



جمعية الإمارات للمتداولين في الأسواق المالية  
UAE Financial Markets Association

EVENT SPONSORSHIP  
2013

# THE COUNTRY

United Arab Emirates the country of wonders has come a long way from once being solely dependent on white pearl to becoming a country highly regarded for its innovation and mammoth projects.

The United Arab Emirates established in the year 1971 is a federation of seven states termed emirates, which are Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al-Quwain, Ras Al-Khaimah, and Fujairah.

It lies at the crossroads of Europe, Asia, and Africa; it taps a vast hinterland comprising 3 continents, 136 nations, and 3.2 billion people.

# ABOUT UAE FMA

The UAE Financial Market Association was decreed by the Ministry of Social Affairs in December 2011 and is the standard bearer for financial markets professionals in the United Arab Emirates; we have more than 200 members under the umbrella of the UAE FMA.

The UAE FMA is affiliated to ACI - The Financial Markets Association, the global umbrella body of national associations. The Paris-based body has more than 13,000 members worldwide in more than 60 countries. This makes ACI the largest international association in the wholesale financial markets. ACI - The Financial Markets Association was founded in France in 1955 following an agreement between foreign exchange dealers in Paris and London. UAE Financial market Association seeks to add value to the industry and its members by promoting continuous education and social awareness.

The main priorities of the United Arab Emirates Financial Markets Association are to keep members informed of the changes in the financial industry and provide a forum for discussion in organized events on issues affecting the markets, the UAE FMA enhances educational value and working experience and knowledge by providing appropriate educational services to those with a legitimate interest in the financial markets.

UAE FMA also cultivate greater communication channels among members, markets, and other similar bodies so as to give members the opportunity to network through various events organized by the Association.

# OUR VISION

UAE Financial Markets Association works with different financial institutions in the region and worldwide, it is the standard bearer for financial market's professionals in the United Arab Emirates, UAE FMA believes in having a vision and aims that directly reflect the financial market professional community in the region, supporting and enhancing transparent communication through different channels.

Vision:

Governance, Administration, Development and Integration of financial markets in the United Arab Emirates

Aims:

Aim (1)

Provide governance and effective leadership for all financial market activities within the UAE

Aim (2)

Conduct an efficient, successful administrative and financial model

Aim (3)

Adopt professional standards and protocols to ensure the continuity of UAE FMA events and training programs.

Aim (4)

Run educational and development activities for junior members, to increase and improve financial market participation standards in the UAE

# COMMITMENT TO SPONSORS

As we continue to grow as one of the premier Financial Associations within the region, the UAE FMA is continually looking to synergize with potential sponsors/ supporters to grow as a brand publically within the financial community and general public as a whole.

We value our partnership with our sponsors, and will ensure to serve our sponsors professionally. We are committed to delivering valuable benefits and a positive partnership experience to each UAE FMA sponsor. *Please note: we will customize sponsorships to meet your specific marketing objectives and to enhance you partnership with UAE FMA.*

# EVENT OVERVIEW

NAME:

UAE FMA Events

ATTENDANCE:

Approximately XXX guests from the financial institutions based in the United Arab Emirates

DATE:

TBC

DETAILS:

TBC

VENUE:

TBC

RECEPTION:

TBC

LOCATION:

TBC

SCHEDULE OF DISCUSSION:

TBC

TIME:

TBC

CLOSING:

TBC

DINNER:

TBC

# SPONSORSHIP OPPORTUNITIES

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Title Sponsor	\$ 10,000
Affiliate Sponsors	\$ 5,000
Partners/Media Sponsor	\$ 2,500

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## OVERALL SPONSORSHIP BENEFITS:

- Visible brand presence at the Event
- Enhance the reputation and profile of your corporation
- Access to local financial market traders in the United Arab Emirates

## SPECIAL NOTES FOR SPONSORS:

UAE FMA will customize all sponsorships to specifically meet your company's marketing objectives, and to enhance your partnership with UAE FMA.

# SPONSOR BENEFIT SUMMARY

**TITLE SPONSOR**

**\$10,000**

## SIGNAGE AND PROMOTIONS

- Logo inclusion on prominent sponsor signage at the event as Title Sponsor
- Live mentions from gala Emcee
- Product distribution of goodie bag (goodie bag to be provided by sponsor if required)

## HOSPITALITY

- Invitation to UAE FMA Event (8 guests)
- Sponsors Agenda 'about product and services provided' (35 minutes presentation during event)

## DIRECT ADVERTISING

- Logo inclusion on all emails sent to UAE FMA invitees regarding the event as Title Sponsor
- Sponsor signage banner on stage and all surrounding area of the event (8 Banners)

## PUBLIC RELATIONS

- Business name, logo, and link on UAE FMA website
- Prominent business logo inclusion on UAE FMA invitation as Title Sponsor
- Acknowledged as Event Title Sponsor in all press releases, media relations, website, etc

**AFFILIATE SPONSOR**

**\$ 5,000**

## SIGNAGE AND PROMOTIONS

- Logo inclusion on prominent sponsor signage at the event as Affiliate Sponsor

## HOSPITALITY

- Invitation to UAE FMA Event (4 guests)
- Sponsors Agenda 'about product and services provided' (10 minutes presentation during event)

## DIRECT ADVERTISING

- Logo inclusion on all emails sent to UAE FMA invitees regarding the event as Affiliate Sponsor
- Sponsor signage banner surrounding area of the event (4 Banners)

## PUBLIC RELATIONS

- Business name, logo, and link on UAE FMA website
- Prominent business logo inclusion on UAE FMA invitation as Affiliate Sponsor
- Acknowledged as Event Affiliate Sponsor in all press releases, media relations, website, etc

# PARTNERS/MEDIA SPONSOR

\$ 2,500

## SIGNAGE AND PROMOTIONS

- Logo inclusion on prominent sponsor signage at the event as Partner

## HOSPITALITY

- Invitation to UAE FMA Event (2 guests)

## DIRECT ADVERTISING

- Logo inclusion on all emails sent to UAE FMA invitees regarding the event as Partner
- Sponsor signage banner surrounding area of the event (1 Banner)

## PUBLIC RELATIONS

- Business name, logo, and link on UAE FMA website
- Prominent business logo inclusion on UAE FMA invitation as Partner
- Acknowledged as Event Partner in all press releases, media relations, website, etc



# SPONSORSHIP CONTACTS

If you would like to sponsor and accept one of the above sponsorship opportunities, kindly contact

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Alternatively, you could visit our website on [www.uaefma.com](http://www.uaefma.com) and fill in the sponsorship form and we will contact you regarding the sponsorship.



[www.uaefma.com](http://www.uaefma.com)