



# The British Business Group Abu Dhabi presents...

## 2021 Festive Gala Ball

### EVENT SPONSORSHIP PACKAGES



#### BBG Annual Festive Gala Ball Sponsorship Opportunities – 2021

*The British Business Group Annual Festive Gala Ball takes place on Thursday 9<sup>th</sup> December 2021. A welcome return since our last Gala Ball in 2019 due to COVID preventing our gathering in 2020, this year's prestigious occasion will be held back on the beach at The Club.*

*Her Majesty's Ambassador Patrick Moody will again host this year's BBG Ball along with the BBG Chairman Nick Cochrane-Dyet MBE. This black-tie event will see approximately 300 BBG Members and Guests come together for a wonderful evening, starting with a red carpet welcome-reception with mulled wine and prosecco, before enjoying a served three course Christmas meal, followed by an auction (with fantastic prizes, perfect for Christmas gifts) and live entertainment. This year, we will celebrate 50 years of the UAE, 25 years of BBG Abu Dhabi, and look towards the future of the British Chamber of Commerce Abu Dhabi!*

This fun filled festive event allows the BBG to thank our Members for supporting us throughout the year and gives you the opportunity to engage with representatives of the wider British business community of Abu Dhabi, and celebrate with colleagues, contacts, clients and friends.

The BBG Festive Gala Ball has been supported in previous years by sponsors such as BAE Systems, G4S, Bryan Cave Leighton Paisner Law, Bentley Emirates, Barclays, HSBC, Etihad Airways, Molton Brown, House of Fraser to name but a few. There are plenty of opportunities for your brand to be associated with the most prestigious event in the British Business Group's calendar. **Please see below the sponsorship packages available which can be tailored to meet your company objectives. Please contact the BBG office to discuss further:**

**Gold Package: AED 25,000\***

- 5 complimentary tickets to attend the full event
- Brand name included in the event title featured on all collateral associated with the BBG Festive Gala Ball
- Logo displayed on co-branded photo-wall backdrop
- Logo on the printed auction prize booklet
- Opportunity to donate a live auction prize and your company representative to present the prize and address audience
- Logo on event invitation issued to full BBG Membership and The Club Membership several times
- Logo on event invitation on the BBG website
- Logo on the evening programme displayed on every table
- Logo on the sponsorship display screen upon entry to event
- Logo on the sponsorship display screen
- Logo on the printed table plan on display at the event
- Cross promotional social media campaign highlighting your brand to BBG followers
- Brand name included in BBG Chairman's opening speech
- Brand name mention in a double page feature in the Spring 2022 Capital Letter magazine

**Silver – AED 15,000\***

- 2 complimentary tickets to attend the full event
- Logo on event invitation issued to full BBG Membership and The Club Membership several times
- Logo on event invitation on the BBG website
- Logo on the sponsorship display screen upon entry to event
- Logo on the sponsorship display screen
- Opportunity to donate a live auction prize and your company representative to present the prize
- Cross promotional social media campaign highlighting your brand to BBG followers
- Brand name included in BBG Chairman's opening speech
- Brand name mention in a double page feature in the Spring 2022 Capital Letter magazine

(\*Package costs are subject to 5% VAT in accordance with UAE government regulations)

**Event Goodie-Bags**

The BBG offer opportunities for brands to contribute to our highly sought after goodie bags at this event. Each attendee receives a goodie bag upon arrival, which have previously included gifts from brands such as Lush Cosmetics, BBC Good Food Magazine, Marks & Spencer, Spinneys, Voss and The InterContinental Abu Dhabi. Approximately 300 prizes would be required by 2<sup>nd</sup> December 2021 for inclusion.

*We thank you for taking the time to look at these packages. Please do not hesitate to get in touch with the BBG office on [event@bbgauh01.ae](mailto:event@bbgauh01.ae) or call 02-4457234 to discuss your brand's objectives.*