



CANADIAN BUSINESS COUNCIL
CONSEIL CANADIEN DES AFFAIRES
مجلس العمل الكندي

SPONSORSHIP OPPORTUNITIES PROPOSALS



Why Sponsor CBC Events?



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



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



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



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



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



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

Maple Leaf Ball

The Canadian Business Council (CBC) Abu Dhabi will host the Maple Leaf Ball (MLB) 2020. This event celebrates the distinguished Canadian and U.A.E. companies in Abu Dhabi.

H.E. Sheikh Nahayan Mabarak Al Nahayan, Cabinet Member and Minister of Tolerance of the UAE has patronaged and was the guest speaker for MLB 2017, 2018 and 2019.



20 March 2020
Friday



6:30pm until late



Jumeirah at
Saadiyat Island



Maple Leaf Ball



Concorde - Corodex Group



- H.E. Sheikh Nahayan Mabarak 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)

Previous Sponsors

High Profile Guests

Maple Leaf Ball

Sponsorship Packages

	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	Corporate Promotional Silent Video – Logo Splash	45 secs	20 secs		
11	Company Booth Space in foyer	✓	✓		
12	Delegates at VIP table #1 with Ambassador, CBC Chairman, and Senior Business Executives	1			
13	Opportunity to speak at the event and highlight your company's services	3 mins			
	Price (AED)	30,000	20,000	10,000	5,000