

WORLD ARAB
BOXING
CHAMPIONSHIP

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DUBAI SPORTS COUNCIL



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DUBAI SPORTS COUNCIL

World Arab Boxing Championship

UNDER THE PATRONAGE OF

SHEIKH MANSOOR BIN MOHAMED BIN RASHID AL MAKTOUM,

The Federation of Arab Boxing and Golden Star Event, with the support of Dubai Sports Council, will be hosting an international event; the world Arab Boxing Championship. Heavyweight Champion, DANIEL "DANNY" WILLIAMS better known also as THE BRIXTON BOMBER, will come over here in Dubai to Highlights this big event. Part of this prestigious event, prominent stars like Miriam Fares (Lebanon), Ibrahim Alahmmadi (UAE), Atif Aslam (Pakistan), Mansour (Iran) and (Free Style Philippines Band) will perform in a joint sequence. To mark the first day of the event, Miriam Fares, Mansour & Ibrahim will be the performers. And on the second day, (Free Style Philippines Band) and Atif Aslam are going to dominate the stage. The opening ceremony will be a live performances, dance and fireworks, laser show, which will light up the sky of Dubai, all these components fitting together in perfect harmony. This event will be a remarkable opportunity as it will be broadcasted to millions homes through TV, Radio stations, Printing Press and outdoors media. We did organize a press conference to announce and promote the event; we gain a good coverage in newspapers and magazines on UAE and overseas. The Championship will be held at The Aviation Club in Dubai on 31 March and 1 of April 2012. See you there and be a part of this once-in-a-lifetime phenomenon.



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H.H. Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum





H.H. Sheikh Mansoor Bin Mohammed Bin Rashid Al Maktoum





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DANIEL DANNY "WILLIAMS"

FAMOUS FOR HIS NICKNAME
BRIXTON BOMBER
WHO WAS BORN IN JULY 13, 1973,
IS AN ENGLISH PROFESSIONAL
HEAVYWEIGHT BOXER.
HIS STATISTICS ARE:

RATED AT HEAVYWEIGHT:

HEIGHT: 6 FT. 1.5 INCH.(1.87M)

REACH: 79 INCH.(201 CM)

TOTAL FIIGHTS: 55

WINS: 44

WINS BY KO: 33

LOSSES: 11(7KO)

DRAWS: 0

NO. OF CONTEST: 1



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GENERAL INFORMATION
CHAMPIONSHIP NAME

World Arab Boxing Championship Dubai 2012

LOCATION

Dubai (Aviation Club - Tennis Stadium)

