

WHAT'S ON AWARDS SPONSORSHIP

WHAT'S ON | RYADH
AWARDS 2023

**DO YOU
WANT TO REACH
THE KEY STAKEHOLDERS OF
KSA'S LEISURE, HOSPITALITY &
ENTERTAINMENT INDUSTRIES?**

**WHAT'S ON AWARDS RIYADH
CREATES THE MOST EFFECTIVE
PLATFORM FOR SPONSORS...
AND HERE'S WHY!**

KEY AWARDS STATISTICS

24 CATEGORIES ACROSS THE **LEISURE, HOSPITALITY, AND ENTERTAINMENT FIELDS**

3 EDITOR'S CHOICE AWARDS

OVER **300 LEISURE, HOSPITALITY & ENTERTAINMENT PROFESSIONALS** IN ATTENDANCE

AND...

**SEE YOUR
BUSINESS THRIVE AS PART OF A
US\$1.5MILLION
MARKETING CAMPAIGN**

WHAT'S ON AWARDS 2023

RIYADH

Overview

The What's On Riyadh Awards is set to be the largest leisure, hospitality & entertainment awards in KSA.

Sponsors have the opportunity to target these industries, as well as reach millions of consumers through a 360 degree marketing campaign.

Attendees Profile

The first ever What's On Riyadh Awards launches in line with the exponential growth in Riyadh's restaurant scene, and in the Kingdom's wider leisure and entertainment offering. There couldn't be a better time to celebrate this, than with the inaugural What's On Riyadh Awards. The event will welcome general managers, head chefs, managing directors, marketing and PR professionals, plus some of the city's most in-the-know experts in the field.



