

emirates  
**woman**  
woman of the year awards 2016

{ Tuesday, 11th October 2016 }  
{ Palazzo Versace Dubai }

The *Emirates Woman Woman of the Year Awards*, is the region's most prestigious and inspiring annual event. The awards continue to honour and celebrate the achievements of women in the business, arts and culture, philanthropic and visionary fields in the UAE. These glamorous awards have now been running for over 11 years, this year will be extra special as the event will mark the 35th anniversary of the magazine.



## Humanitarians

With passion and dedication, the selfless and tireless commitment of these women, change the lives of those less fortunate.

## Visionaries

Forward-thinking, progressive and pioneering, these women are breaking new ground with innovative ideas that shatter stereotypes.

## Achievers

Celebrating women who are striving forward in the world of business, breaking boundaries and making their mark, whatever their industry.

## Artists

Honouring the women who have helped shape the face of arts and culture in the region – from fashion, art and design.

## Young Talent

Celebrating the extraordinary talents of women aged 25 and under.







**Date:** Tuesday, 11th October 2016

**Venue:** Palazzo Versace Dubai

**Guests:** 400+

**Guest Profile:** The guest list includes Dubai's elite, there to honour a range of inspirational women from across the UAE.

AN INTEGRATED MEDIA PLAN VALUED AT OVER US\$420,000

DURATION: MARCH 2016 - DECEMBER 2016

## { IN-HOUSE TITLES }

Emirates Woman  
US\$4,500 per insert



Emirates Man  
US\$6,000  
per insert



What's On  
US\$3,700  
per insert



Good  
US\$3,500  
per insert



identity  
US\$12,855  
per insert

/EmiratesWomanMagazine

/EmiratesWoman



## { SOCIAL MEDIA }

@EW\_Magazine



@EW\_Magazine



Press Releases  
Industry-specific media



## { PR }

**Dubai 92**  
15 slots per week  
(15 sec)

## { RADIO }

emirateswoman.ae  
MPU banners

## { ONLINE BANNERS }



Advertising	Vehicle	Details	Month																																VALUE (US\$)								
			March				April				May				June				July				August				September				October					November							
			Nominations Open				Nominate Now				Nominations close				Vote next month				Vote Now				Vote Now				Voting closes Sept 30				Winners Announced at the event					Post Event							
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		5							
Print - Nominee Campaign	Emirates Woman	FP	1				1				1				1																												\$18,000.00
	Good	FP	1				1				1				1																												\$14,000.00
	Emirates Man	FP					1								1																												\$12,000.00
	The Week	FP	1		1		1		1		1		1		1																						\$48,000.00						
	identity	FP					1							1																												\$7,000.00	
	Campaign	HP			1				1				1				1																									\$20,000.00	
Print - Voting Campaign	Emirates Woman	FP																	1				1				1				1												\$18,000.00
	Good	FP																	1				1				1				1												\$14,000.00
	Emirates Man	FP																					1				1				1												\$12,000.00
	The Week	FP																	1		1		1		1		1		1		1						\$42,000.00						
	identity	FP																	1				1				1				1												\$14,000.00
	Campaign	HP																					1				1			1								\$15,000.00					
Print - Winners Revealed	Emirates Woman	FP																																					1				\$4,500.00
	Emirates Man	FP																																					1				\$6,000.00
	The Week	FP																																	1							\$6,000.00	
	identity	FP																																	1						\$3,500.00		
Radio	Dubai 92 - Nominate	15 Sec					6				6												6				6				6												\$5,400.00
	Dubai 92 - Vote	15 Sec																	6				6				6																\$8,100.00
Elevision Lift Advertisement	Media City & Business Bay network	15 Sec	1		1		1		1			1		1			1		1					1														\$51,444.00					
Email Marketing	Emirates Woman Database	EDM	1				1				1			1			1			1			1			1			1									\$35,200.00					
Online	EWA website	EmiratesWoman.com	1																																								
	EmiratesWoman.com & WhatsOn.ae	MPU - Nominate	1				1				1																																\$15,000.00
	EmiratesWoman.com & WhatsOn.ae	MPU - Vote															1	1				1				1												\$15,000.00					
Cinema	VOX public votings	15 Sec AD in M.O.E (367 seats + 36 seats in VIP)																	1				1																		\$12,252.00		
Newspapers	7 Days	Strip Ad				1											1						1													\$6,000.00							
	Gulf News	Strip Ad				1											1					1																\$20,886.00					
Total																																			\$423,282.00								