DATE

31st of March – 1st of April 2012

TICKETS PRICE

1st Day: 200, 300 & 500 AED

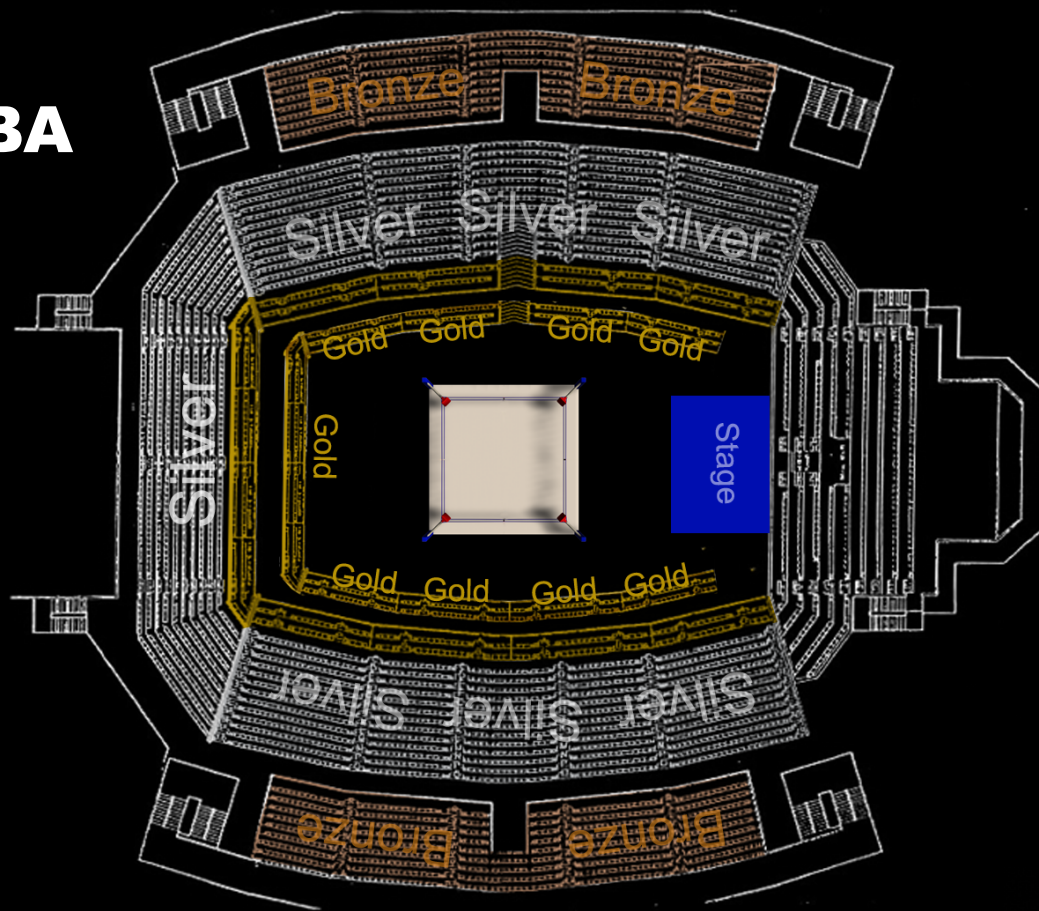
2nd Day: 200, 300 & 500 AED

Starting Time : 6:30 pm



ALL INFORMATION

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VENUE



Gold

Silver

Bronze





ALFA ROMEO



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WORLD ARAB BOXING CHAMPIONSHIP

1st Day Match (Male)

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AKAFAAATV

FIRST DAY PROGRAM

OPENING GATES : AT 4 PM

OPEN CEREMONY: 6:30 PM

THE UAE NATIONAL ANTHEM (2 MIN)

INAUGURATION SPEECH & CHAMPIONSHIP ANNOUNCEMENT (3 MIN)

THE HOLY QURAN (1 MIN)

BOXERS ENTERING (10 MIN)

LASER SHOW (5 MIN)

ACROBAT SHOW (10 MIN)

FIREWORKS (5 MIN)

CHAMPIONSHIP PROGRAM BEGINNING (10 MIN)

CHALLENGES TIMES (3.15 HR)

CHAMPIONSHIP ENDING (9:30)

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DUBAI SPORTS COUNCIL

PARTICIPATING COUNTRIES WORLD ARAB BOXING CHAMPIONSHIP



UNITED ARAB EMIRATES



KUWAIT



SERINAM



USA



FRANCE



SWITZERLAND



HOLLAND



PORTUGAL



RUSSIA



IRAQ



PALESTINE



EGYPT



TUNISIA



MOROCCO



MAURITANIA



COLUMBIA



TURKEY



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AKAARAAATV



مجلس دبي الرياضي
DUBAI SPORTS COUNCIL

BOXERS



Rosario
"Presti"

Nationality: Italy
Weight: 71 kgs middle weight
Length: 1.74 m
Age: 28 years
Championships:
2 times world champion
Total Fights: 126
Wins by KO: 96
Wins by Unanimous
Decision: 15



Hablanc
"Kevan"

Nationality: Holland
Weight: 71 kgs middle weight
Length: 1.75 m
Age: 25 years
Championships: 3x
Netherlands, 2x European
Total Fights: 93
Wins by KO: 81
Wins by Unanimous
Decision: 6



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BOXERS



Eduardo "Martinez"

Nationality: USA
Weight:
75 kg super middle weight
Length: 1.80 m
Age: 29 years
Championships:
3 times world champion
Total Fights: 65
Wins by KO: 42
Wins by Unanimous Decision: 13



Ilman "Arskhanov"

Nationality: Russia
Weight:
75 kg super middle weight
Length: 1.75 m
Age: 24 years
Championships:
3 times European
Total Fights: 61
Wins by KO: 44
Wins by Unanimous Decision: 11



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DUBAI SPORTS COUNCIL

BOXERS



Loil
"Nader"

Nationality: Iraq
Weight:
86 kg heavy light weight
Length: 1.91 m
Age: 25 years
Championships:
2 times world champion
Total Fights: 44
Wins by KO: 36
Wins by Unanimous Decision: 6



Jean Claude
"Delar"

Nationality: France
Weight:
86 kg heavy light weight
Length: 1.83 m
Age: 38 years
Championships:
France 2x champion / European
Total Fights: 51
Wins by KO: 46
Wins by Unanimous Decision: 3



