

[Print](#)

## Event

* Name of Event	<input type="text"/>
* Produced by (Legal Entity)	<input type="text"/>
* Address	<input type="text"/>
* City	<input type="text"/>
* Country	<input type="text"/>
Zip / Postal Code	<input type="text"/>
* Phone	<input type="text"/>
Website	<input type="text"/>
Event URL	<input type="text"/>

## Profile

* Sponsorship Value (AED)	<input type="text"/>
* Event start date	<input type="text"/>
* Event end date	<input type="text"/>
* At which time of the year will the event take place?	<input type="text"/>
* Event Genre	<input type="text"/>
* Sector	<input type="text"/>
* Total Event Capacity	<input type="text"/>
* Total Marketing Reach	<input type="text"/>
* Proposed Location	<input type="text"/>
	<input type="text"/>

\* Is the event taking place in Dubai only (no other Emirate)?

\* Is this a recurring event?

\* Is this an existing event?

\* Event Duration

\* Please express event duration in days

\* Planning Lead-Time

\* Do you have Intellectual Property?

## Your Audience

Please complete the sections below, and make sure that each section equals 100%.

### Gender

Men	<input type="text" value="0"/>	%
Women	<input type="text" value="0"/>	%
Total	0	%

### Age Group

01-08	<input type="text" value="0"/>	%
09-12	<input type="text" value="0"/>	%
13-17	<input type="text" value="0"/>	%
18-24	<input type="text" value="0"/>	%
25-34	<input type="text" value="0"/>	%
35-44	<input type="text" value="0"/>	%
45-54	<input type="text" value="0"/>	%
55-64	<input type="text" value="0"/>	%
65+	<input type="text" value="0"/>	%
Total	0	%

\* Main Target Audience Demographics  
Please identify all that apply

- African
- Asian
- Australian
- CIS / Russia
- Emirati

- European
- Far East
- GCC
- North American
- South American
- Other

\* Consumer Audience

\* What is the total no. of anticipated international attendees?

\* What is the total no. of anticipated domestic attendees?

- \* What key markets will visitors be attending from?
- UAE
  - Africa
  - Asia
  - Australia
  - CIS/Russia
  - Europe
  - Far East
  - GCC
  - North America
  - South America
  - Not Applicable

## Economic Impact

\* Please state the no. of days/nights participants will spend in the host destination?

If not applicable please insert zero (0)

\* What is the total expected average daily spend for international visitors (in AED)?

If you have factored this information, a total daily spend will cover costs in transportation, food and beverage and additional leisure activities. If not applicable, please insert zero (0)

\* What is the total expected average daily spend for UAE visitors (in AED)?

If you have factored this information, a total daily spend will cover costs in transportation, food and beverage and additional leisure activities. If not applicable, please insert zero (0)

## Marketing & PR

\* Is the event able to offer exclusive content for the Dubai brand?

- Yes  
 No

\* Key Influencers

- We have contracted influencers to promote Dubai as part of our event  
 We have contracted celebrity endorsements as part of our event i.e. artists experience, desert experience  
 Not Applicable

\* Please highlight all opportunities where the Dubai Tourism logo will feature

- Digital  
 Indoor signage  
 Outdoor signage  
 Print  
 Radio  
 Social Media

\* PR

- We have a fully detailed PR plan that we can share  
 We will have a press launch for this event  
 Our press launch will include key influencers/celebrities  
 We will require PR support from Dubai Tourism  
 Other  
 Not Applicable

\* Will you carry Dubai Tourism collateral throughout your outlets?

