



**Aussies Abroad**

ABU DHABI

# Sponsorship & Advertising Policy

EFFECTIVE: 16 APRIL 2014

# Aussies Abroad Sponsorship and Advertising Policy

**Sponsorship is categorised into 2 types; Event and Annual.**

## 1. Event Sponsorship

### 1.1 Opal

For a donation of more than AED 2,500 (or equivalent value), you will be classified as an Opal Event Sponsor and in return:

- We will include your logo in the event page on our website with a small write-up about the organisation and a hyperlink to your website;
- We will include your logo in our monthly newsletter that is circulated to all our members electronically for three months (the month before, the month of, and the month after the event);
- We will include your details on all publications relating to the event on our website and all other social media.
- The above are subject to presence of a Platinum sponsor in your industry sector.

### 1.2 Pearl

For a donation of up to AED 2,500 (or equivalent value), you will be classified as a Pearl Event Sponsor and in return, will enjoy all the benefits offered to the Opal sponsors, with the exception of:

- We will include your logo in our monthly newsletter that is circulated to all our members electronically for one month (the month of the event).

## 2. Annual Sponsorship

(This sponsorship category is not available to hotels)

### 2.1 Platinum Sponsor

For an annual donation of more than AED 25,000 (or equivalent value), you will be classified as a Platinum sponsor and in return, for a twelve-month period:

- You will have exclusivity of sponsorship in your industry sector for all 'Annual' as well as 'Event' categories;
- You will be entitled to one reserved table at the Aussies Abroad Annual Ball with complimentary priority seating for six named sponsor's guests (i.e. six free tickets);
- You will be given the opportunity to include promotional item in gift bag, door prizes/raffle at one of the Aussies Abroad annual events of your choice;
- You will be given the opportunity for representatives from your company to present awards/raffle prizes in one of the Aussies Abroad annual events of your choice;
- We will include your logo on our website with a small write-up about the organisation and a hyperlink to your website;
- We will include your logo in our monthly newsletter that is circulated to all our members electronically for the entire year of sponsorship;
- We will promote your company (and the services you offer) during all our major events (Australia Day, ANZAC Day, Annual Ball, AFL Grand Final, and Christmas Party);
- We will advertise all your events to all Australians on our mailing list;
- We will publicise your events on our website and all other social media that we are involved in.
- If requested, we will send out one email shot every quarter to remind our members about your company, and your upcoming activities.

### 2.2 Gold Sponsor

For an annual donation of between AED 15,000 to AED 25,000 (or equivalent value), you will be classified as a Gold sponsor and in return, with the exception of exclusivity will enjoy the following benefits of sponsorship in your industry sector for all 'Annual' as well as 'Event' categories during the twelve months:

- You will be entitled to one reserved table at the Aussies Abroad Annual Ball with complimentary priority seating for four named sponsor's guests (i.e. four free tickets);
- You will be given the opportunity to include promotional item in gift bag, door prizes/raffle at one of the Aussies Abroad annual events of your choice;
- You will be given the opportunity for representatives from your company to present awards/raffle prizes in one of the Aussies Abroad annual events of your choice;
- We will include your logo on our website with a small write-up about the organisation and a hyperlink to your website;
- We will include your logo in our monthly newsletter that is circulated to all our members electronically for the entire year of sponsorship;
- We will promote your company (and the services you offer) during all our major events (Australia Day, ANZAC Day, Annual Ball, AFL Grand Final, and Christmas Party);
- We will advertise all your events to all Australians on our mailing list;
- We will publicise your events on our website and all other social media that we are involved in.

### 2.3 Silver Sponsor

For an annual donation of between AED 5,000 to AED 14,999 (or equivalent value), you will be classified as a Silver sponsor and in return, will enjoy the following benefits:

- We will include your logo on our website with a small write-up about the organisation and a hyperlink to your website;
- We will include your logo in our monthly newsletter that is circulated to all our members electronically for the entire year of sponsorship;
- We will promote your company (and the services you offer) during all our major events (Australia Day, ANZAC Day, Annual Ball, AFL Grand Final, and Christmas Party);
- We will advertise all your events to all Australians on our mailing list;
- We will publicise your events on our website and all other social media that we are involved in.

## Advertising and Postings in Aussies Abroad Newsletter and Social Media.

### 1. Members' Classifieds

Any fully paid up member of Aussies Abroad can place an ad in the classified section of the Aussies Abroad monthly newsletter and social media at no charge so long as it meets the following criteria:

- It is submitted within the required notice period and in the required format, before the newsletter is produced;
- It is not in direct competition with any Event Sponsorship or Annual sponsorship that is already in place;
- It is of personal nature only such as items for sale, job vacancies, job search, etc.
- It meets the approval of the editor/moderator. Please note that all content and design is subject to editorial control.

### 2. Advertising

Advertising in the Aussies Abroad Newsletter is open to the public in line with the following criteria:

- It is submitted within the required notice period and in the required format, before the newsletter is produced;
- It is not in direct competition with any Event Sponsorship or Annual sponsorship that is already in place;
- It meets the approval of the editor/moderator. Please note that all content and design is subject to editorial control.

Rates for single month advertising are as follows:

- Full Page Ad AED 1,000.
- Half Page Ad AED 500.

Advertising in Aussies Abroad social media is provided at no extra charge to the advertising rates above.



# Aussies Abroad

ABU DHABI

To become a sponsor of Aussies Abroad, place postings  
in Aussies Abroad News and Social Media, or for further information,  
please contact us on:

Tel: +971 50 441 3926

Email: [aussiesinabudhabi@gmail.com](mailto:aussiesinabudhabi@gmail.com)

Web: [www.aussiesabroad-abudhabi.com](http://www.aussiesabroad-abudhabi.com)