AN INTEGRATED MEDIA PLAN VALUED AT OVER US\$420,000. DURATION: MARCH 2016 - NOVEMBER 2016



# SPONSORSHIPS



Each year, we offer limited and exclusive partnerships at the **Emirates Woman of the Year Awards**.

The main objective is to create long-standing partnerships with our clients, to ensure each sponsorship works as hard as possible for your brand.

Event sponsorships are available from US\$ 35,000.



### Pre-Event Benefits }

- "In Association with" lock-in logo created with event logo. Sponsors logo to be a maximum of 30% ratio to event logo
- Logo on all event collateral, plus media plan worth over US\$420,000
- 15 second radio spot mentioning headline sponsor by name
- Logo on event invitations, website and e-mail campaigns
- A 250-word company profile on the event website
- Online, social and print competition to run across all magazine brand channels pre event
- 1 page advertorial in *Emirates Woman* magazine
- 1 EDM to *Emirates Woman* database

### At the Event Benefits }

- Presentation of one of the top award categories
- Two tables of 10 to entertain clients in a prime location
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens, menu and goody bags
- Full-page advertisement in the menu
- Activation space in the pre-function area to showcase your products and services (on-site sponsors collateral to be shared with Motivate before event)
- Headline Sponsors Speech after Motivate's Managing Partner welcome address (approximately 2 mins. and content to be event-appropriate and approved by Motivate in advance)
- TVC at the event (30 seconds maximum)
- Goody bag inclusion of branded product (no promotional literature)

### Post-Event Benefits }

- Comprehensive Post-Event Report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners





# CATEGORY SPONSORSHIP

## US\$ 35,000

### Pre-Event Benefits }

- Logo on all event collateral, plus media plan worth over US\$420,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns

### At the Event Benefits }

- Presentation of one award category (e.g. Artist, Achievers)
- One table of 10 to entertain clients
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens, menu and the goody bag
- Activation space in the pre function area to showcase your products and services maximum. 2mx2m (on-site sponsors collateral to be shared with Motivate before event)
- TVC at the event (30 seconds maximum)
- Goody bag inclusion of branded product (no promotional literature)

### Post-Event Benefits }

- Comprehensive Post-Event Report
- Listed in post-event coverage (print and online) across the Motivate portfolio
- Logo on official post-event letter sent to all winners

**ARTISTS**  
**YOUNG TALENT**  
**HUMAN SOLDIERS**  
**VIS SOLDIERS**  
**AG SOLDIERS**



# CAR SPONSORSHIP

## US\$ 50,000

### Pre-Event Benefits }

- Logo on event collateral, plus media plan worth over US\$420,000
- Logo on event invitations, website (incl. 250-word company profile) and e-mail campaigns

### At the Event Benefits }

- Two cars on display at the event (Platform and lighting to be provided by the client)
- Opportunity for VIP's and/or MC to experience the car, by means of pick-up and drop-off service
- Option to have a hooked flyer placed on the rearview mirror in all valet cars containing brand message and offer (e.g. Rather be driving a "insert your brand"? Book your test drive now)
- Logo on all branding at the event, including, but not limited to, photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Full-page advertisement in the menu
- Two tables of 10 to entertain clients
- TVC at the event (30 seconds maximum)
- Opportunity to insert gifts/promotional material in event goody bags

### Post-Event Benefits }

- Comprehensive Post-Event Report
- Listed in post-event coverage (print and online) across the Motivate portfolio
- Logo on official post-event letter sent to all winners





Bespoke packages can be tailored to meet your company objectives.  
For more details, please contact:

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