

# AdLovers Club<sup>®</sup> Dubai



**The Insider Community**  
for communication professionals, companies,  
employees, freelancers



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



## AdLovers Club® - The Insider Community - About us - 1/2

In connection with the Night of the AdEaters 2019® we've launched AdLovers Club® & Insider Community for the Communication Professionals which offers a number of business advantages, B to B channels, networking & training options, enhancing the business trust on the market. We intend to build a vivid all year active professional community, that inspires, connects & generates business for the Members.

Based on our „Fair Business Commitment“ the access to the Club is linked to minimum 3 Club members recommendation or a list of references from the applicant side.

Community & B to B platform

The Business Club



The Award



The Main Event



[www.adeaters.ae](http://www.adeaters.ae)

\* Limited availability

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



## AdLovers Club® - The Insider Community - About us - 2/2

The main Event of the AdLovers Community, the Night of the AdEaters Dubai. This magic Ad Screening Party combines a unique Parade of Creative Masterpieces from 120 countries, a Public Online Voting & Award Ceremony celebrating the regional creativity, Live Concert, Show elements and dozens of Activations of our Sponsors and Media Partners. And obviously there is a networking gathering of 5000 communication professionals.

We linked the discounted access to the AdLovers Club membership and its wide range of benefits (Silver, Gold, Diamond and Platinum levels) to the entries and Appearances on the Night of the AdEaters Main Event in Dubai.





## AdLovers Club® The Insider Community – Our Mission

We've approached the human side of the industry, focusing on the common values, causes & interests

We provide a multiplatform for the talented, progressive, ambitious & creative market players

We boost the inspiration of our Members providing networking, communicational & business advantages

We connect our Members with the trends and trend-setters of the industry

We strengthen the business trust on the market in the whole GCC region

We help increase the personal brand of the owners & founders

We create a "Quality Label" for the actors of the communication industry

We link the quality entertainment to the professional training

We promote our Members, helping them to get better deals





Advertisers, Agencies, Freelancers, Organizations, Students

### The Members

Advertisers - Professional Organizations - Creative Agencies - Media Planning and Buying Agencies - Production and Rental Companies - Media Owners - Event Organizing Companies - PR Companies - Model & Casting Agencies - Printing companies - Web and App developing Companies - Social Media and Online Agencies - Venture Capital Groups - Media Research Companies - Media Startups

Communication Consulting Specialists - Life Designers - Film Directors and Producers - TV Producers - TV and Radio Anchors - Media Sales Managers and Directors and Executives - Branding Specialists - Marketing Directors and Executives - PR Directors and Executives - Sponsorship Directors and Executives - SME Business Owners and Founders - Startup Owners and Founders - Influencers - Online Media Specialists & Consultants, etc.



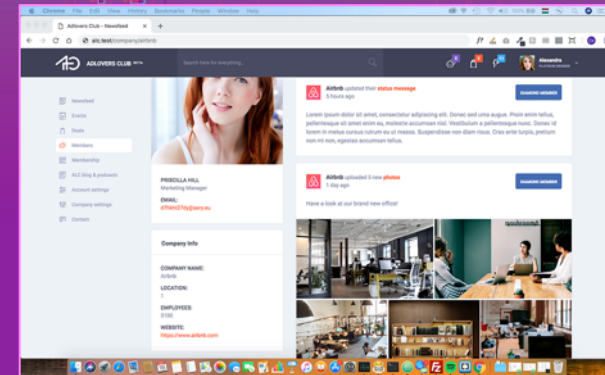


## AdLovers Club® - Benefits for the Members - 1/2

- 1). Discounts for the Night of the AdEaters & AdLovers Club Networking Parties sponsoring packages and also on the entry pass prices
- 2). Free promotional channels reaching all the Club Members & thousands of other professionals (AdLovers & AdEaters webpages, newsletters & social media feeds)
- 3). Free or discounted promotional area on the Night of the AdEaters & the quarterly AdLovers Club Networking Parties (according to Package levels)
- 4). First-hand access to the communication briefs, pitches or tenders from the client side
- 5). Image/Testimonial video interview on the "ALC Success Stories Dubai" YouTube Channel



- 6). Discounts on services and products of all Club members, first hand access to last minute offers
- 7). Own data sheet and continuous multiple presence on the ALC website, social media & the AdLovers Club print issue
- 8). Multiple appearances in the monthly AdLovers newsletter sent to 10.000 professional email addresses
- 9). Opportunity to perform live as keynote speaker on the thematic AdLovers Club events presenting & promoting the profile, activity & specific skills of their company
- 10). Showcase of up to date Media Kits, Presentations, Last Minute offers, Training materials





## Ways for obtaining the AdLovers Club® Membership

You may join the club in the following ways:

- 1). By sponsoring\* the Night of the AdEaters Dubai
- 2). By the media support\* of the AdEaters Night Dubai
- 3). By pre-ordering\*\* one of the 4+1 „Adeaters Dubai 2019 entry pass membership package“

Important: Based on our „Fair Business Commitment“ the access to our Club is linked to minimum 3 ALC Club members recommendation or a list of references from the applicant side.

