESS GROUP
ABU DHABI

CORPORATE SPONSORSHIP PACKAGES 2021

Pro Rata Rates July – December

Representing 50% discount on annual Corporate Sponsorship Packages

British Business Group PLATINUM SPONSORSHIP – Pro Rata 2021

1	<u>MEMBERSHIP</u> <ul style="list-style-type: none"> • *3 free company memberships to the BBG, for an existing, or new member. • **50% discount for up to 3 new Members or Membership Renewals for existing members. 	Membership runs from the 1st July - 31st December.
2	<u>CAPITAL LETTER</u> <ul style="list-style-type: none"> • 1 x half page advert in 1 issue of Capital Letter during the sponsorship year. • 1 x quarter page advert in 1 issue of Capital Letter during the sponsorship year. • 1 x half page editorial piece to be included in Capital Letter during the sponsorship year. • Logo on display in each edition on a dedicated Sponsors page. 	Capital Letter issues to be confirmed with BBG office.
3	<u>BBG EVENTS</u> <ul style="list-style-type: none"> • 5 free tickets to the BBG Festive Gala Ball. <i>Or, alternative live BBG event that takes place throughout the period once live events return (certain stand-alone events are excluded from this including golf days and sit down dinners.)</i> • 12 free tickets to BBG networking events during the sponsorship year (must be used by a BBG member). <i>Or, BBG Abu Dhabi can endeavour to organise a dedicated virtual round table discussion for your company and the relevant HMG in UAE representatives, and senior representatives of BBG Abu Dhabi Committee (subject to availability.)</i> • Presentation opportunity with promotional stand at 1 BBG networking event held throughout the year (to be agreed with BBG office). <i>Or, a brief sponsor speaking opportunity at the beginning of a pre-agreed BBG Abu Dhabi led virtual event.</i> • Promotional stand at the next BBG Business Briefing hosted by Her Majesty's Ambassador Patrick Moody. <i>Or, a dedicated email campaign to BBG Abu Dhabi membership database from your company.</i> • Company logo on BBG Sponsors banner displayed at each BBG event. <i>Or, company logo visible at the beginning of all BBG Abu Dhabi led virtual events.</i> 	<p>****Due to COVID-19 restrictions under Abu Dhabi law, we are not in a position to guarantee the benefits that come with our usual live events. Therefore we propose the outlined virtual solutions as an interim alternative.</p> <p>These benefits should be used throughout the sponsorship year.</p>
4	<u>ONLINE</u> <ul style="list-style-type: none"> • Company logo on display on BBG website homepage. Web link through to your company webpage. • Additional logo and link through displayed on dedicated Sponsors page on BBG website. • 1 monthly message / post from your company across BBG social media sites, each month across sponsorship year. 	BBG web platforms: Website, LinkedIn, Facebook, Twitter, Instagram.
5	<u>MEDIA</u> <ul style="list-style-type: none"> • Company logo displayed in the BBG office on BBG Sponsors banner. • Company logo on each invitation sent to all the members throughout the sponsorship year. • 1 x 150-word 'Message from our Sponsor', email blast to membership including company logo to be issued across the sponsorship year. 	Approximately 5 event invitation mail outs per month.

