

MOC Sponsorship Management RFP

SYNC SPONSORSHIP AGENCY Technical Proposal

The attention of
*General Culture Authority
Head of Purchasing Department*

ABOUT SYNC SPONSORSHIP



Official name:	SYNC Sponsorship Agency
Core business services:	Sponsorship Marketing & Sales
Established:	NOV 2018
Office location:	King Abdulaziz Road, ADCO building
Total current team:	7 in total and 5 located in the Riyadh office
SYNC Years of experience:	3 years within the Saudi Arabian market

SYNC Sponsorship was established in NOV 2018 focused on delivering services relevant only to sponsorship marketing.

As specialists in Sponsorship Marketing:

**“We help high-end Intellectual Properties find the right partners,
and high-end Brands capitalize on their investment”**



PROJECT BRIEF & INITIAL PLAN



The Ministry of Culture is looking for a well established and experience Sponsorship Management and Marketing Agency to provide services that would achieve the successful sales of MOH owned assets and to generate sustainable revenue.

Based on the RFP, we have split the services into **3 Phases** with a total of **11 Stages** to the project

- **Phase One - Discovery & planning**
 - Stage 1 - Discovery & induction
 - Stage 2 - Asset audit, development & valuation
 - Stage 3 - Strategy development
 - Stage 4 - Packaging & pricing
- **Phase Two - Sales, marketing & acquisition**
 - Stage 1 - Sponsorship segmentation, lead generation and database building
 - Stage 2 - Proposal drafting and designing (go to market collateral)
 - Stage 3 - Research & sales
 - Stage 4 - Customization per sponsor needs and briefing
- **Phase Three - Maintaining relationships & Account management**
 - Stage 1 - Sponsors manual development and onboarding
 - Stage 2 - Ongoing account management and facilitation of asset fulfilment
 - Stage 3 - Post event reporting
 - Stage 4 - Packaging & Pricing per package
- **Added value services**
 - Financial management of all transactions and payment follow ups
 - Legal agreement management





1. Stage 1: Discovery and induction

- a. Review of all properties within the RFP for the first year to assess each properties current market readiness.
- b. Analysis, discovery and interview sessions with stakeholders, event owners and other relevant bodies.
- c. Review of potential budget items to be considered for value-in-kind (VIK) to reduce OPEX.
- d. Audit & databasing of existing and planned event content for commercial sponsorship consideration.

2. Stage 2: Asset Audit, Development & Valuation

- a. Conducting a full asset audit of potential sponsorship rights, benefits and activations per property.
- b. Developing and suggesting new assets based on benchmarks and best practices.
- c. Providing a full asset inventory for MOCs approval and confirmation on delivery
- d. Asset valuation

3. Stage 3: Strategy development

- a. Identify best practices, define new commercial structures and strategy.
- b. Activity objective setting in both areas of financial and technical.
- c. Benchmarking against local, regional and global sponsorship properties.
- d. Development of initial commercial structure.
- e. Development of final recommended commercial structure.
- f. Scenario planning with selected business categories.

4. Stage 4: Packaging & Pricing per package

- a. Pricing strategy and financial forecasting
- b. Capacity per package
- c. Assessment of resources and manpower requirements to deliver packages





1. Stage 5: Discovery and induction

- a. Review of all properties within the RFP for the first year to assess each properties current market readiness.
- b. Analysis, discovery and interview sessions with stakeholders, event owners and other relevant bodies.
- c. Review of potential budget items to be considered for value-in-kind (VIK) to reduce OPEX.
- d. Audit & databasing of existing and planned event content for commercial sponsorship consideration.

2. Stage 6: Asset Audit, Development & Valuation

- a. Conducting a full asset audit of potential sponsorship rights, benefits and activations per property.
- b. Developing and suggesting new assets based on benchmarks and best practices.
- c. Providing a full asset inventory for MOCs approval and confirmation on delivery
- d. Asset valuation

3. Stage 7: Strategy development

- a. Identify best practices, define new commercial structures and strategy.
- b. Activity objective setting in both areas of financial and technical.
- c. Benchmarking against local, regional and global sponsorship properties.
- d. Development of initial commercial structure.
- e. Development of final recommended commercial structure.
- f. Scenario planning with selected business categories.

4. Stage 8: Packaging & Pricing per package

- a. Pricing strategy and financial forecasting
- b. Capacity per package
- c. Assessment of resources and manpower requirements to deliver packages





1. Stage 9: Discovery and induction

- a. Review of all properties within the RFP for the first year to assess each properties current market readiness.
- b. Analysis, discovery and interview sessions with stakeholders, event owners and other relevant bodies.
- c. Review of potential budget items to be considered for value-in-kind (VIK) to reduce OPEX.
- d. Audit & databasing of existing and planned event content for commercial sponsorship consideration.