\* The Sponsorship and Media Sponsorship Proposals are available upon request

\*\* Limited availability - The discounted “AdEaters Dubai 2019” entry pass membership levels and prices on the next slides







## Why is it worth it to become an AdLovers Club® Member?

All year long multiple exposure and networking	Corporate and personal brand awareness increase
Business advantages and discounts offered by the club members and the sponsors	Leads, connections, better deals instead of "cold calls"
Quarterly thematic events combining the professional training and the entertainment	Effective B to B channels, balanced presence of the client and agency side
Access to insider infos, news briefs, pitches	Personal experiences, business trust and loyalty increase

Why is it worth it?



## ALC<sup>®</sup> 4+1 Membership levels - "Silver" & "Gold" Packages

\* The available number of memberships and entries for the Night of the AdEaters Dubai 2019 is limited!

AdLovers Club Membership Silver Package* - 9 months				
Benefits	Number	Ratecard	Discount	Disc. Value
Number of wristbands provided for the Night of the AdEaters **	30 (15 Night & 15 VIP)	8250	25%	6187
10 entries for AdLovers Networking parties during the membership	9 months	1200	100%	0
Unique Subpage on Adloversclub.com	proportional	2500	100%	0
ALC Newsletter appearances	2	800	100%	0
Free access to the AdLovers Club Lounge on the Night of the AdEaters	yes			
Discounts on the services of other Club Members	proportional			
ALC Social Media Posts	2	800	100%	0
Presence as Sponsor on Adeaters.ae	proportional	1200	100%	0
Presence as Sponsor on the ATL visuals of the AdEaters Campaign	none			
Video testimonial and image spot on the ALC Youtube channel	none			
AdLovers Booklet appearance	none			
Promotional area provided on the AdEaters Event Dubai 2019	none			
Discounts on the sponsorship fees of the the Night of the AdEaters	15%			
Number of membership cards provided	10			
<b>Total</b>		<b>14750</b>	<b>58%</b>	<b>6187</b>

**YOU SAVE 8563 AED!**

**You pay only 6187 AED**

AdLovers Club Membership Gold Package* - 12 months				
Benefits	Number	Ratecard	Discount	Disc. Value
Number of wristbands provided for the Night of the AdEaters **	60 (30 Night & 30 VIP)	16500	30%	11550
20 entries for AdLovers Networking parties during the membership	12 months	2400	100%	0
Unique Subpage on Adloversclub.com	proportional	3000	100%	0
ALC Newsletter appearances	4	1600	100%	0
Free access to the AdLovers Club Lounge on the Night of the AdEaters	yes			
Discounts on the services of other Club Members	proportional			
ALC Social Media Posts	4	1600	100%	0
Presence as Sponsor on Adeaters.ae	proportional	1800	100%	0
Presence as Sponsor on the ATL visuals of the AdEaters Campaign	none			
Video testimonial and image spot on the ALC Youtube channel	proportional	1200	100%	0
AdLovers Booklet appearance	1/4 page	1500	100%	0
Promotional area provided on the AdEaters Event Dubai 2019	2x2 meters	5000	100%	0
Discounts on the sponsorship fees of the the Night of the AdEaters	20%			
Number of membership cards provided	15			
<b>Total</b>		<b>34100</b>	<b>66%</b>	<b>11550</b>

**YOU SAVE 22550 AED!**

**You pay only 11550 AED**

\*\* In case of different types of quantities of wristbands requested, please contact us to ask for an adapted tailor made proposal!

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## ALC<sup>®</sup> 4+1 Membership levels - "Diamond" & "Platinum" Packages

\*The available number of memberships and entries for the Night of the AdEaters Dubai 2019 is limited!