WHAT'S ON AWARDS 2023

RIYADH

Categories

RESTAURANTS IN RIYADH

Favourite Asian Restaurant

Favourite Café

Favourite European Restaurant

Favourite Italian Restaurant

Favourite Latin American Restaurant

Favourite Middle Eastern Restaurant

Favourite Outdoor Restaurant

Favourite Saudi Arabian Restaurant

Favourite Steakhouse

RESTAURANTS IN RIYADH - FOOD CONCEPTS

Favourite Afternoon Tea

Favourite Breakfast

Favourite Brunch

Favourite Burger

Favourite Business Lunch

Favourite Pizza

ENTERTAINMENT AND LEISURE

Favourite Concert, Show or Festival

Favourite Luxury Hotel

Favourite Spa

Favourite Sporting Event

EDITOR'S CHOICE AWARDS

Newcomer of the Year

Restaurant of the Year

Sustainable Restaurant of the Year

RESTAURANTS OUTSIDE OF RIYADH

Favourite Restaurant in AIUla



Registration Process

WHAT'S ON

AWARDS 2023

RIYADH

APRIL

REGISTRATION
OPENS

JUNE

VOTING
OPENS

JULY

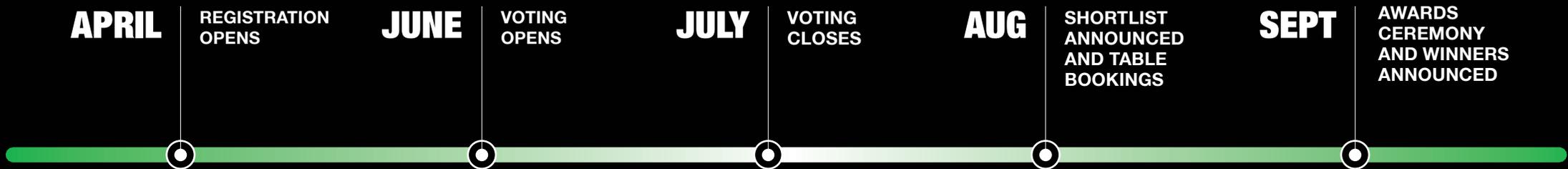
VOTING
CLOSES

AUG

SHORTLIST
ANNOUNCED
AND TABLE
BOOKINGS

SEPT

AWARDS
CEREMONY
AND WINNERS
ANNOUNCED



Media Plan

WHAT'S ON RIYADH AWARDS MEDIA PLAN

MEDIUM	BRAND	DETAILS	MONTH						INSERTS	VALUE \$	TOTAL \$
			APR	MAY	JUN	JUL	AUG	SEP			
Print - Launch	What's on Dubai, What's on Abu Dhabi, Campaign, Golf Digest, Mena Tech, Gulf Business	FP AD		1					1	\$5,000	\$5,000
				1					1	\$5,000	\$5,000
			1						1	\$6,000	\$6,000
				1					1	\$4,500	\$4,500
									1	\$7,250	\$7,250
			1						1	\$7,250	\$7,250
Print - Registration	What's on Dubai, What's on Abu Dhabi, Campaign, Golf Digest, Mena Tech, Gulf Business	FP AD		1					1	\$5,000	\$5,000
				1					1	\$5,000	\$5,000
				1					1	\$6,000	\$6,000
				1					1	\$4,500	\$4,500
				1					1	\$7,250	\$7,250
				1					1	\$7,250	\$7,250
Print - Voting	What's on Dubai, What's on Abu Dhabi, Campaign, Golf Digest, Mena Tech, Gulf Business	FP AD			1				1	\$5,000	\$5,000
					1				1	\$5,000	\$5,000
					1				1	\$6,000	\$6,000
					1				1	\$4,500	\$4,500
					1				1	\$7,250	\$7,250
					1				1	\$7,250	\$7,250
Digital - Launch Campaign	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	EDM (17,000)	1	1	1	1	1	1	102	\$220	\$22,440
		Banners (3,000,000.00)	1						3000	\$89	\$267,000
		Facebook	1						7	\$2,000	\$14,000
		IG Story	1						7	\$2,000	\$14,000
		IG Feed	1						7	\$2,000	\$14,000
Digital - Launch Campaign	3rd Party	Google Ads	1						1	\$2,000	\$2,000
		Youtube	1						1	\$2,000	\$2,000
		Eye of Riyadh	1						1	\$3,300	\$3,300
Digital - Registration	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	EDM (17,000)	1	1	1	1	1	1	102	\$220	\$22,440
		Banners (3,000,000.00)	1						3000	\$89	\$267,000
		Facebook	1						7	\$2,000	\$14,000
		IG Story	1						7	\$2,000	\$14,000
		IG Feed	1						7	\$2,000	\$14,000

Media Plan

WHAT'S ON RIYADH AWARDS MEDIA PLAN (CONTINUED)

MEDIUM	BRAND	DETAILS	MONTH						INSERTS	VALUE \$	TOTAL \$
			APR	MAY	JUN	JUL	AUG	SEP			
Digital - Registration	3rd Party	Cinema	1						1	\$30,000	\$30,000
		Radio	1						1	\$10,000	\$10,000
		Eye of Riyadh	1						1	\$3,300	\$3,300
Digital - Registration	What's on Dubai, What's on Abu Dhabi, What'on KSA	Article	1						3	\$7,250	\$21,750
Digital - Voting Opens	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	EDM (17,000)			1	1	1	1	68	\$220	\$14,960
		Banners (3,000,000.00)			1				3000	\$89	\$267,000
		Facebook			1				7	\$2,000	\$14,000
		IG Story			1				7	\$2,000	\$14,000
		IG Feed			1				7	\$2,000	\$14,000
Digital - Voting Opens	3rd Party	Cinema			1				1	\$30,000	\$30,000
		Radio			1				1	\$10,000	\$10,000
		Google Ads			1				1	\$2,000	\$2,000
		Eye of Riyadh			1				1	\$3,300	\$3,300
Digital - Voting Closes	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	Banners (3,000,000.00)				1			3000	\$89	\$267,000
		Facebook				1			7	\$2,000	\$14,000
		IG Story				1			7	\$2,000	\$14,000
		IG Feed				1			7	\$2,000	\$14,000
Digital - Voting Opens	What's on Dubai, What's on Abu Dhabi, What'on KSA	Article			1				3	\$7,250	\$21,750
Digital - Voting Closes	What's on Dubai, What's on Abu Dhabi, What'on KSA	Article				1			3	\$7,250	\$21,750
Digital - Shortlist Announcement / Table Bookings	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	EDM (17,000)					1	1	34	\$220	\$7,480
		Facebook					1		7	\$2,000	\$14,000
		IG Story					1		7	\$2,000	\$14,000
		IG Feed					1		7	\$2,000	\$14,000
Digital - Shortlist Announcement / Table Bookings	What's on Dubai, What's on Abu Dhabi, What'on KSA	Article					1		3	\$7,250	\$21,750
Digital - Winners Announced and Post Event/See you in 2024	What's on Dubai, What's on Abu Dhabi, What's on KSA, Campaign, Golf Digest, Mena Tech, Gulf Business	EDM (17,000)						1	17	\$220	\$3,740
		Banners (3,000,000.00)						1	3000	\$89	\$267,000
		Facebook						1	7	\$2,000	\$2,000
		IG Story						1	7	\$2,000	\$14,000
		IG Feed						1	7	\$2,000	\$14,000
Digital - Winners Announced and Post Event/See you in 2024	What's on Dubai, What's on Abu Dhabi, What'on KSA	Article						1	3	\$7,250	\$21,750
TOTAL									15,492		\$1,955,710