2. Stage 10: Asset Audit, Development & Valuation

- a. Conducting a full asset audit of potential sponsorship rights, benefits and activations per property.
- b. Developing and suggesting new assets based on benchmarks and best practices.
- c. Providing a full asset inventory for MOCs approval and confirmation on delivery
- d. Asset valuation

3. Stage 11: Strategy development

- a. Identify best practices, define new commercial structures and strategy.
- b. Activity objective setting in both areas of financial and technical.
- c. Benchmarking against local, regional and global sponsorship properties.
- d. Development of initial commercial structure.
- e. Development of final recommended commercial structure.
- f. Scenario planning with selected business categories.

4. Stage 12: Packaging & Pricing per package

- a. Pricing strategy and financial forecasting
- b. Capacity per package
- c. Assessment of resources and manpower requirements to deliver packages



PROJECT TIMELINES



SERVICE	TIMELINE
Discovery & Induction	Completed within 2-3 weeks post commissioning
Asset Audit, Development & Valuation	Completed within 4-6 weeks post commissioning (multiple events could be potential covered in the same research wave)
Strategy Development & Benchmarking	Completed within 3-4 weeks
Packaging & Pricing	Completed within 2-3 weeks
Database building	Completed within 2 weeks
Proposal Drafting and designing	Completed within 4-6 weeks
Sponsorship Sales	On-going
Sponsorship Account Management	On-going
Sponsorship reporting	4 weeks post event

OUR SERVICES & METHODOLOGY

OUR CORE SERVICES & BUSINESS MODEL

Asset Audit, Development & Valuation

Identifying value added assets that sponsors care for the most when reviewing a sponsorship opportunity



Proposal Creation

Creating a world-class sponsorship proposal ensuring your opportunity is effectively communicating what sponsors want to know



Sponsorship Sales

Our dedicated sales experts become your commercial team managing the full sales process, Identifying brand partners for your Property and customizing win win partnership propositions.



Sponsorship Account Management

Maintaining a relationship with the sponsors on behalf of the properties we represent, by delivering on the sponsorship assets and becoming the focal point for the sponsors throughout the journey of their sponsorship.



Brand Consultancy

Specialists in working with Property-Owners across diverse industries, SYNC Sponsorship are best suited to assist brands when identifying and negotiating sponsorship opportunities. We are also your consultants in identifying the sponsorship opportunities and proactively getting it for you.





Asset Audit

Development & Valuation

Identifying value added assets that sponsors care for the most when reviewing a sponsorship opportunity.



TANGIBLE ASSET VALUE

Similar to partner valuation, the methodology considers the full value potential of all included assets for each package.

INTANGIBLE ASSETS

Exclusivity, official designation and the use of intellectual property are just some of the intangibles that establish true market value of a sports sponsorship.

MARKET BENCHMARKS

Much of a sponsorships market value is determined by what other rights holders are receiving in the marketplace.

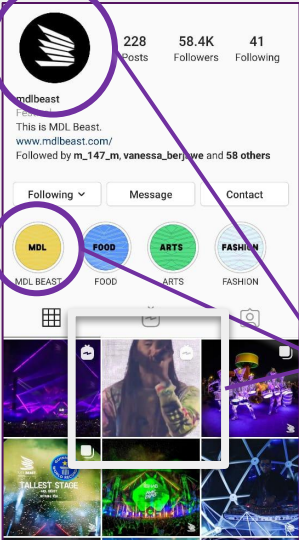
PACKAGE STRUCTURE

Often less is more. We analyse your collective asset valuations and determine the optimal package structure to help maximise your commercial potential.



Following a **discovery session** of the property, SYNC Sponsorship will **Identifying value added assets** that sponsors care for the most, **and provide the property with a full inventory list of assets** to approve before proceeding with an asset valuation.

