



## SPONSORSHIP OPPORTUNITIES

**PRCA MENA Conference and Digital Awards 2023, 8<sup>th</sup> November at the Movenpick Hotel & Residences Riyadh, Saudi Arabia.**

The PRCA (Public Relations and Communications Association) was founded in London in 1969 and launched [PRCA MENA](#) in 2016. PRCA is the world's largest professional PR body, representing more than 35,000 PR professionals in 82 countries worldwide. We are a global advocate for excellence in public relations. Our teams across Europe, the Middle-East and Asia-Pacific work with professionals around the world to coordinate our operations across six continents.

**The PRCA MENA Digital Awards 2023 is our annual event recognising the best of the digital and communications profession in the Middle East and North Africa.**

The **PRCA MENA conference** is a half-day event featuring an array of insightful sessions aimed at empowering PR and digital communications professionals. The programme will include thought-provoking sessions such as "The Value of the PR Industry in the MENA region," "AI vs. PR – Embrace the Revolution," "PR Agencies in Saudi Arabia – Changes and Challenges," and "Saudi VISION 2030 and PR" – Where Excellence Meets Innovation."

### **Conference Programme:**

Conference: 8.30 am to 4 pm at the Movenpick Hotel & Residences, Riyadh

The programme will include thought-provoking sessions such as "The Value of the PR Industry in the MENA region," "AI vs. PR – Embrace the Revolution," "PR Agencies in Saudi Arabia – Changes and Challenges," and "Saudi VISION 2030 and PR" – Where Excellence Meets Innovation."

**Gala Dinner:** 7 pm to 10 pm Movenpick Hotel & Residences, Riyadh

Guests will enjoy a three-course meal while the Digital Awards winners will be announced.

Contact: [monika.fourneaux@prca.global](mailto:monika.fourneaux@prca.global)

## **Headline Sponsor - (SOLD)**

- Designation of Headline Sponsor for the 2023 PRCA MENA Conference and Digital Awards
- Speaking opportunities at the conference
- Logo displayed as headline sponsor on the podium, on the Book of the Night – digital, and placed on all visuals and promotional literature
- Advert in Book of the Night (digital format)
- Branding on all key announcements on social media i.e. shortlist announcements
- Verbal acknowledgement from the compere on the night, plus mentions throughout the evening thank you for your support
- The option to include branded gifts on all guest tables
- The opportunity to place additional branding in the awards venue
- A table of 10 at the Awards ceremony evening
- Two category sponsorships
- Logo displayed on Awards website until updated for 2024
- Thanked by host throughout the event
- Exhibition stand (usual price USD 5000)

## **Platinum Sponsors – USD 14,000**

- Branding as Platinum sponsor online and at the event, website, social media, newsletters, and conference programme.
- Opportunity to curate a session on the agenda
- Exhibition stand (usual price USD 5000)
- Logo displayed in the Book of the Night – digital, and placed on all visuals and promotional literature
- Five premium passes to the conference and Digital Awards gala dinner
- One category sponsorship
- Introductions when possible before and during the event
- Thanked by host throughout the event

Maximum of 3 available

## **Gold Sponsors / Exhibitors – USD 7,000**

- Branding as Gold sponsor online and at the event, website, social media, newsletters, and conference programme.
- One Category sponsorship
- Four standards passes to the conference and Gala Dinner

## **Exclusive Awards Gala Dinner Sponsor – USD 8,000**

The exclusive Digital Awards Dinner will take place on the evening of the 8th of November from 7pm at the Movenpick Hotel & Residences Riyadh. Guests will enjoy a three-course meal while the Digital Awards winners will be announced.

- This is the essential networking event with around 100 delegates, speakers and guests coming together to celebrate the PRCA MENA Digital Awards winners.
- Sponsorship includes opportunity branding at the dinner (banners, pop-ups)
- Opportunity for company executive to make a short speech at the Dinner Awards
- One Category Sponsorship
- Opportunity to host VIP table of 6 at the Digital Awards Gala dinner
- 5 additional passes to the conference