British Business Group GOLD SPONSORSHIP - Pro Rata 2021

1	<u>MEMBERSHIP</u> <ul style="list-style-type: none"> • *2 free company memberships to the BBG, for an existing, or new member. • **50% discount for up to 3 new Members or Membership Renewals for existing members. 	Membership runs from the 1 st July - 31 st December.
2	<u>CAPITAL LETTER</u> <ul style="list-style-type: none"> • 1 x half page advert in 1 issue of Capital Letter during the sponsorship year. • 1 x quarter page editorial feature in 1 issue of Capital Letter during the sponsorship year. • Logo on display in each edition on a dedicated Sponsors page. 	Capital Letter issues to be confirmed with BBG office.
3	<u>BBG EVENTS</u> <ul style="list-style-type: none"> • 5 free tickets to the Festive Gala Ball. <i>Or, alternative live BBG event that takes place throughout the period once live events return (certain stand-alone events are excluded from this including golf days and sit down dinners.)</i> • 6 free tickets to BBG networking events during the sponsorship year (must be used by a BBG member.) <i>Or, BBG Abu Dhabi can endeavour to organise a dedicated virtual round table discussion for your company and the relevant HMG in UAE representatives, and senior representatives of BBG Abu Dhabi Committee (subject to availability.)</i> • Presentation opportunity with promotional stand at 1 BBG networking event held throughout the year (in agreement with BBG office.) <i>Or, a brief sponsor speaking opportunity at the beginning of a pre-agreed BBG Abu Dhabi led virtual event.</i> • Promotional stand at both BBG Business Briefings hosted by Her Majesty's Ambassador Patrick Moody. <i>Or, a dedicated email campaign to BBG Abu Dhabi membership database from your company.</i> • Company logo on the Sponsors banner at each BBG Event. <i>Or, company logo visible at the beginning of all BBG Abu Dhabi led virtual events.</i> 	<p>****Due to COVID-19 restrictions under Abu Dhabi law, we are not in a position to guarantee the benefits that come with our usual live events. Therefore we propose the outlined virtual solutions as an interim alternative.</p> <p>To be used throughout the Sponsorship year.</p>
4	<u>ONLINE</u> <ul style="list-style-type: none"> • Company logo on display on BBG website homepage. • Additional logo and link through displayed on dedicated Sponsors page on BBG website. • 1 monthly message / post from your company across BBG social media sites, each month across sponsorship year. 	BBG web platforms: Website, LinkedIn, Facebook, Twitter, Instagram.
5	<u>MEDIA</u> <ul style="list-style-type: none"> • Company logo displayed in the BBG office on BBG Sponsors banner. • Company logo on each invitation sent to all the members throughout the sponsorship year. • 1 x 150-word 'Message from our Sponsor', email blast to membership including company logo to be issued across the sponsorship year. 	Approximately 5 event invitation mail outs per month.

British Business Group SILVER SPONSORSHIP – Pro Rata 2021

1	<p><u>MEMBERSHIP</u></p> <ul style="list-style-type: none"> • *1 free company memberships to the BBG, for an existing, or new member. • **50% discount for up to 3 new Members or Membership Renewals for existing members. 	<p>Membership runs from the 1st July - 31st December</p>
2	<p><u>CAPITAL LETTER</u></p> <ul style="list-style-type: none"> • 1 x quarter page advert in 1 issue of Capital Letter during the sponsorship year. • Logo on display in each edition on a dedicated BBG Sponsors page. 	<p>Opportunities to upgrade advert if requested as an extra cost.</p>
3	<p><u>BBG EVENTS</u></p> <ul style="list-style-type: none"> • 3 free tickets to the Festive Gala Ball. <i>Or, alternative live BBG event that takes place throughout the period once live events return (certain stand-alone events are excluded from this including golf days and sit down dinners.)</i> • 4 free tickets to BBG networking events during the sponsorship year (must be used by a BBG member.) <i>Or, BBG Abu Dhabi can endeavour to organise a dedicated virtual round table discussion for your company and the relevant HMG in UAE representatives, and senior representatives of BBG Abu Dhabi Committee (subject to availability.)</i> • Company logo on the Sponsors banner at each BBG Event. <i>Or, company logo visible at the beginning of all BBG Abu Dhabi led virtual events.</i> 	<p>****Due to COVID-19 restrictions under Abu Dhabi law, we are not in a position to guarantee the benefits that come with our usual live events. Therefore we propose the outlined virtual solutions as an interim alternative.</p> <p>Gala Ball half table can be upgraded to a full Corporate Table of 10 at a member rate.</p> <p>Free event tickets to be used throughout the Sponsorship year.</p>
4	<p><u>ONLINE</u></p> <ul style="list-style-type: none"> • Company logo on display on BBG website sponsor page with a link through to company website. • 1 monthly message / post from your company across BBG social media sites, each month across sponsorship year. 	<p>BBG web platforms: Website, LinkedIn, Facebook, Twitter, Instagram.</p>
5	<p><u>MEDIA</u></p> <ul style="list-style-type: none"> • Company logo displayed in the BBG office on BBG Sponsors banner. • Company logo on all BBG Abu Dhabi email blasts. • 1 x 150 word 'Message from our Sponsor' email blast to membership including company logo to be issued across the sponsorship year. 	<p>Approximately 5 event invitation mail outs per month.</p>