Example of assets include might include but are not limited to:

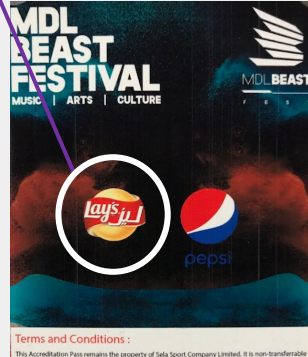


Hospitality

- ✓ VIP & backstage access
- ✓ Category A free tickets for sponsor CRM & social activation

Digital Brand Presence

- ✓ Increased reach
- ✓ Posts / mentions
- ✓ Direct link to brand
- ✓ Competition opportunity
- ✓ Customer engagement

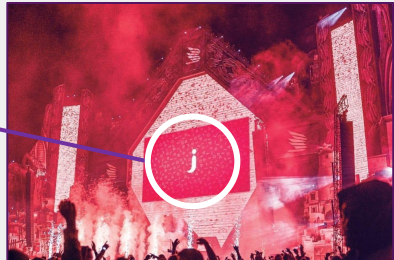


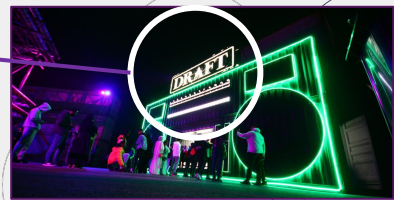
Event Brand Presence

- ✓ Large attendee reach
- ✓ Huge social media reach
- ✓ Emotional connection
- ✓ Social media/TV Broadcasting

Activation Area

- ✓ Large attendee reach
- ✓ Attendee social media reach
- ✓ Emotional connection
- ✓ Customer engagement
- ✓ Supports Sales
- ✓ Data collection





Other samples include, naming rights, money-can't-buy assets, facility & venue hire, broadcast sponsorship and more



Following the properties approval of the asset inventory, we calculate the value of each asset based on key media valuation metric. It is also important to understand the clients financial costs/revenue to factor in their targeted sponsorship revenues..



Total Audience



Cost per X



Asset Value



Asset	Total Audience (Online & Offline)	Cost Per Asset	Asset Value	Comments	Capacity of brands <small>(This helps us identify the number of brand the property can integrate)</small>
Main Stage Banner (printed)	1,500,000	SAR 200 (CPM)	SAR 300,000	- Banner size 8x10 ft - Exclusive availability	4
Prime location activation booth 100SQM	500,000	1000/sqm	SAR 100,000	- Unique audience experience/offering essential	4
Social media post	10,000	SAR 10 (CPM)	SAR 3000	- post mentioning sponsor	10

Figures shown in the table above are examples

CONFIDENTIAL



PROPOSAL CREATION

Our dedicated sales experts become your commercial team managing the full sales process, identifying brand partners for your Property and customizing win win partnership propositions.



The Proposal is what Sponsors (Leads) will be assessing to evaluate the opportunity; a clear document that will answer many of their questions. The objective of the Sponsorship Proposal is to convert a Lead into an Opportunity

1

Research

Your prospectus is a highly structured and visual overview of your property. It includes relevant demographic information about your attendees, and offers social proof from past sponsors or media reach.

2

Sponsorship Model/Structure

The creation of the sponsorship model and structure

3

Proposal Creation

The Sponsorship Proposal contains and outlines the commercial assets sponsors would expect to receive in return for their investment and the different categories of sponsorship



CLIENT PROPOSAL: SPL

Sponsorship Proposal for the Saudi Professional league.

Some examples of how our proposal has helped support the sales team for the SPL.



الدوري السعودي للمحترفين



SPL Sponsorship Proposal



SPL Attendee figures



Previous brand sponsors



Digital media reach

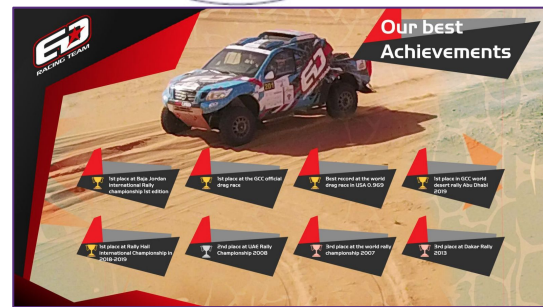
CLIENT PROPOSAL: ED RACING TEAM

ED Racing Team, a Saudi Rally team looking for sponsors to support their upcoming races.

