

SPONSORSHIP CATEGORIES

LANDSCAPE MIDDLE EAST AWARDS

SUSTAINABILITY & ACCESSIBILITY – RIYADH 2024

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Landscape Middle East Awards 2024 Riyadh, Saudi Arabia.

The Landscape Middle East Awards 2024 is an international event celebrating landscape architecture's pivotal role in fostering sustainability, innovation, creativity, and accessibility. This year's event will be distinguished by its comprehensive 3-in-1 format, encompassing an Exhibition, Conference, and Evening Awards Ceremony to provide a full day of industry networking opportunities.

3in1 Event

Sponsoring the Landscape Middle East Awards 2024 presents a unique opportunity for companies and organizations to align themselves with the core values of sustainability, innovation, creativity, and accessibility in landscape architecture.

This prestigious international event, which stands at the forefront of recognizing outstanding achievements in the field, offers sponsors visibility and engagement with a global audience of industry leaders, decision-makers, and influencers. By sponsoring, your brand will be associated with these core values, enhancing its image and demonstrating its commitment to the industry.

This year's event distinguishes itself with a comprehensive 3-in-1 format, incorporating an Exhibition, Conference, and Evening Awards Ceremony. This format not only magnifies the impact and reach of the event but also offers sponsors a unique full-day platform for industry networking.

By connecting with professionals across different sectors of landscape architecture, sponsors will have the exceptional opportunity to showcase

their products, services, and commitment to the industry's future in a dynamic and interactive setting, making them an integral part of the event.

This year's event emphasizing sustainability and accessibility resonates with the growing global movement towards environmental and social responsibility. Sponsors will benefit from the association with these values, enhancing their brand image and demonstrating leadership in supporting important industry advancements.

The Landscape Middle East Awards 2024 is more than just an event; it's a catalyst for fostering connections, inspiring change, and driving the landscape architecture industry forward. As a sponsor, your organization will not only gain substantial exposure but will also play a vital role in supporting the continued growth and success of the landscape architecture community.

Join us in celebrating excellence and innovation at the Landscape Middle East Awards 2024, and take advantage of this significant opportunity to elevate your brand within the industry.

Landscape
MIDDLE EAST





SPONSORSHIP CATEGORIES

STRATEGIC

STRATEGIC PARTNERS (500,000 AED)

- Branded Awards x5
- Awards Presentation x5
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x3 reserved tables (30 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns
- Advertisements, website Banners
- Exhibition Space with custom-built display

ACCESSIBILITY

ACCESSIBILITY PARTNERS (350,000 AED)

- Branded Awards x4
- Awards Presentation x4
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x2 reserved tables (20 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns
- Advertisements, website Banners
- Exhibition Space with custom-built display

SUSTAINABILITY

SUSTAINABILITY PARTNERS (350,000 AED)

- Branded Awards x4
- Awards Presentation x4
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x2 reserved tables (20 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns
- Advertisements, website Banners
- Exhibition Space with custom-built display



DIAMOND**DIAMOND SPONSORSHIP (250,000 AED)**

- Branded Awards x4
- Awards Presentation x4
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x2 reserved tables (20 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns, advertisements, website Banners
- Exhibition Space

PLATINUM**PLATINUM SPONSORSHIP (175,000 AED)**

- Branded Awards x4
- Awards Presentation x4
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x2 reserved tables (20 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns, advertisements, website Banners
- Exhibition Space

GOLD**GOLD SPONSORSHIP (100,000 AED)**

- Branded Awards x2
- Awards Presentation x2
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x2 reserved tables (20 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns, advertisements, website Banners
- Exhibition Space

SILVER**SILVER SPONSORSHIP (75,000 AED)**

- Branded Awards x1
- Awards Presentation x1
- Double Page Advertisement in the event's special magazine issue
- VIP Seating x1 reserved tables (10 Guests)
- Stage Branding
- Photo wall branding
- Sponsor's logo in all event's collaterals and campaigns, advertisements, website Banners
- Exhibition Space

NETWORK**NETWORK SPONSORSHIP (50,000 AED)**

- Meet & Greet Corporate Area
- Full Page in the event's special magazine issue
- Reserved Branded Table (10 Guests)
- Sponsor's logo in all event's collaterals and campaigns, advertisements, website Banners
- Exhibition Space



The marketing strategy for the Landscape Middle East Awards has been designed to ensure extensive sponsor brand promotion.

The event will be widely promoted via print and digital media outlets, leveraging Middle East Landscape Magazine's subscriber database. This promotion will include prominent sponsor recognition and sponsor brand awareness.

1

Our Event Promotion and Exposure

Our event promotion will commence in April 2024 and will continue until the event evening, the marketing activity will include:

1. Production of event promotional videos that can be reproduced to include your logo.
2. Customized video production to highlight your sponsorship support for the event. This media can be used for your digital promotion and social media presence.
3. Print Media - the event will be advertised in June, July, August, September, and October issues of the Middle East Landscape Magazine (back page), showing each sponsor's logo and commitment level.
4. Dedicated Middle East Landscape Magazine advertisement and sponsor introductions with a "meet the award sponsor" magazine column.
5. Extensive promoted Social Media coverage targeting landscape, landscape design, real estate, sustainability, urban design, and industry retail
6. Dedicate Sponsor welcome post on LinkedIn, Instagram, Twitter, and Facebook.
7. Promoted YouTube event video (expected 35,000+ views each month, 200 hours total viewing)
8. Website Banner – prominent display of sponsor logo on the Awards Website.
9. Email campaign to Middle East Landscape Magazine database.

2

Our Planned Event Exposure

Each level of sponsorship commitment is supported by additional sponsor advantages specific to each sponsor category including:

- Branded Awards
- Awards Presentation
- VIP Seating
- Stage Branding
- Photo wall branding
- Wall banner with sponsor logo and business promotion
- Dedicated Meet the Sponsors Area
- Stage Screen
- Website Banners

3

Our Post-event Event Exposure

Just because the event is over, there is no need to stop promoting it. We will use our post-event efforts to continue supporting our event sponsors, utilizing the momentum the awards event will bring to the Landscape Awards brand and our sponsor recognition including:

- Post Event Publication – following the event, Middle East Landscape Magazine will publish a special issue honouring the award winners and recognizing the event sponsors. Magazine exposure will be relevant to the sponsorship level, from logo position to full-page advertorial.
- Post Event Videos will be produced for event highlights, interviews, and award recognition.
- Extensive post-event social media campaigns will ensure ongoing support for all event sponsors.
- Sponsor-branded event video, customized to showcase the award presentation by the sponsor, interviews, and other memories to remember

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FOR MORE DETAILS:

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