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DUBAI SPORTS COUNCIL

BOXERS



Daniele
"Moro"

Nationality: Switzerland
Weight: 66 kg middle weight
Length: 1.71 m
Age: 28 years

Championships:
2 times world champion

Total of Fights: 78

Wins by KO: 63

**Wins by Unanimous
Decision:** 12



Dimitri
"Bosson"

Nationality: France
Weight: 66 kg middle weight
Length: 1.78 m
Age: 27 years

Championships:
France Champ twice/European

Total Fights: 57

Wins by KO: 48

**Wins by Unanimous
Decision:** 5



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DUBAI SPORTS COUNCIL

CHAMPIONSHIP PROGRAM

SATURDAY 31/03/2012 AMATEUR MATCHES



SYRIA



EGYPT

HEAVY WEIGHT 91 KG – 3 ROUNDS (2 MINUTES PER ROUND)



UAE



MAURITANIA

SEMI-MIDDLE WEIGHT 66 KG – 3 ROUNDS (2 MINUTES PER ROUND)



KUWAIT



PALESTINE

SUPER-LIGHT WEIGHT 64 KG – 3 ROUNDS (2 MINUTES PER ROUND)



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DUBAI SPORTS COUNCIL

CHAMPIONSHIP PROGRAM SATURDAY 31/03/2012 PROFESSIONAL MATCHES

WORLD ARAB
BOXING
CHAMPIONSHIP



ITALY



HOLLAND

2 TIMES WORLD CHAMPION = 3 TIMES HOLLAND 2 TIMES EUROPE CHAMPION
MIDDLE WEIGHT 71 KG - 12 ROUNDS (2 MINUTES PER ROUND)



USA



RUSSIA

3 TIMES WORLD CHAMPION = 2 TIMES EUROPE CHAMPION
SUPER-MIDDLE 75 KG - 12 ROUNDS (2 MINUTES PER ROUND)



IRAQ



FRANCE

2 TIMES WORLD CHAMPION = 2 TIMES FRANCE/EUROPE CHAMPION
HEAVY LIGHT WEIGHT 86 KG - 12 ROUNDS (2 MINUTES PER ROUND)



SWITZERLAND



FRANCE

2 TIMES WORLD CHAMPION = 2 TIMES EUROPE CHAMPION
SEMI-MIDDLE 66 KG - 12 ROUNDS (2 MINUTES PER ROUND)



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FIRST DAY CONCERT

FROM UAE

Ibrahim al ahmadi

10 MIN BREAK (9:45 PM 20 min PERFORMANCE)

FROM IRAN

Mansour

10 MIN BREAK (10:15 PM 1hr PERFORMANCE)

FROM LEBANON

Myriam Fares

10 MIN BREAK (11:25 PM 1hr PERFORMANCE)



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WORLD ARAB BOXING CHAMPIONSHIP

2nd Day Match (Female)

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JUL/ 8/2010



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ALGALATI

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SECOND DAY PROGRAM

OPENING GATES : AT 4 PM

EVENT START : AT 6 :30 PM

THE UAE NATIONAL ANTHEM (2 MIN)

THE HOLY QURAN (2 MIN)

BOXERS ENTERING (10 MIN)

LASER SHOW (5 MIN)

ACROBAT SHOW (10 MIN)

FIREWORKS (5 MIN)

CHAMPIONSHIP PROGRAM BEGINNING (5 MIN)

MATCHES DURATION (2 HR)

CHAMPIONSHIP ENDING (9:05 PM)





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BOXERS

WORLD ARAB
BOXING
CHAMPIONSHIP



Haifa

"Ouersighni"

Nationality: Tunisia

Weight: 61 kg light weight

Length: 1.63 m

Age: 23 years

Championships:
World Amateur Champion

Total Fights: 16

Wins by KO: 8

**Wins by Unanimous
Decision:** 5



Nora

"Ali"

Nationality: Egypt

Weight: 61 kg light weight

Length: 1.61 m

Age: 25 years

Championships: Amateur
Challenger

Total Fights: 14

Wins by KO: 9

**Wins by Unanimous
Decision:** 2



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DUBAI SPORTS COUNCIL

BOXERS



Natalie
"Maurel"

Nationality: France
Weight: 50 kg fly weight
Length: 1.52 m
Age: 28 years

Championships: 2 times world champion

Total Fights: 43

Wins by KO: 39

Wins by Unanimous Decision: 4



Khadija
"Aldbala"