- Yes  
 No

\* Online Presence

- Our event has an established Facebook presence  
 Our event has an established Instagram presence  
 Our event has an established Twitter presence  
 Our event has an established YouTube presence  
 Our event has an established presence with other dedicated online communities, blogs and trends  
 Other  
 Not Applicable

\* Video and Photo Rights

- You will have the right to use our event's videos and pictures without any additional payment  
 You will have the right to use our event's videos and pictures after purchase of additional rights

Not Applicable

\*The following mobile and digital partnered content will be offered

- Gallery - text, video, etc.
- Mobile Assets - games, wallpapers & themes, mobile TV
- Talent - images, video, app start-up message
- Event Info - news, schedules, content, location content, routing, traffic, points of interest
- Results and News Coverage - live footage, scores, statistics via ext, photos, live streaming video, etc.
- Behind the Scenes - interviews, back-stories, gossip, trends, etc., delivered in multiple formats
- Competitions, prizes and promotions
- Community Content - formation of communities, passion groups, social networks, community interaction
- Partner Domain Specific Content - sports/lifestyle/health/culture/fashion enhancement tools, data, apps, etc.
- Other
- Not Applicable

\*Licensing

- We will provide licensing rights, at no cost, to produce co-branded Dubai Merchandise
- We will provide licensing rights, at an additional cost, to produce co-branded Dubai merchandise
- We will be responsible for producing all merchandising
- We will not allow any co-branding merchandising opportunities in our proposal
- Other
- Not Applicable

\*Pass-through rights

- We have a plan to involve your distribution channel in the proposal
- You can yield certain rights to your sub-contractors
- You can yield certain rights to your vendors
- You can yield certain rights to your marketing partners
- Other
- Not Applicable

## Ticketing & Partners

\*Are ticketing partner(s) confirmed?

- Yes
- No

\*How many ticket categories are you offering?

- Only 1 category of ticket is offered to all visitors
- We offer visitors 2 - 3 ticket category options

- We offer visitors 4 - 5 ticket category options
- We offer visitors 6 - 7 ticket category options
- We offer visitors more than 8 ticket category options
- Not Applicable

\* Our tickets will be bundled with other assets and activities

(select all that apply)

- Hotel Stays/Discounts
- Loyalty scheme/points
- Our ticket bundles will include vouchers to unique catering facilities
- Our ticket bundles include VIP hospitality experience
- Our ticket bundles include VIP Parking
- Our ticket bundles will include access to other tourist attractions
- Our ticket bundles will include experiences bundled in tickets i.e. access to people of influence/celebrity
- Other
- Not Applicable

\* Have you confirmed trade organisations/travel agents?

- Yes
- No

## Media

\* Will the event generate international media coverage for Dubai?

- Yes
- No

\* What is the expected media coverage value locally (in AED)?

If unsure, type 0

\* What is the expected media coverage value internationally (in AED)?

If unsure, type 0

\* Is the event's media coverage set to highlight positive features of Dubai?

- Yes
- No

\* Will you have Celebrity / Influencers attending?

- Yes
- No

\* Do you own the media rights to the event?

- Yes
- No

## TV Coverage

\* Will the event have a dedicated and confirmed TV broadcast?

- Yes
- No

\* Is there a dedicated international TV broadcast?

- Yes
- No

\* Is there a dedicated local TV broadcast?

- Yes
- No

\* Broadcast reporting

- We can provide a detailed broadcast plan for this event
- We can provide a post-broadcast report detailing territories and audience reach from previous events
- Not Applicable

## Data Collection

\* Audience Research

- We will allow Dubai Tourism to undertake an anonymous visitors' survey to ask patrons about their event experience without collecting any customer data
- If not, we will offer those as paying options in our proposal
- We will not allow any survey to be undertaken about our event
- Not Applicable

## Operations

\* Are all operations staff a local hire?

- Yes
- No

\* Are you eligible for a leisure event permit?

- Yes
- No

\* Is the event covered with an adequate Event Insurance?

- Yes
- No

\*Are you the event organiser?

- Yes  
 No

\*Has the event organiser managed multiple large scale events for international clients?

- Yes  
 No

## Financials

\*Can you provide a profit and loss statement?