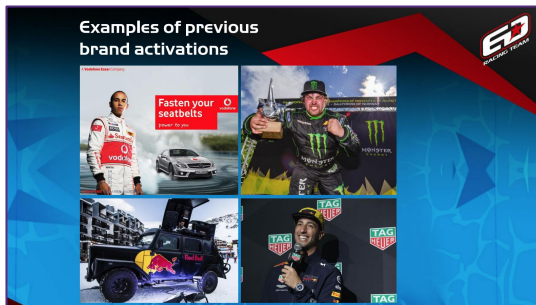
Some example of how our proposal has helped support the sales team for ED Racing Team



Story of ED Racing Team



ED Racing team achievements



Brands sponsoring the motor racing industry



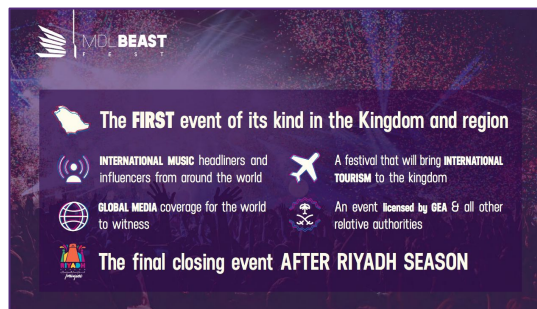
Audience reach (attendee, digital media, TV broadcasting)

CLIENT PROPOSAL: MDL BEAST

MDL Beast is a three day festival bringing together the best in electronic music,

- **Biggest event in the Region**
- **400,000 Attendees**
- **Best EDM performers from around the world**

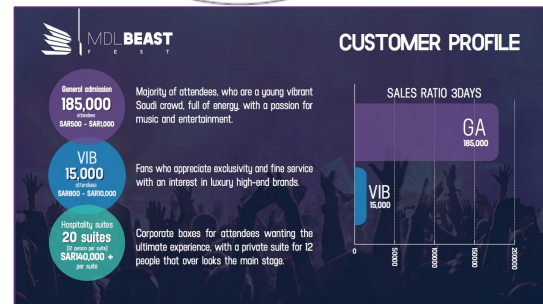
Some example of how our proposal has helped support the sales team for MDL BEAST



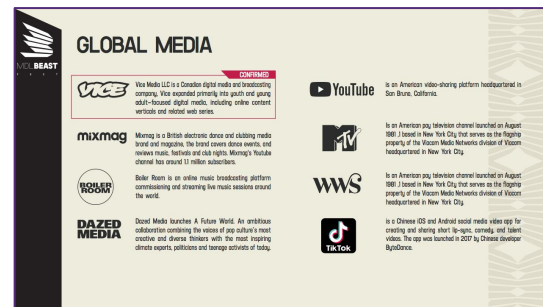
Brief of MDL BEAST



Geographic media placements national & international



Customer profile & Sales ratio



Global Media reach (Digital media, TV broadcasting)

CONFIDENTIAL

CLIENT PROPOSAL: 8ies

8ies is a Saudi creative production company, with numerous successful educational and entertainment videos that has reached millions of views and followers

Some example of how our proposal has helped support the sales team for 8ies Studios

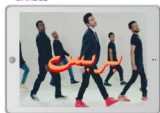
Eighties
ايتيز



What is 8ies?

A Saudi creative production company, with numerous successful educational and entertainment videos that has reached and attracted millions of viewers and followers.

BARJES



Click on image to see the video

Activated over

400K views

Over

400K likes

HWAJES



Click on image to see the video

Activated over

200K views

Over

200K likes

Achieving a total of

watch time 1478753.494

Achieving a total of

watch time 697246.9219

Brief of 8ies studios, and their most successful videos

Total digital reach for 8ies channels and 8ies network



YouTube

Eighties
ايتيز

8IES

177.5M
total Views



6.7M
total Views



4.7B
total watch time



113K
subscribers

8IES

4.5B
total watch time

617K
subscribers

8ies channels and network total digital reach, along with a detailed description of each channel

The People Behind 8ies



Abdullah AlMusharraf
Co-founder of 8ies.
Photographer and producer

14K followers
2,755,088 impressions

70.2K followers
662,193 impressions

Age range:
18-24 : 22% | 25-34 : 60% | 35-44 : 15% | 45-54 : 02% | 55-64 : 01%

CITIES:
58.3% (Riyadh)
26.7% (Jeddah)
65.7% (Gammour)
05.9% (Madina)

GENDER:
60.9% (Male)
40.0% (Female)

Showing the creative team behind the success of 8ies

8ies Content Distribution Graph



8ies content distribution graph



Sponsorship Sales

Our dedicated sales experts become your commercial team managing the full sales process, Identifying brand partners for your Property and customizing win win partnership propositions.

"SYNC will work diligently to find and sign the right sponsors who will help improve the experience of the your property"



1. The first sales process would be to identify a potential partner from the **SYNC Sponsorship salesforce & CRM** system.
2. We would search each industry sector to find a relevant partner for our client.
3. Baring all brands in mind, those that are not in the SYNC database, could still be accessed through our network relations.