Headline Sponsorship

SPONSORSHIP OF WHAT'S ON RIYADH AWARDS



PRE-AWARDS BENEFITS

- Sponsored content x1 including: online article, Instastory post & Facebook post
- Cinema advert (30 sec) across VOX cinemas mentioning presenting sponsor by name
- Radio advert (15 sec.) mentioning headline sponsor by name
- “In association with” lock-in logo in Awards title
- A 250-word company profile on the event website
- EDM x2 (20,000 database)
- WhatsOnSaudiArabia.com newsletter banner x4
- Logo on all event collateral, plus inclusion in the event media plan worth over **US\$1.5Million**
- English and Arabic banner campaign - (100,000 impressions on WhatsOnSaudiArabia.com and WhatsOnSaudiArabia.com/ar)
- Homepage takeover (2 days leading up to the event)

AWARDS BENEFITS CAN INCLUDE, BUT NOT LIMITED TO:

- TVC (30 sec) to run on loop during event breaks
- Presentation of two awards (e.g. Favourite European Restaurant & Favourite Seafood Restaurant)
- Two tables of 10 to entertain clients
- Logo on all branding at the event, including photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Full-page advertisement in the menu
- Dedicated space at each event (to be managed and produced by sponsor), where company representatives can educate guests about your brand
- Opportunity to insert gifts/promotional material

POST-AWARDS BENEFITS

- Post-event video edit focused on sponsor event campaign
- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

Silver Sponsorship

\$20,000

SPONSORSHIP OF
WHAT'S ON RIYADH AWARDS

PRE-AWARDS BENEFITS

- Sponsored content x1 including: online article, Instastory post & Facebook post
- A 250-word company profile on the event website
- EDM x1 (20,000 database)
- WhatsOnSaudiArabia.com newsletter banner x2
- Logo on all event collateral, plus inclusion in the event media plan worth over **US\$1.5Million**
- English and Arabic banner campaign - (100,000 impressions on WhatsOnSaudiArabia.com and WhatsOnSaudiArabia.com/ar)

AWARDS BENEFITS CAN INCLUDE, BUT NOT LIMITED TO:

- TVC (30 sec) to run on loop during event breaks
- Presentation of one category (e.g. Favourite Café)
- One table of 10 to entertain clients at What's On Awards Riyadh
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Opportunity to insert gifts/promotional material in event goody bags

POST-AWARDS BENEFITS

- Post-event video edit focused on sponsor event campaign
- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners

WHAT'S ON
AWARDS 2023 RIYADH



Car Sponsorship

\$25,000

SPONSORSHIP OF WHAT'S ON RIYADH AWARDS

PRE-AWARDS BENEFITS

- Sponsored content x1 including: online article, Instastory post & Facebook post
- A 250-word company profile on the event website
- EDM x1 (20,000 database)
- WhatsOnSaudiArabia.com newsletter banner x2
- Logo on all event collateral, plus inclusion in the event media plan worth over **US\$1.5Million**
- English and Arabic banner campaign - (100,000 impressions on WhatsOnSaudiArabia.com and WhatsOnSaudiArabia.com/ar)

AWARDS BENEFITS CAN INCLUDE, BUT NOT LIMITED TO:

- Display of cars in prime positions at the venue
- TVC (30 sec) to run on loop during event breaks
- Presentation of one category (e.g. Favourite Café)
- One table of 10 to entertain clients at What's On Awards Riyadh
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, outdoor banners, presentation screens and in the menu
- Opportunity to insert gifts/promotional material in event goody bags

POST-AWARDS BENEFITS

- Post-event video edit focused on sponsor event campaign
- Comprehensive post-event report
- Listed in post-event coverage across the Motivate titles
- Logo on official post-event letter sent to all winners



WHAT'S ON

AWARDS 2023

RIYADH

Contact us

For sponsorship opportunities and bespoke packages.

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PRINT



DIGITAL



CREATE



EVENTS



CONTENT



SOCIAL



CINEMA



TALENT



ACADEMY



OOH

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