Nationality: Morocco
Weight: 50 kg fly weight
Length: 1.54 m
Age: 22 years

Tournaments Challenger

Total of Fights: 38

Wins by KO: 34

Wins by Unanimous Decision: 3



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BOXERS

WORLD ARAB
BOXING
CHAMPIONSHIP



Macbean "Dolly"

Nationality: Serinam
Weight: 56 kg Feather Weight
Length: 1.60 m
Age: 23 years
Championships: 2 times
World Champion
Total Fights: 34
Wins by KO: 30
**Wins by Unanimous
Decision:** 1



Klijn "Lorena"

Nationality: Holland
Weight: 54 kg feather weight
Length: 1.56 m
Age: 25 years
Championships: 2x Ch amp N
etherlands/European
Total Fights: 30
Wins by KO: 26
**Wins by Unanimous
Decision:** 2



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BOXERS

WORLD ARAB
BOXING
CHAMPIONSHIP



Ozyurt
"Hatice"

Nationality: Turkey
Weight: 63 kg super light weight

Length: 1.70 m

Age: 25 years

Championships
World Champion

Total Fights: 51

Wins by KO: 42

Wins by Unanimous Decision: 6



Ghizlan
"El Aazri"

Nationality: Morocco
Weight: 63 kg super light weight

Length: 1.70 m

Age: 32 years

Championships:
Challenger

Total Fights: 48

Wins by KO: 46

Wins by Unanimous Decision: 1



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DUBAI SPORTS COUNCIL

BOXERS



Bestebeur "Holland"

Weight: 66 kg middle weight

Length: 1.63 m

Age: 27 years

Championships: World Champion

Total Fights: 36

Wins by KO: 28

Wins by Unanimous Decision: 4



Kielholtz "Columbia"

Weight: 66 kg middle weight

Length: 1.65 m

Age: 22 years

Championships: Challenger

Total Fights: 44

Wins by KO: 30

Wins by Unanimous Decision: 8



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CHAMPIONSHIP PROGRAM

SUNDAY 01/04/2012 AMATEUR MATCHES



TUNISIA



EGYPT

LIGHT WEIGHTS 61 KG – 5 ROUNDS (2 MINUTES PER ROUND)



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DUBAI SPORTS COUNCIL

CHAMPIONSHIP PROGRAM

SUNDAY 01/04/2012 PROFESSIONAL MATCHES

WORLD ARAB
BOXING
CHAMPIONSHIP



FRANCE



MOROCCO

FLY WEIGHT 50 KG – 8 ROUNDS (2 MINUTES PER ROUND)



SURINAME



HOLLAND

FEATHER WEIGHT 65 KG – 8 ROUNDS (2 MINUTES PER ROUND)



TURKEY



MOROCCO

FEATHER WEIGHT 56 KG – 8 ROUNDS (2 MINUTES PER ROUND)



HOLLAND



COLOMBIA

MIDDLE WEIGHT 66 KG – 8 ROUNDS (2 MINUTES PER ROUND)

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SECOND DAY CONCERT
FROM PAKISTAN

Atif Aslam

10 MIN BREAK (9:20 PM 1hr PERFORMANCE)

FROM PHILIPPINE

Free Style Philippines
(BAND)

10 MIN BREAK (10:30 PM 1hr PERFORMANCE)



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WORLD ARAB BOXING CHAMPIONSHIP

Media Plan

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MEDIA PLAN

PRESS COVERAGE

Social media network



Facebook



Google



Twitter



Linkedin



Youtube



4 PRESS CONFERENCE

Will be held on : 15th & 29th of February, 20th and 30 of March and on the event day.

T.V ADVERTISE



Zee TV : 50 spots



Zee cinema : 50 spots

The advertisement will be displayed 30 days (1st of march) 5 spots daily on zee Tv



Al Najoom TV : 3 spots

Every Day (Each Spot 30 Sec)

from 1 march to 30 March



ALDAFRAH TV

Al Dafrah TV : 10 spots

Every Day (Each Spot 1 min)

from 10 march to 1 April



ALDAFRAH TV



MEDIA PLAN

T.V ADVERTISE

WORLD ARAB BOXING CHAMPION SHIP is covered by local & international media
The big events will be covered by local & international T.V channels and newspaper prior
to the event and during the event.