Managing the sales process
(first approach - meeting - negotiating)

Over 600 senior contacts in all industries

Filtered search options
(Identify sector and search using filter)

The **SYNC Sponsorship Salesforce System**, A CRM (Customer Relationship Management) software that fully supports the sales team.



The screenshot displays the Salesforce CRM interface for the SYNC Sponsorship system. The top navigation bar includes tabs for Prospects, Leads, Contacts, Accounts, Opportunities, Tasks, Calendar, Notes, Reports, and Dashboards. A search bar at the top right allows for searching prospects and more. The main content area shows a list of prospects with columns for First Name, Last Name, Industries, Company, Department, and Title. The list is filtered by 'All' and includes a search bar for the list itself. The table contains 20 rows of data, each representing a senior contact with their respective details.

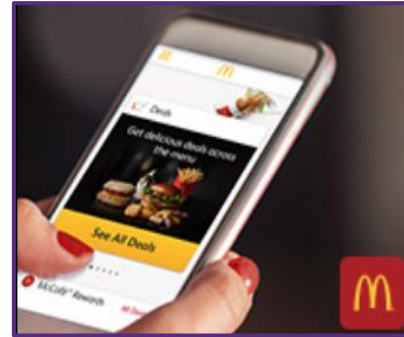
First Name	Last Name	Industries	Company	Department	Title
Muhammad	Muhammad	Advertising/Finance	advertising/finance		Partnership & Loyalty Program Manager
	George	Credit Cards/Finance	american express		Marketing Director
	flayhan	Credit Cards/Finance	american express		marketing manager
Nizar	hasan	Credit Cards/Finance	american express		Chief Executive Officer of Customer Services and Relatio...
Reema	Shammasi	Credit Cards/Finance	mastercard		Cluster Marketing Manager
abdullah	bugshan	Credit Cards/Finance	mastercard		head of acceptance
hadider	hamdan	Credit Cards/Finance	mastercard		head of loyalty solutions
jaska	rademaker	Credit Cards/Finance	mastercard		loyalty solutions
juliana	leite	Credit Cards/Finance	mastercard		business leader & vice president
mohammed	shahorouri	Credit Cards/Finance	mastercard		manager
ali	balloun	Credit Cards/Finance	Visa		head of business development
anooop	bhargava	Credit Cards/Finance	Visa		regional head
devendar	agarwal	Credit Cards/Finance	Visa		head of co-brand program management
mohanish	agni	Credit Cards/Finance	Visa		head of merchant sales and solutions,MENA
mohammed	ismaeel	Credit Cards/Finance	Visa		senior vice president marketing
nasser	bdeir	Credit Cards/Finance	Visa		business development director
prasad	menon	Credit Cards/Finance	Visa		director, prepaid cards middle east and north africa
sumit	tyagi	Credit Cards/Finance	Visa		strategic sales leader
wasim	rahman	Credit Cards/Finance	Visa		business development leader
Abdullah	Abdullah	Credit Cards/Finance	Visa		Marketing Manager



Before approaching any high-profile brand we need to conduct a full research into their company. This typically includes the following:

- Research current marketing goals, objectives & KPIs
- Look at different types of added value we can offer
- Look at their customer demographic to identify their target audience
- What are their brand values and what previous brands have they partnered with
- Suggesting recommendation on how to activate such a sponsorship

Using mcdonald's KSA as an example, we would look at what current products/services they are trying to push. By studying their digital activity, we can see one of their goals is to increase number of app downloads. Therefore, our approach may be proposing a particular activation to encourage audience to download the Mcdonald's app.





Using ASANA Business for our sales management and tracking. Access will be provided to our clients for live tracking of SYNCs sales progress and per lead updates per property.

asana

Home

My Tasks

Inbox

Portfolios

Favorites

Favorite projects by clicking the ☆

Show more

Reports

Tasks I've Created

Tasks I've Assigned to Others

Recently Completed Tasks

Team

Property name

Invite People

Sales

List Board Timeline Calendar Progress Forms More...

Set status

Share

Search

Upgrade

+ Add Task

Incomplete tasks Filter Sort Rules Fields

Task name	Assignee	Estimated val...	Due date	Projects	Lead status	Priority	Lead	Lead Position	
▶ Closed Won									
▶ Qualified Leads									Contract discussion and value proposition
▶ Active Leads									Nurturing lead and discussing values
▶ Leads									Tentative Clients
▶ UnQualified leads									Did not meet our conditions or Requirement
+ Add section									



Sponsorship/Client Account Management

Maintaining a relationship with the sponsors/client on behalf of the properties we represent, by delivering on the sponsorship assets and becoming the focal point for the sponsors throughout the journey of their sponsorship.



