



**BRITISH
BUSINESS GROUP**
DUBAI & NORTHERN EMIRATES

Annual Golf Event Sponsorship Proposal





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About the BBG

The BBG enables like-minded professionals with British business interests to expand their opportunities in the UAE. Regarded as an authoritative voice of UK-UAE trade interests, the BBG promotes bilateral relations between the UAE and the UK and is closely aligned to the British Embassy, Department of International Trade and the UAE British Centre for Business.

The Group's committee works closely with UK government and industry bodies to promote and develop business relations between Dubai and the Northern Emirates and the United Kingdom; highlighting British business' commitment to the emirates and assisting British trade missions and British enterprises considering business opportunities in Dubai & the Northern Emirates.

Our Unique Advantage

A business group that provides opportunities to support, grow and develop British interests in the UAE. The partner of choice of DIT to help DIT deliver high value business support services.

Why do the BBG host the Golf Day?

- Vision of being the no. 1 Business Group Golf Day in MENA
- Providing a business networking platform for members to meet new business contacts and do real business
- To promote the BBG to the business community in a positive light

What's in it for the BBG members?

- Platform to: Entertain clients / Meet prospective clients/business partners

What's in it for the BBG sponsors?

- Direct communication to senior decision makers within the UAE business community
- Brand alignment to blue chip companies & no.1 Business Group in the region
- E-coms / Social Media / Branding / Advertising / Physical Engagement
- Multiple touch points to clients in a relaxed & social environment
- Data capture opportunity of all participants





BBG Golf day facts

- Launched **1995**
- 45 teams / 4 players per team
- **180 players**
- Over **100** companies represented
- **80%+** senior decision makers

Raising the bar for sponsors



- Improved areas of engagement for golfers and sponsors
- New Sponsorship Structure designed specifically for the event with enhanced benefits structure
- Less crowded brand landscape on and off the course
- Activation opportunities for Hole Sponsors
- Improved branding package – included within the sponsorship fee and providing a consistent look & feel
- Increased brand touch-points for greater brand awareness and improved data capture opportunities
- Improved media awareness through social media and dedicated Media Partner – Motivate Publishing
- Benefits Package

Sponsorship Packages

Hole Sponsor AED 15,000

- Hole Branding with production of:
4 Sail Flags, Tee-Markers, Pin Flags, and Competition Board
- 1 Four ball team, inclusive of evening dinner and day package
- Hole Activation and competition opportunity



Hole Branding:

x4 Sail Flags



x1 Pin Flag



x2 Tee Markers



x1 Competition Board



Logo on Backdrop



Hole Branding includes options for Flags, Tee-Markers, Pin Flags, Competition boards & Backdrop.

NOTE: All Sail Flags with composite logo to include BBG logo

Sponsorship Packages

Gift Pack Sponsor AED 50,000

Use of company logo on:

- Callaway Shirts- Cobranded with BBG logo
- Callaway Cap- Sole branding
- Callaway Sleeve of Balls- Sole branding
- Callaway Towel- Cobranded with BBG
- Callaway Tee Pegs- Sole branding
- Major use of logo at check in reception
- Option to include marketing materials in lockers
- 4 Places at evening dinner reception



Sponsorship Packages

Official Car Sponsor AED 30,000

- Placement of 2 cars at main entrance to golf club
- Placement of 1 car on golf course
- Production of player golf cart branding
- 1 Four ball team, inclusive of evening dinner and day package



Sponsorship Packages

Practice Range AED 10,000

- Driving Range and Putting Green Branding with production of:
 - Driving range dividers
 - Putting green flags
- Four places at evening dinner reception



Sponsorship Packages

Daytime Drinks AED 10,000

- Production of branded drinks vouchers given to all players- with data capture
- Production of beverage golf cart branding
- 8 places at evening dinner reception

Evening Target Golf AED 5,000

- Use of own branding around popular target golf activation during evening reception
- 2 Places at evening dinner reception
- Opportunity to provide winning prize for activation





British Business Group Golf Day, opportunities to support, grow and develop British interests in the UAE.



Thank you for your interest in the British Business Group Golf Day

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