- Yes  
 No

\*Outline the organisation(s) that will receive the event revenue/ profits

### Projected revenue from (in AED):

*If not applicable, type 0*

\*Merchandising

\*Ticket Sales

\*F&B Sales

\*Broadcast TV

\*Grants

\*Private Sector

\*Are you seeking any further value in kind support from Dubai Tourism?

(select all applicable)

- Marketing Support  
 Advertising Support  
 Venue Support  
 Flight/Airline Support  
 Accommodation Support  
 Market Intelligence Support  
 Manpower Support  
 Event Patronage Support  
 Visa Support  
 Other Support

Not Applicable





\*Are you receiving funding from any other Dubai Government entity?

(please select all applicable)

- Department of Finance
- DEWA
- Dubai Economic Department
- Dubai Roads and Transport Authority
- Dubai Central Bank
- Dubai Chamber
- Dubai Courts
- Dubai Culture
- Dubai Health Authority
- Dubai Municipality
- Dubai Police
- Dubai Sports Council
- KDHA
- Mohammed Bin Rashid School of Government
- Ministry of Agriculture and Fisheries
- Ministry of Cabinet Affairs
- Ministry of Communications
- Ministry of Culture Youth and Development
- Ministry of Defence
- Ministry of Economy
- Ministry of Education
- Ministry of Electricity and Water
- Ministry of Energy
- Ministry of Environment and Water
- Ministry of Finance
- Ministry of Foreign Affairs
- Ministry of Foreign Trade
- Ministry of Health
- Ministry of Higher Education and Scientific Research
- Ministry of Information and Culture
- Ministry of Interior
- Ministry of Justice
- Ministry of Labour
- Ministry of Petroleum and Mineral Resources
- Ministry of Planning
- Ministry of Presidential Affairs
- Ministry of Social Affairs
- Ministry of Public Works
- The Executive Council
- Other
- Not Applicable

## Organisation Profile

\* Our organisation holds a UAE business license?

- Yes  
 No

\* How many years has your organisation or the UAE company providing support been operating in the UAE?

- Less than 1 year  
 1 - 3 years  
 4 - 7 years  
 8 - 11 years  
 More than 11 years  
 Not Applicable

\* Has your organisation previously received financial aid from Dubai Tourism?

- Yes  
 No

\* Please select all applicable reports you have available and are willing to share with Dubai Tourism

- Detailed marketing plan  
 Detailed media plan  
 Post-event marketing report  
 Post-event media report  
 Other reports  
 None at present time

## Contact Form

\* Salutation

\* First Name

\* Last Name

\* Job Title

\* Organisation

\* Address

\* City

\* Country

Zip/Postal Code

\* Email

\* Confirm Email

Phone

\* Mobile

## Summary

**Please provide a brief summary of your proposal in max. 600 characters:**

(i.e. a description of the event including its objectives and the expected learning outcome)

\*

## Attachments

These attachments are mandatory for our decision making process:

\*

- Event Proposal
- Media Plan
- Trade Licence of a UAE company

Optional Documents - please select and upload all applicable:

- Bidding / RFP Guidelines (if applicable)
- Event Budget
- Event Guidelines
- Marketing Plan
- Post-Event Report (if applicable)
- Profit and Loss
- None at present time

Please use the form below to attach your documents. You can upload up to 8 documents for a total of 10MB. These documents can be either images (JPEG, GIF or PNG), Microsoft Word, Microsoft Excel, Microsoft Powerpoint, PDF, plain text, video or audio documents.

If you have any additional documents which you believe are important but were unable to attach due to size, please let us know:

## Review & Submit

Your summary is now ready. You may review or print it before submitting by clicking on the link above. To edit your document, please use the Previous button on this page. Please note that you will not be able to make any changes once you submit your request.

\*Terms & Conditions

- We confirm that all the information supplied is true
- We confirm our event is free from any political and religious conflict
- We confirm that we have an adequate event insurance

\*Consent

- By clicking here I confirm I have read Dubai
- Tourism's privacy policy and consent to sharing my information with Dubai Tourism

Do not forget to click on the Submit button below.

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