The main role of the Sponsorship Account team is to become the focal contact point of all sponsors and to coordinate the sponsor deliverables with the operation and commercial team.

Our approach would be to build a dedicated Account team that will ensure that all the rights acquired are fully utilized and activated in order to maximize the sponsor's ROI .

The Sponsorship Account team roles include:



ACCOUNT MANAGEMENT

Using ASANA Business for our project management and account management tracking and delivery provides our clients with a clear progress report on how we are managing sponsors and delivering on their assets.

The screenshot displays the Asana Business web interface. On the left is a dark sidebar with navigation options: Home, My Tasks, Inbox, Portfolios, and buttons for 'Create a Project' and 'Add Team'. The main workspace is divided into a left pane with a task list and a right pane showing details for the selected task, 'Adidas x RIYADH Marathon - Booth'. The task list includes a '+ Add Task' button and an 'Add section' button. The task details pane shows a 'Subtasks' section with five items, each marked with a checkmark and assigned to a team member. Below the subtasks is a text input field for updates and a 'Collaborators' section at the bottom.

asana

Home

My Tasks

Inbox

Portfolios

Create a Project

Add Team

Browse Other Teams

List Board Timeline Calendar Progress Forms More...

+ Add Task

Task name

Adidas x RIYADH Marathon - Booth

+ Add section

Subtasks

- ✓ Invoice has been issued
- ✓ Communicated with Adidas in regards to booth delivery
- ✓ facilitating the client in agreed assets
- ✓ Report is under development
- ✓ Report sent by Account Manager

+ Add subtask

Ask a question or post an update...

Collaborators

THE TEAM

SYNC SPONSORSHIP AGENCY TEAM



Ahmed Almashhadi - Founder & CEO

Experienced in Marketing-Communication, Commercial Product development, and Events, driven from a combination of various industry sectors such as Hospitality, FMCG, Events Promotion, Sports Automotive, Advertising, and Aviation. Leading by example and pushing for the highest quality of standards.



Jihad Altoukhi - Partner

Currently the Managing Director of Hashtag Social Media Agency and the CEO of Digicom. He has previously held key positions in a number of organizations including the Saudi Arabian General Investment Authority (SAGIA) and the Middle East Financial Investment Company (MEFIC) as well as AI-Toukhi Company for Industry, Trading and Contracting.



Nour AlAttar - Business Development Director

Expertise in the Marketing, Advertising, Comms and Tech industries as well as Project, Account & Brand Management, has allowed him to grow a wide and diverse set of skills that are essential in navigating the business development frontier. A total of 13+ years of experience has provided him with access to a large and diverse portfolio of Client & Brands.



Ghaith Arbid - Planning Manager

Experienced within different sectors such as Technology, Insurance, Retail & Fashion, Transportation & CSR, has allowed him to grow a skillset that includes Client Servicing, Managing Operations, Brand Management & Consultancy and a passion to provide people with value.



Monte Ibrahim - Senior Project Manager

Monte has made a career out of his passion and love of visuals, previously a content creator, he has found his comfort in the business world by founding his talent management company Grapes, becoming an accelerator for content creators. With a keen eye on spotting the hidden value in content and converting them into numbers, he has onboarded onto sync's team in order to provide conceptualization of content that seamlessly connect the brand with the audience in sponsorship marketing.



Abeer Al Aulaqi - Account Manager

Abeer has been working with SYNC for a year now and has managed the sponsorship of numerous properties such as the Saudi Fintech podcast, Athleco's Sand Clash competition and MDL Beast 2019. With also a past experience in the Ministry of Education as an account officer.



Rabih Al Bitar - Creative Director

A creative mind with over 13 years of multinational and local brand experience. Has a dynamic creative concept development approach that present customers with high quality content. Technical expertise in 2D and 3D design, as well as Photography, Video Production and Motion Graphics provides him with good insight into the building blocks of all content types.



Scott Fritz
Senior Consultant

Scott has over 10 years globally sports and entertainment industry experience working with leading rights holders, agencies and brands to support their strategic, commercial and operational efforts.

Scott started his career with various roles in the US at NASCAR, NBA and IMG. He has spent the last 8 years in the MENA region working with clubs, agencies and rights holders to help them achieve strategic goals through the application of robust data and insights.



Sarah Potter
Associate Director, Media

Sarah has over 15 years' experience in media intelligence and data analysis, working across a variety of sectors, but specialising in government and automotive. She has project-managed global media projects for such brands as JLR, Ferrari, and FedEx, and devised highly specialised programmes measuring the success of government initiatives in UAE and Saudi Arabia.

