



CANADIAN BUSINESS COUNCIL  
CONSEIL CANADIEN DES AFFAIRES  
مجلس العمل الكندي

Sponsorship



Packages



Thanksgiving Brunch



ADIPEC Networking Reception



IDEX Networking Reception



Maple Leaf Ball

# Why Sponsor CBC Events?

## CBC Sponsorship Objectives

The Canadian Business Council (CBC) Abu Dhabi would like your company to serve as an annual valuable partner of the council. Our mission is to help you leverage the CBC's Event Sponsorship and integrate it in your marketing strategy to achieve maximum return on your investment.



**Boost your organization's visibility in the UAE market**



**Continue to build on the excellent relationship your firm established with the CBC, the UAE and Canada**



**Gain access to senior decision-makers, influence-brokers and opinion-leaders in the UAE**



**Provide a forum for you to regularly meet CBC members and guests to exchange information**



**Increase your business opportunities through the CBC network by interacting with additional business councils and with the business community in the UAE**



**Provide a bridge between companies and organizations dedicated to the development of trade between Canada and the Middle East**



# Thanksgiving Brunch 2018

The Canadian Business Council (CBC) Abu Dhabi will host the Thanksgiving Brunch 2018, our annual fall season gathering for our members and their families as well as friends and affiliates of the CBC. Celebrations include traditional Canadian Thanksgiving Turkey and all the trimmings. An exceptional experience for adults and kids, great entertainment, games and prizes.

**Date: October 12, 2018 (Friday) | Time: 11:30-3:00pm | Venue: Hilton Corniche**





# Thanksgiving Brunch



# Thanksgiving Brunch

## Previous Sponsors



## High Profile Guests

- H.E. Masud Husain, Ambassador of Canada in the UAE
- Andre Sayegh, Deputy CEO & Group Head of Corporate & Investment Banking of First Abu Dhabi Bank
- Embassy of Canada in the UAE representatives
- Chairpersons of Canadian Business Council Abu Dhabi and Dubai

# Thanksgiving Brunch 2018

	Benefit	Platinum	Gold	Silver	Bronze
1	Corporate logo displayed in all event communication via CBC website, emails, social media.	✓	✓	✓	✓
2	Logo displayed on CBC Event Banner	✓	✓	✓	✓
3	Verbal Recognition at the podium by CBC Chairman	✓	✓	✓	✓
4	Avail Complimentary Tickets for the event	10	6	4	2
5	Standard sized roll-up corporate banners to be displayed at the event	4	2	2	1
6	Participate in Group Sponsors Photoshoot featured in post-event communications on CBC website, emails & social media	✓	✓	✓	✓
7	Recognition in the post-event CBC news release	✓	✓	✓	
8	Giveaway bags with company brochures and marketing material	✓	✓	✓	
9	Preferential seating close to the stage	✓	✓	✓	
10	Delegates to attend Exclusive CBC Sponsor Appreciation Ceremony to be held with the Ambassador of Canada to the UAE	2	1		
11	Delegates at VIP table #1 with Ambassador, CBC Chairman, and Senior Business Executives	1			
12	Opportunity to speak at the event and highlight your company's services	3 mins			
	<b>Price (AED)</b>	<b>20,000</b>	<b>15,000</b>	<b>10,000</b>	<b>5,000</b>



# ADIPEC Networking Reception 2018

The Canadian Business Council (CBC) Abu Dhabi in collaboration with the Embassy of Canada in the UAE will be holding an exclusive ADIPEC Networking Reception for the companies participating at the ADIPEC in November 13, 2018. Over the years, CBC has organized the reception with astounding success and being attended by 250+ guests with prominent presence by members in the Canadian government and the business community.

**Date: November 13, 2018 (Tuesday) | Time: 6:30pm to 9:00pm**  
**Venue: TBC**

**ADIPEC** أديبك  
The Abu Dhabi International Petroleum Exhibition & Conference  
**12-15 November 2018**



# ADIPEC Networking Reception





# ADIPEC Networking Reception

## Previous Sponsors



## High Profile Guests

- Honourable Deron Michael Bilous, Minister of Economic Development and Trade of Alberta
- Honourable Christopher Mitchelmore, Minister of Tourism, Culture, Industry and Innovation of Newfoundland
- H.E. Masud Husain, Ambassador of Canada in the UAE
- Representatives of Embassy of Canada in GCC countries such as UAE and Saudi Arabia
- Representatives from government of Ontario, Alberta, and Saskatchewan

# ADIPEC Networking Reception 2018

	Benefit	Platinum	Gold	Silver	Bronze
1	Corporate logo displayed in all event communication via CBC website, emails, social media	✓	✓	✓	✓
2	Verbal Recognition at the podium by CBC Chairman	✓	✓	✓	✓
3	Standard sized roll-up corporate banners to be displayed at the event	4	2	1	
4	Participate in Group Sponsors Photoshoot featured in post-event communications on CBC website, emails & social media	✓	✓	✓	✓
5	Number of representatives	8	6	4	2
6	Receive Plaque of Appreciation specifying level of sponsorship	Large	Medium	Small	
7	Silent Video – Logo Splash	45 secs	15 secs		
8	Recognition in the post-event CBC news release	✓	✓	✓	
9	Assistance in networking during the event	✓	✓	✓	
10	Delegates to attend Exclusive CBC Sponsor Appreciation Ceremony to be held with the Ambassador of Canada to the UAE	2	1		
11	Company Booth Space at the foyer	✓	✓		
12	Opportunity to speak at the event and highlight your company's services	3 mins			
	Price (AED)	30,000	20,000	10,000	5,000



# IDEX Networking Reception 2019

The Canadian Business Council (CBC) Abu Dhabi in collaboration with the Embassy of Canada in the UAE will be holding an exclusive IDEX Networking Reception for companies participating at the IDEX in February 2019. Over the years, CBC has organized the reception with astounding success and being attended by 200+ guests with prominent members of Canadian and Emirati government and business community.

