

Liwa Dates Festival Sponsorship

Cultural Programs and Heritage Festivals Committee - Abu Dhabi

Emirates Heritage Club - Abu Dhabi



Cultural Programs and Heritage Festivals Committee- Abu Dhabi



The Cultural Programs and Heritage Festivals Committee - Abu Dhabi was formed following a decree issued by the General Secretariat of the Executive Council in Abu Dhabi on the 3rd of February, 2013.

The vision and strategy of the Committee aim at strengthening the sense of loyalty and belonging through the practice of the authentic Emirati heritage. The Committee also works toward the reinforcement of traditional values, notably allegiance and loyalty to the nation and the leadership.

All the activities of the Committee serve the cultural strategy of the Emirate of Abu Dhabi and the United Arab Emirates and contribute to the safeguard of the cultural legacy. The Committee seeks to convey the civilisational and human message of the UAE to the different cultures and peoples of the world.



Emirates Heritage Club



Emirates Heritage Club was established on September 5, 1993. Its creation was promulgated by Emiri Decree No. (14) of 1997 as an independent organization affiliated to the government of Abu Dhabi.

The Club adopts a strategy that is guided by the long-term development goals of the Abu Dhabi government. As such, the Club views heritage as an element of sustainable development that must be safeguarded in order for society to reconnect with its civilizational roots, thus consolidating the foundations of the future. As a result, the Club has been working since its inception to promote UAE's material, immaterial, and natural heritage using well-thought-out scientific methodologies. It strives to fulfill its objective of collecting, preserving, and introducing the Emirati heritage to the future generations in a way that ensures the rooting of heritage in their minds and maintains their national identity.

Sponsorship Objectives



Through sponsoring the festival, competitions, or the activities organized by the Cultural Programs and Heritage Festivals Committee and Emirates Heritage Club, you can achieve your Corporate Social Responsibilities goals, and work toward the preserving of the tangible and non-tangible heritage of the UAE.

You also contribute to the sustainable growth of Al Dhafra, while supporting the local social and economic sectors of the region.

In addition, you will also get the benefit of media exposure during the festival, build brand awareness, increase reach, and improve community relations.

Liwa Dates Festival



16-24
July 2022

Liwa Dates Festival
Liwa City - Al Dhafra Region

The annual festival, which is held under the patronage of H.H. Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs, aims primarily to exchange experiences between farmers to grow the best and finest types of palms and fruits.

Held in the Liwa City, Al Dhafra Region in Abu Dhabi, the Liwa Dates Festival is an annual event that introduces date producers to modern agricultural practices and facilitates the exchange of expertise on the best ways to produce the highest quality date.

The festival also is one of Abu Dhabi's most significant heritage events and tourist attractions that highlights the many ways dates have impacted the cultural, heritage and economic life of the country. It provides a great place for visitors to learn about dates and to sample the most popular date varieties grown in the UAE.

The versatile date palm and the date fruit have played an important role in fulfilling the dietary needs of generations of desert communities, including those in the United Arab Emirates. The fruit is highly nutritious, while the trunk, fronds and other parts of the tree were traditionally used in buildings, handicrafts and tools. The Liwa Dates Festival highlights these and other important aspects of the date palm.

Liwa Dates Festival 2022 in numbers



Under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President, Deputy Prime Minister, Minister of the Presidential Court, the eighteenth edition of the Liwa Date Festival was held in the city of Liwa, Al Dhafra Region. The festival was organized by the Cultural Programs and Heritage Festivals Committee-Abu Dhabi from 16 to 24 July 2022, with prizes worth AED 8.3 million and the sponsorship of 14 national institutions.



مهرجان ليوا للربط

Liwa Dates Festival

2022

23

Main
Competitions

195 prizes worth AED 4,336,000 have been allocated to the festival's 11 dates mazayna competitions. Fruit competitions included 7 categories for which 63 prizes worth AED 1,101,000 were allocated. The Model Farm competition included 3 categories for which 15 prizes worth AED 1,250,000 have been allocated. Finally, the most beautiful basket competition had 10 prizes worth AED 48,000.

70%

Hotel
Occupancy

120,000 AED

Spent on Sponsored
Advertisements

67

Government
and Private
Establishments

78,023

Visitors

891

Participants

34

VIP visitors

211

Pavilions

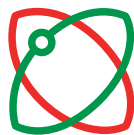
26,250

Sq. Meters

Main Sponsors of 2022

الظاهرة

Strategic
Partner



مؤسسة الإمارات للطاقة النووية
Emirates Nuclear Energy Corporation

Social Media
Sponsor



أدنوك
ADNOC

Energy
Partner

Sponsorship Categories



Festival Sponsorship

AED 600,000

Strategic Partner

Community Sponsorship

AED 400,000

Community Engagement Sponsor

Competition Sponsorship

AED 200,000

Sponsor



Festival Sponsorship

AED 600,000

Strategic Partner

Brand Visibility:

- Company logo on all marketing collaterals pre-event and during the event, on print, media and digital platforms, under «Strategic Partner»
- Dedicated Space on the site of the Festival
- Dedicated banner on the site of the Festival
- Dedicated page/spread on the digital brochure of the Festival

Media & Marketing:

- Televised interviews on Al Baynounah TV
- Quote from management of a representative on the media materials and press releases
- Company logo on the website and digital platforms
- Recognition of the company as Strategic Partner during stage activities

Special Benefits:

- Recognition on the closing ceremony with a certificate and trophy
- A complimentary basket of special dates

Community Sponsorship

AED 400,000

Community Engagement Sponsor

Brand Visibility:

- Company logo on all marketing collaterals pre-event and during the event, on print, media and digital platforms, under «Strategic Partner»
- Dedicated Space on the site of the Festival
- Dedicated page/spread on the digital brochure of the Festival

Media & Marketing:

- Televised interviews on Al Baynounah TV
- Quote from management of a representative on the media materials and press releases
- Company logo on the website and digital platforms

Special Benefits:

- Recognition on the closing ceremony with a certificate and trophy
- A complimentary basket of special dates



Competition Sponsorship

AED 200,000

Sponsor

Brand Visibility:

- Company logo on all marketing collaterals pre-event and during the event, on print, media and digital platforms, under «Strategic Partner»
- Dedicated Space on the site of the Festival

Media & Marketing:

- Televised interviews on Al Baynounah TV
- Company logo on the website and digital platforms

Special Benefits:

- Recognition on the closing ceremony with a certificate and trophy
- A complimentary basket of special dates

لجنة إدارة المهرجانات والبرامج
الثقافية والتراثية - أبو ظبي
Cultural Programs and Heritage
Festivals Committee - Abu Dhabi

نادي تراث الإمارات
Emirates Heritage Club



Thank you.

For more information, please contact:

Ahmad Ahrari | Head of Marketing
aahrari@dctabudhabi.ae

Khadijah Al Hashmi | Marketing Officer
khashmi@dctabudhabi.ae
+971 56 690 0469

Jasim Al Hammadi | PR Manager
Jasem618@ehcl.ae
+971 50 211 1331