She has extensive international experience, having worked in London, New York and Hong Kong before settling in Dubai. She started her career working for The Economist Newspaper, before moving on to Report International (now CARMA), and has been with YouGov Sport since September 2019.



Vinith Morthy
Research Manager

Vinith has been working in research for more than 7 years and has conducted projects across a variety of consumer sectors including government, sports, entertainment, food & beverage, personal care, automotive and real estate.

His expertise spans usage & attitude studies, marketing evaluation, brand health trackers, large consumer research studies, concept and product testing, and post launch evaluation. Vinith has previously worked for Nielsen and Kantar TNS.



Kushal Theethamada
Research Analyst

Kushal has over 8 years of experience in advanced data analysis and research across a variety of sectors including Sports, Financial Markets and Healthcare sector.

His experience spans Data Modelling, Sponsorship Evaluation across all Media Platforms, Asset Valuations, Supply and Demand Analysis, Historical Data analysis by leveraging deep domain expertise.

He has worked for a Management Consulting firm in Dubai and prior to that for Thomson Reuters in Bangalore, India.

OUR TRACK RECORD









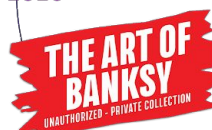








WHO ARE SYNC SPONSORSHIP?

SYNC Sponsorship Agency is the first sponsorship marketing agency in Saudi Arabia, established in NOV 2019.

"WE HELP HIGH-END BRANDS CAPITALIZE ON THEIR INVESTMENT AND HIGH-PROFILE PROPERTIES FIND THE RIGHT PARTNERS"

Properties we've worked with:

<p>March 2019</p>  <p>— AHLAM —</p>	<p>April 2019</p>  <p>بودكاست فنتك السعودية</p>	<p>2019 & 2020</p>  <p>ساند كلاش SandClash</p>	<p>Dec 2019</p>  <p>MDL BEAST FEST</p>	<p>Ongoing</p> <p>Eighties ايتيلز</p> 
<p>April 2019</p>  <p>بادر badir برنامج بادر لحاضرات التقنية Badir Program for Technology Incubators</p>	<p>May 2020</p> <p>تلفاز 11 Telfaz11</p> 	<p>April 2019</p>  <p>NASEEJ Business Management Consulting</p>	<p>Feb 2020</p>  <p>THE ART OF BANKSY UNAUTHORIZED - PRIVATE COLLECTION</p>	<p>Ongoing</p> 
<p>2019</p>  <p>RIYADH SEASON</p>	<p>2019</p>  <p>الجمارك السعودية SAUDI CUSTOMS</p>	<p>2019</p>  <p>SPL الدوري السعودي للمحترفين</p>	<p>2018</p>  <p>SEVEN MOONS سبع قمر</p>	<p>2019</p>  <p>منشآت monsha'at الهيئة العامة للمنشآت الصغيرة والمتوسطة Small & Medium Enterprises General Authority</p>

EIGHT BALL
CONSULTING



CONFIDENTIAL

SOME BRANDS AND SPONSORS WE'VE WORKED WITH



Click here to view our sponsors testimonials

Careem

زين
zain



تعاونية
Tawuniya

CONFIDENTIAL

SAND CLASH - 2019

Date of Project: February 2019

Sponsors Acquired by SYNC



flynas
طيران ناس



وقت اللياقة
FITNESSTIME

F
Fitness First

Sow



Asset audit & development



Sponsorship
Relations & Activation



Sponsorship Sales



Sponsorship Reporting



Sponsor Payments
& Collection



AHLAM CONCERT

Date of Project: March 2019

Sponsors Acquired by SYNC



Sow



Asset audit & development



Sponsorship
Relations & Activation



Sponsorship Sales



Sponsorship Reporting



Sponsor Payments
& Collection



FINTECH PODCAST

Date of Project: Jan - Nov 2019

Sponsors Acquired by SYNC



Sow



Asset audit & development



Sponsorship Relations & Activation



Sponsorship Sales



Sponsorship Reporting



Sponsor Payments & Collection



MDL BEAST

Date of Project: December 2019

Sponsors Acquired by SYNC



Sow



Asset audit & development



Sponsorship
Relations & Activation



Sponsorship Sales



Sponsorship Reporting



Sponsor Payments
& Collection



SAND CLASH - 2020

Date of Project: February 2020

Sponsors Acquired by SYNC



AQUAFINA

G-SHOCK



Sow



Asset audit & development



Sponsorship
Relations & Activation



Sponsorship Sales



Sponsorship Reporting



Sponsor Payments
& Collection

BIGGER BETTER REGIONAL



2020 - 2ND
EDITION

SandClash
CrossFit
Competition and
Fitness Festival

Telfaz 11 - Baytouti Show

Date of Project: (Q2 2020)

