

LANDSCAPE MIDDLE EAST

AWARDS

SUSTAINABILITY & ACCESSIBILITY – RIYADH 2024



www.landscape-awards.com

INVITATION TO SPONSOR

Landscape Middle East, in association with the International Federation of Landscape Architects Middle East and the Saudi Society of Landscape Architecture, is proud to present the Landscape Middle East Awards 2024.

DATE: 20th of November

LOCATION: Riyadh, Saudi Arabia

VENUE: SARAJ Venue

This event is a premier platform dedicated to advancing landscape architecture across the Middle East through innovation, sustainability, and educational leadership.

We cordially invite you to join us as a sponsor for our 2024 event. As a recognized company with a strong commitment to sustainability and landscape regeneration, your organization is ideally positioned to benefit from and contribute to the success of this influential gathering.



IFLA MIDDLE EAST
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

SSLA

الجمعية السعودية للمعمارية
SAUDI SOCIETY OF LANDSCAPE ARCHITECTURE

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ALIGNMENT

WITH YOUR GOALS

The core themes of the Landscape Middle East Awards 2024—sustainability in landscape design, innovation in environmental preservation, landscape regeneration, and accessibility for all, are integral to the advancement of modern landscape architecture. These themes perfectly align with your commitment to Saudi's development that respect and enhance the natural environment while ensuring that these spaces are inclusive and accessible to everyone.

By participating in this event, you can showcase your national voice for integrated accessibility within sustainable projects, a market leader that continues to illustrate a holistic approach to environmental and social responsibility. The presence at this event offers a chance to display how these inclusive practices are implemented in real-world scenarios, setting a benchmark in the industry for combining ecological stewardship with social inclusivity.

SUSTAINABILITY

REGENERATION

ACCESSIBILITY

EDUCATION

EXCELLENCE

ENVIRONMENTAL
PROTECTION

SOCIAL
RESPONSIBILITY

This partnership will underline your dedication to fostering environments that promote sustainable living and inclusivity.



Michael Haddad
Landscape Middle East Awards 2023

SENDING

A CLEAR MESSAGE

Involvement in this event will send a strong message about your commitment to environmental health, biodiversity, and sustainable management of water and air quality through innovative landscape solutions and boost your CSR credentials and alignment of brand with sustainability, education, and inclusivity, fostering a positive corporate image that appeals to consumers, investors, and partners who value ethical and responsible business practices.

EDUCATION AND EXCELLENCE

By sponsoring the Landscape Middle East Awards 2024, you will play a crucial role in honouring and celebrating those who have significantly contributed to landscape architecture.

This support extends beyond the professional sphere to include the academic realm, where educators, researchers, and students are pioneering the future of sustainable landscape design.

Your sponsorship will recognise seasoned professionals and shine a light on the next generation of landscape architects through the "Student Design Award." This category aims to showcase exceptional projects designed by students, highlighting innovative and sustainable solutions that address real-world environmental and social challenges. Supporting this award underscores a commitment to nurturing emerging talent and promoting educational endeavours that drive the industry forward.

Through these initiatives, your sponsorship not only fosters a rich environment for professional growth and recognition but also emphasizes the importance of comprehensive education in landscape architecture.





VISION

FOR THE FUTURE

The Landscape Middle East Awards 2024 offers a unique confluence of education, professional practice, and innovation in landscape architecture.

We believe your sponsorship of this event will not only enhance its stature as a leader in sustainable development but also align perfectly with its strategic goals of promoting environmental stewardship and innovative urban planning. Importantly, this partnership would underscore your commitment to the Saudi Vision 2030, particularly its goals for environmental sustainability and the development of greener urban spaces across Saudi Arabia.

The event's focus on sustainable and innovative landscape design directly contributes to these national objectives by showcasing and fostering practices that aim to transform Saudi Arabia into a greener and more sustainable country.

We are eager to discuss this sponsorship opportunity with you further. Please let us know a convenient time to explore how you can play a pivotal role in this prestigious event. Thank you for considering this opportunity to join forces in shaping the future of landscape architecture. We look forward to the possibility of partnering with you for a successful event.

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



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.

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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.

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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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