AdLovers Club Membership Diamond Package* - 18 months				
Benefits	Number	Ratecard	Discount	Disc. Value
Number of wristbands provided for the Night of the AdEaters **	90 (45 Night & 45 VIP)	24750	35%	16087
30 entries for AdLovers Networking parties during the membership	18 months	3600	100%	0
Unique Subpage on Adloversclub.com	proportional	3000	100%	0
ALC Newsletter appearances	6	2400	100%	0
Free access to the AdLovers Club Lounge on the Night of the AdEaters	yes			
Discounts on the services of other Club Members	proportional			
ALC Social Media Posts	6	2400	100%	0
Presence as Sponsor on Adeaters.ae	proportional	2400	100%	0
Presence as Sponsor on the ATL visuals of the AdEaters Campaign	proportional	5000	100%	0
Video testimonial and image spot on the ALC Youtube channel	proportional	1800	100%	0
AdLovers Booklet appearance	1/2 page	3000	100%	0
Promotional area provided on the AdEaters Event Dubai 2019	3x3 meters	7000	100%	0
Discounts on the sponsorship fees of the the Night of the AdEaters	25%			
Number of membership cards provided	20			
<b>Total</b>		<b>55350</b>	<b>71%</b>	<b>16087</b>

AdLovers Club Membership Platinum Package* - 24 months				
Benefits	Number	Ratecard	Discount	Disc. Value
Number of wristbands provided for the Night of the AdEaters **	120 (60 Night & 60 VIP)	33000	40%	19800
40 entries for AdLovers Networking parties during the membership	24 months	4800	100%	0
Unique Subpage on Adloversclub.com	proportional	4500	100%	0
ALC Newsletter appearances	8	3200	100%	0
Free access to the AdLovers Club Lounge on the Night of the AdEaters	yes			
Discounts on the services of other Club Members	proportional			
ALC Social Media Posts	8	3200	100%	0
Presence as Sponsor on Adeaters.ae	proportional	3000	100%	0
Presence as Sponsor on the ATL visuals of the AdEaters Campaign	proportional	9000	100%	0
Video testimonial and image spot on the ALC Youtube channel	proportional	2400	100%	0
AdLovers Booklet appearance	1/1 page	6000	100%	0
Promotional area provided on the AdEaters Event Dubai 2019	4x4 meters	10000	100%	0
Discounts on the sponsorship fees of the the Night of the AdEaters	30%			
Number of membership cards provided	25			
<b>Total</b>		<b>79100</b>	<b>75%</b>	<b>19800</b>

**YOU SAVE 39263 AED!**

You pay only 16087 AED

**YOU SAVE 59300 AED!**

You pay only 19800 AED

\*\* In case of different types of quantities of wristbands requested, please contact us to ask for an adapted tailor made proposal!

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# ALC<sup>®</sup> 4+1 Membership levels - Special "Freelance" Package