Exclusive sponsors & partnership acquired by SYNC ↴

بنك الرياض
riyad bank

Bupa
بوبا

Sow



Sponsorship Sales



Sponsorship
Relations & Activation



Sponsor Payments
& Collection



Sponsorship Reporting



TAPE PRODUCTION - Tasbeera Show

Date of Project: In Progress (Q2 2020)

Exclusive sponsors & partnership acquired by SYNC ↩



Sow



Sponsorship Sales



Sponsorship
Relations & Activation



Sponsor Payments
& Collection



Sponsorship Reporting



MOHTWIZE PODCAST NETWORK

Date of Project: In Progress (Q2 2020)

Exclusive sponsors & partnership acquired by SYNC ↴



Sow



Sponsorship Sales



Sponsorship
Relations & Activation



Sponsor Payments
& Collection



Sponsorship Reporting

محتويات





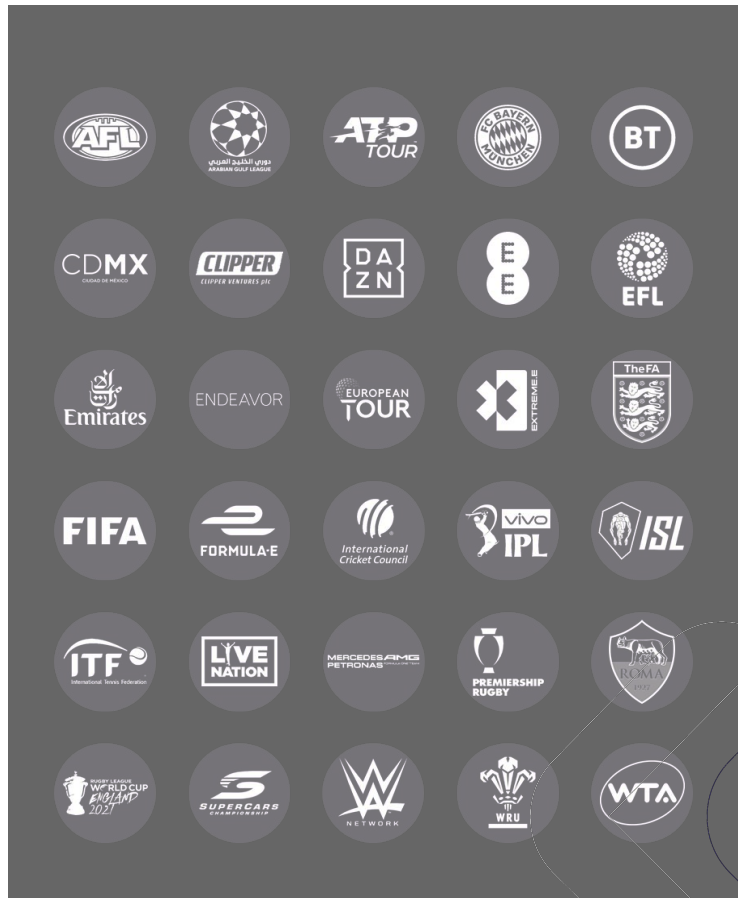
We provide key insight and expertise to the sport & entertainment industries. We work for rights-holders, brands and agencies delivering both media and consumer data.

YouGov Sport

"Their comprehensive in-depth process provided [us] with robust and credible partnership valuation data and key research findings – which ultimately influenced our future sponsorship strategy as a whole."

LONG-STANDING YOUNGOV SPORT RIGHTS-HOLDER CLIENT

Strong and lasting relationships with clients that put an emphasis on delivering robust and insightful research.





Regionally, we successfully completed similar asset audits, naming rights and stadia sponsorship valuations for the following clients, amongst others:



Selection of naming rights and sponsorship valuation clients – local market expertise:

› Yas Marina Circuit	› FAB Bank
› ICC Cricket	› IMG Sports Management
› Emirates Airline	› Sevens Rugby
› Arabian Gulf League	› Red Bull
› Abu Dhabi Sports Council	› Rolex
› Dubai Sports Council	› ADIB
› Coca-Cola Arena	› RCS UAE Cycling Tour

THANK YOU



www.syncs.agency



Info@syncs.agency