TV CHANNELS

DUBAI T.V	AL AHAD TV
RUSSIA TODAY	DIYALA TV
FRANCE 24 CHANNAL	AFAQ TV
AL DAFRAH T.V	AL HARRIA TV
ZEE T.V	AL BAGHDADAI TV
ABUDHABI SPORTS	JAWHA TV
DUBAI SPORTS	AL DAFRAH TV
SHARJAH TV	ESPN TV
AL JAZEERA SPORTS	NAJOOM TV
NESSMA TV	
RT RUSSIA TV	
AL HOURA TV	
SPORTS MAROC TV	
CITY 7	
AL MASAV TV	
BAGHDAD TV	

NEWSPAPER

GULF NEWS PAPER
360 SPORT
AL KHALEEF NEWS
AL BAYAN NEWS PAPER
AL EMARAT EL YOUM NEWS PAPER
7 DAY NEWS PAPER
AL ITTIHAD NEWS PAPER
THE NATIONAL NEWS PAPER
EURO SPORTS
WEEKLY NEWS PAPER

NEWSPAPER

ALWASL U.A.E
SPORTS LIVE
WORLD BOXING NEWS
SPORTS FANS
SPORTS GUIDE
EMIRATES 24/7
MALAYALAM NEWS
IRAN SPORTS NEWS
GOYA MAGAZINE
TOTAL SPORT MAGAZINE



RADIO ADVERTISEMENTS

AL KAHALEEJIA RADIO

100.9 AL kaleejia radio will cover the event advertisement.
(3 spots daily, 21 spots weekly from 10:00 am -12:00mn)

DUBAI EYE RADIO

103.8 Dubai eye radio will cover the event advertisement.
(During weekend 3 spots daily , 6 spots weekly from 10:00 am – 12:00mn)

SHOMA RADIO

93.4 Shoma Radio will cover the event advertisement.
(3 spots daily, 21 spots weekly From 10:00 am – 12:00mn)

CITY RADIO

101.6 city radio will cover the advertisement.
(3 spots daily, 21 spots weekly from 10:00 am -12:00mn)

ARABIA 99

101.6 city radio will cover the advertisement.
(3 spots daily, 21 spots weekly from 10:00 am -12:00mn)



60,000 SMS During march



PRINTED ADVERTISEMENT:

10.000 Tickest three categories GOLD, SILVER, BRONZE.

10.000 brochures will be distributed during the event.

Banners will be displayed in events venue and press conference .

500 VIP invitations.



OUTDOOR ADVERTISEMENTS

OUTDOOR LAMP POSTS

Dubai : Al Ittihad Road 19 Twin lamp post
from City Center to Sharjah borders for 4 weeks starting form 1st of March to 1st of April.

DUBAI : SHEIKH ZAYED ROAD

21 Single lamp post between Emaar HQ and Mall of the Emirates

AL GAROUD BRIDGE

21 Single lamp post

UMM SUQEIM ROAD

21 Single lamp post

TAXI STICKERS

100 Dubai Taxies and 100 sharjah Taxies four (4) weeks starting form 1st of March to 1st of April.

IN METRO (OVERHEAD PANELS)

60 Sheets Panel, inside Metro Station

IN MALL'S

40 Posters in Mall of the Emirates, 70 Posters in Merdif City Center, 6 Posters in Daira City Center, & 6 Posters in Sharjah City Center





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DUBAI SPORTS COUNCIL

WORLD ARAB BOXING CHAMPIONSHIP

GOLDEN SPONSOR

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ALFA ROMEO

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GOLDEN SPONSOR (1,200.000 DHS)

- Company official logo will be displayed in our advertisements in the newspaper for ten (10) days.
- Company name will be in the Radio for thirty (30) days , three (3) spots per day as (these events sponsored by) ARN.
- Company official logo will be displayed in TV ads for thirty (30) days , five (5) spots per day at (Zee TV) .
- Company official logo will be advertised in the social media(Face book, Google , Twitter, LinkedIn, YouTube).
- Company official logo will be advertised in the championship website . (www,wabc.ae)
- Company official logo will be displayed in the center of the ring (2m x 3m width length = 6.0 square meter)
- Company official logo will be in Dubai event calendar website.
- Company official logo will be displayed in the sign board between the rounds.
- Company official logo will be displayed on the championship brochure .(10000Pcs)
- Company official logo will be listed in sponsor's board inside the boxing stadium.
- Company official logo will be displayed in the seven (7) digital screens during the event.
- Company official logo will be printed in the 500 VIP invitations.
- Company official logo will be in the press conference banners.
- Free fifty (50) seats.