**Date: February 2019 | Time: 6:30pm to 9:00pm**  
**Venue: TBC**





# IDEX Networking Reception





# IDEX Networking Reception

## Previous Sponsors

**BOMBARDIER**



**GENERAL DYNAMICS**  
Land Systems–Canada  
**GENERAL DYNAMICS**  
Mission Systems–Canada



## High Profile Guests

- General Rick Hillier, former Chief of the Defence Staff of the Canadian Forces
- H.E. Masud Husain, Ambassador of Canada in the UAE
- Christyn Cianfarani, President and CEO of the Canadian Association of Defence and Security Industries (CADSI)
- CEOs and Presidents of various Canadian aerospace and defense companies
- Representatives of Embassy of Canada in GCC countries such as UAE and Saudi Arabia
- Representatives from government of Ontario

# IDEX Networking Reception 2018

	Benefit	Platinum	Gold	Silver	Bronze
1	Corporate logo displayed in all event communication via CBC website, emails, social media	✓	✓	✓	✓
2	Verbal Recognition at the podium by CBC Chairman	✓	✓	✓	✓
3	Standard sized roll-up corporate banners to be displayed at the event	4	2	1	
4	Participate in Group Sponsors Photoshoot featured in post-event communications on CBC website, emails & social media	✓	✓	✓	✓
5	Number of representatives	8	6	4	2
6	Receive Plaque of Appreciation specifying level of sponsorship	Large	Medium	Small	
7	Silent Video – Logo Splash	45 secs	15 secs		
8	Recognition in the post-event CBC news release	✓	✓	✓	
9	Assistance in networking during the event	✓	✓	✓	
10	Delegates to attend Exclusive CBC Sponsor Appreciation Ceremony to be held with the Ambassador of Canada to the UAE	2	1		
11	Company Booth Space at the foyer	✓	✓		
12	Opportunity to speak at the event and highlight your company's services	3 mins			
	Price (AED)	40,000	30,000	15,000	5,000



# Maple Leaf Ball 2019

The Canadian Business Council (CBC) Abu Dhabi will host the Maple Leaf Ball (MLB) 2019. This event celebrates the distinguished Canadian and U.A.E. companies in Abu Dhabi. H.E. Sheikh Nahayan Mubarak Al Nahayan, Cabinet Member and Minister of Tolerance of the UAE has patronaged and was the guest speaker for MLB 2017 and 2018.

**Date: April 2019 | Time: 6:30pm | Venue: TBC**



# Maple Leaf Ball





# Maple Leaf Ball

## Previous Sponsors



AIR CANADA

Careem



Concorde - Corodex Group



الفاستوف وشركاه للمحاماة  
QASIMI  
LAW PARTNERS



## High Profile Guests

- Sheikh Nahayan Mubarak Al Nahayan, Cabinet Member and Minister of Tolerance of the UAE
- Musabbeh Al Kaabi, Chief Executive Officer of Mubadala Petroleum & Petrochemicals
- H.E. Masud Husain, Ambassador of Canada in the UAE
- Emmanuel Kamarianakis, Consul General of Canada to Dubai and the Northern Emirates
- Chairpersons of AmCham Abu Dhabi and British Business Group Abu Dhabi, Canadian Business Council Dubai
- Raoul Awad, Deputy Director General of Federal Authority for Nuclear Regulation
- Fadi Khoury, Managing Director of Bank of Montreal
- Andre Sayegh, Deputy CEO & Group Head of Corporate & Investment Banking of First Abu Dhabi Bank
- Keith Stoodley, CEO of PAL Aerospace (UAE)



# CBC Maple Leaf Ball 2019

	Benefit	Platinum	Gold	Silver	Bronze
1	Corporate logo displayed in all event communication via CBC website, emails, social media.	✓	✓	✓	✓
2	Logo displayed on CBC Event Banner	✓	✓	✓	✓
3	Verbal Recognition at the podium by CBC Chairman	✓	✓	✓	✓
4	Avail Complimentary Tickets for the event	10	6	4	2
5	Standard sized roll-up corporate banners to be displayed at the event	4	2	2	1
6	Participate in Group Sponsors Photoshoot featured in post-event communications on CBC website, emails & social media	✓	✓	✓	✓
7	Recognition in the post-event CBC news release	✓	✓	✓	
8	Giveaway bags with company brochures and marketing material	✓	✓	✓	
9	Preferential seating close to the stage	✓	✓	✓	
10	Receive Plaque of Appreciation specifying level of sponsorship	Large	Medium	Small	
11	Corporate Promotional Silent Video – Logo Splash	45 secs	20 secs		
12	Company Booth Space in foyer	✓	✓		
13	Delegates to attend Exclusive CBC Sponsor Appreciation Ceremony to be held with the Ambassador of Canada to the UAE	2	1		
14	Delegates at VIP table #1 with Ambassador, CBC Chairman, and Senior Business Executives	1			
15	Opportunity to speak at the event and highlight your company's services	3 mins			
	<b>Price (AED)</b>	<b>30,000</b>	<b>20,000</b>	<b>10,000</b>	<b>5,000</b>

# Early Bird Offer for CBC Platinum and Gold Members

*expiring 1 month before the event date*

**CBC Platinum  
Members get**

**30%  
OFF**

**CBC Gold  
Members get**

**15%  
OFF**

**EARLY  
BIRD  
OFFER**

*Discount applies only for Platinum and Gold sponsorship packages*