*****Cost of Silver Sponsorship for 6 months: AED 6,750 plus 5% VAT (AED 340) =

AED7,090

British Business Group BRONZE SPONSORSHIP – Pro Rata 2021

1	<u>MEMBERSHIP</u> <ul style="list-style-type: none"> *1 free company membership to the BBG, for an existing, or new member. **50% discount for up to 2 new Members or Membership Renewals for existing members. 	Membership runs from the 1 st July - 31 st December.
2	<u>CAPITAL LETTER</u> <ul style="list-style-type: none"> Logo on display in each edition on a dedicated Sponsors page. 	Opportunities to upgrade advert if requested as an extra cost.
3	<u>BBG EVENTS</u> <ul style="list-style-type: none"> 1 free ticket to the Festive Gala Ball. <i>Or, alternative live BBG event that takes place throughout the period once live events return (certain stand-alone events are excluded from this including golf days and sit down dinners.)</i> 2 free tickets to a BBG networking event (must be used by a BBG member.) <i>Or, BBG Abu Dhabi can endeavour to organise a dedicated virtual round table discussion for your company and the relevant HMG in UAE representatives, and senior representatives of BBG Abu Dhabi Committee (subject to availability.)</i> Company logo on the Sponsors banner at each BBG Event. <i>Or, company logo visible at the beginning of all BBG Abu Dhabi led virtual events.</i> 	<p>****Due to COVID-19 restrictions under Abu Dhabi law, we are not in a position to guarantee the benefits that come with our usual live events. Therefore we propose the outlined virtual solutions as an interim alternative.</p> <p>To be used throughout the course of the Sponsorship year.</p>
4	<u>ONLINE</u> <ul style="list-style-type: none"> Additional logo on display on BBG website homepage. Additional logo and link through displayed on dedicated Sponsors page on BBG website. 	BBG web platforms: Website, LinkedIn, Facebook, Twitter, Instagram.
5	<u>MEDIA</u> <ul style="list-style-type: none"> Company logo displayed in the BBG office on BBG Sponsors banner. Company logo on the BBG monthly newsletter. 	Approximately 5 event invitation mail outs per month.

****Cost of Bronze Sponsorship for 6 months: AED 3,250 plus 5% VAT (AED 160) =

AED3,410

Terms and conditions:

* This value includes the Joining Fee as well as the annual Membership Fee. Sponsors may use this benefit either for new memberships or to renew current memberships. If the chosen individual leaves the company, membership may be passed on to a replacement member of staff.

**This value does not include Joining Fees, but is a 50% subsidy of the annual Membership Fee. All costs/prices are reviewed annually.

***Sponsorship benefits are subject to availability. Thus, for example, whilst the BBG will use all reasonable efforts to ensure that events and publications are as contemplated, it shall have no liability to sponsors if at any time and for any reason this is not possible.

****Due to COVID-19, BBG Abu Dhabi cannot guarantee live events will be permitted to return at full capacity throughout the sponsorship period. Alternative benefits have been proposed as interim solutions, until full live events and accompanying benefits can return. BBG Abu Dhabi can only guarantee the mentioned virtual benefits for events led directly by BBG Abu Dhabi.

***** All prices are subject to 5% VAT in accordance with UAE law and costs are reviewed annually. Prices reflect a 50% discount on annual BBG Abu Dhabi corporate sponsorship fees.