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مجلس دبي الرياضي
DUBAI SPORTS COUNCIL



- Company official logo will be published on 70 outdoor Lamposts (21 lamp post on Sheikh Zayed road – 19 lamp post on Al Ittihad road – 11 lamp post on Al Garhouh bridge – 19 lamp post on Umm Suqeim road) .
- Company official logo will be published on the taxis
(100 on Dubai taxis – 100 on Sharjah taxis) and metros as (175 overhead pannel in 35 metro (5 in each metro)) .
- Company official logo will be published in malls as Point of Purchase
(Mall Of The Emirates – Merdif City Center – Deira City Center – Sharjah City Center) .
- Company official logo will be published in Business Women Magazine (10000 copy) .
- Company official logo will be published in S. magazine (10000 copy) .
- Company name will be mentioned as main sponsor on the 60,000 SMS ads. for one month
(march) as (This event sponsored by) .
- Company official logo will be published on the website of the Filipino radio (Rewind radio).
- Sponsor will be able to get a promotional feature.(under possibility)





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DUBAI SPORTS COUNCIL

WORLD ARAB BOXING CHAMPIONSHIP



SILVER SPONSOR

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DUBAI SPORTS COUNCIL



SILVER SPONSOR(800.000 DHS)

- Company official logo will be displayed in our advertisements in the newspaper for ten (10) days.
- Company official logo will be displayed in the upper line of the ring (1.5m width x 3m length = 4.5 square meter).
- Company official logo will be advertised in the social media(Face book, Google , Twitter, LinkedIn, YouTube).
- Company official logo will be displayed as sponsor during the press conference banners.
- Company official logo will be listed on sponsor boards inside the boxing stadium.
- Company official logo will be displayed in the seven (7) digital screens during the event.
- Company official logo will be displayed in the championship posters(at the event day).
- Company official logo will be displayed on the championship brochure .(10000Pcs)
- Company official logo will be printed in the 500 VIP invitations.
- Company official logo will be advertised in the championship website . (www,wabc.ae)
- Free fifteen (15) seats.



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- Company official logo will be published on the taxis and metros
- (100 on Dubai taxis – 100 on Sharjah taxis – 44 in Metro Dubai (5 in each metro)) .
- Company official logo will be published in malls
- (40 at Mall Of The Emirates – 70 at Merdifi City Center – 6 at Deira City Center – 6 at Sharjah City Center) .
- Company official logo will be published in Business Women Magazine (10000 copy) .
- Company official logo will be published in S. magazine (10000 copy) .
- Sponsor will be able to get a promotional feature.(under possibility)





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WORLD ARAB BOXING CHAMPIONSHIP

BRONZE SPONSOR

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BRONZE SPONSOR(600.000 DHS)

- Company official logo will be displayed in our advertisements on the newspaper for ten (10) days.
- Company official logo will be advertised in the lower line of the ring (1.5m width x 3m length = 4.5 square meters) (special).
- Company official logo will be displayed as sponsor during the press conference banners.
- Company official logo will be displayed in the seven (7) digital screens during the event.
- Company official logo will be displayed on the championship brochure .(10000Pcs)
- Company official logo will be displayed in the championship posters (at the event day).
- Company official logo will be printed in the 500 VIP invitations.
- Company official logo will be advertised in the social media(Face book, Google , Twitter, LinkedIn, YouTube).
- Company official logo will be advertised in the championship website .
- Company official logo will be published in malls
(40 at Mall Of The Emirates – 70 at Merdif City Center – 6 at Deira City Center – 6 at Sharjah City Center) .
- Company official logo will be published in Business Women Magazine (10000 copy) .
- Company official logo will be published in S. magazine (10000 copy) .
- Sponsor will be able to get a promotional feature.(under possibility)
- Free Twentyfive (25) seats.





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SUB-SPONSOR

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WORLD ARAB
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SUB-SPONSOR: (100.000 DHS)

- Company official logo will be published on our advertisement at newspaper.(10days)
- Company official logo will be displayed in the seven (7) digital screens during the event.
- Two (2) rollup in the venue entrance at the event days.
- Company official logo will be displayed on the championship brochure .(10000Pcs)
- Company logo will be advertised on the social media(Face book, Google , Twitter, LinkedIn, YouTube).
- Company official logo will be advertised on the championship website . (www,wabc.ae)
- 10 bronze free seats.



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AL ARABIA TV