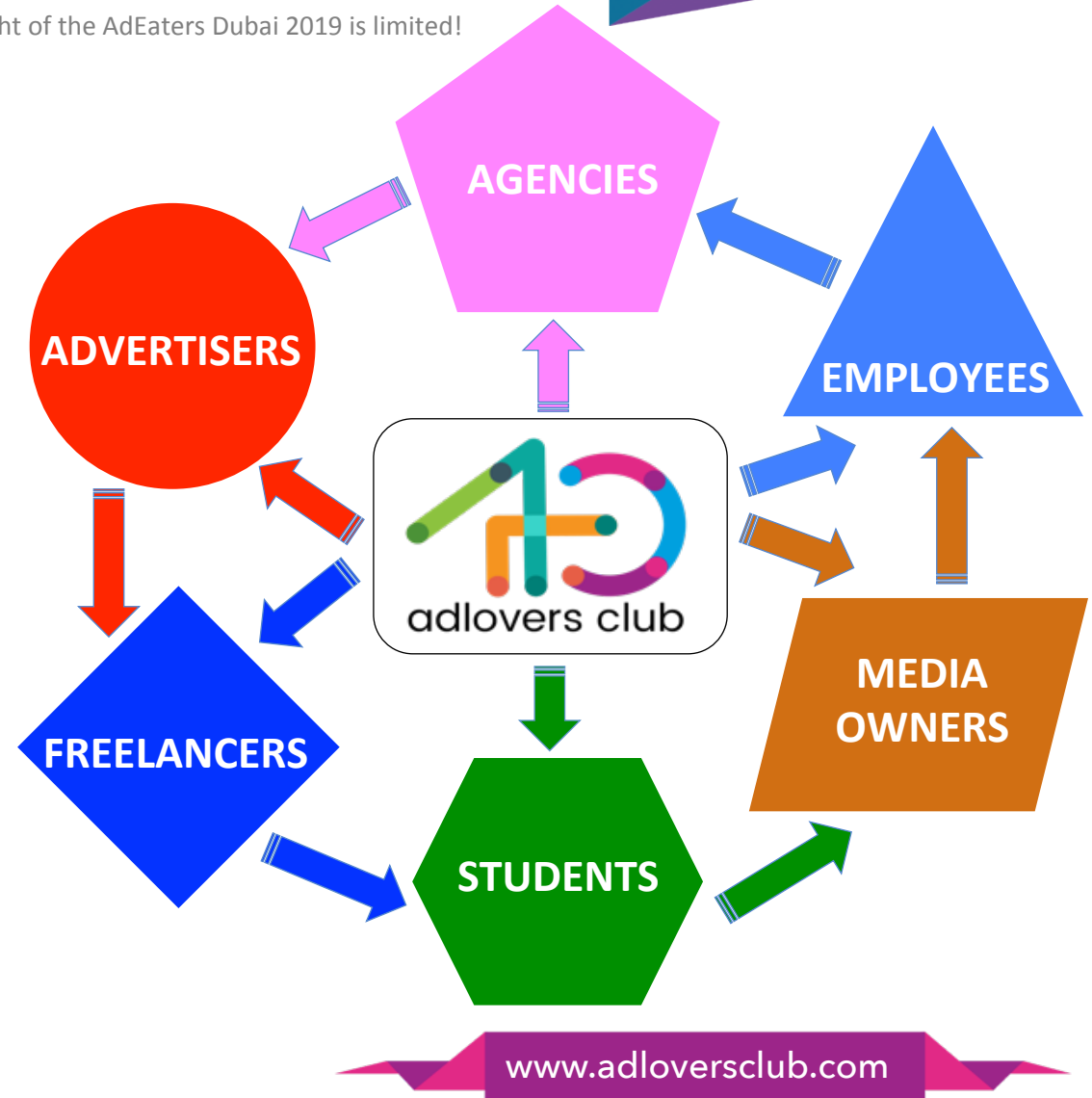
\*The available number of memberships and entries for the Night of the AdEaters Dubai 2019 is limited!

AdLovers Club Membership Freelance Package* - 6 months				
Benefits	Number	Ratecard	Discount	Disc. Value
Number of wristbands provided for the Night of the AdEaters **	15 Night	3750	10%	3375
5 entries for AdLovers Networking parties during the membership	6 months	400	100%	0
Unique Subpage on Adloversclub.com	proportional	1000	100%	0
ALC Newsletter appearances	1	400	100%	0
Free access to the AdLovers Club Lounge on the Night of the AdEaters	yes			
Discounts on the services of other Club Members	proportional			
ALC Social Media Posts				
Presence as Sponsor on Adeaters.ae				
Presence as Sponsor on the ATL visuals of the AdEaters Campaign				
Video testimonial and image spot on the ALC Youtube channel				
AdLovers Booklet appearance				
Promotional area provided on the AdEaters Event Dubai 2019				
Discounts on the sponsorship fees of the the Night of the AdEaters	10%			
Number of membership cards provided	5			
<b>Total</b>		<b>5550</b>	<b>40%</b>	<b>3375</b>

**YOU SAVE 2175 AED!**

**You pay only 3375 AED**

\*\* In case of different types of quantities of wristbands requested, please contact us to ask for an adapted tailor made proposal!



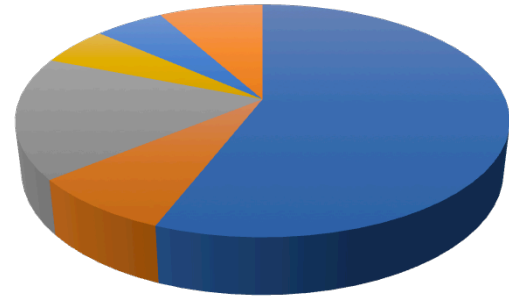
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# ALC<sup>®</sup> Membership Packages - Rate card value, partition, discount

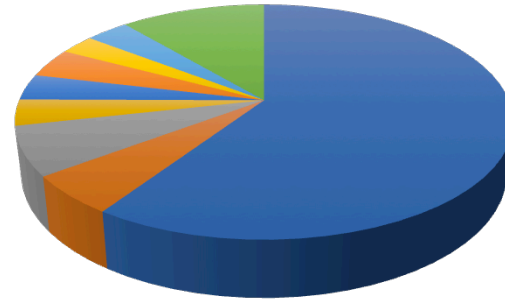
- Entries - Night of the AdEaters
- Entries - Quarterly AdLovers Events
- Unique subpage
- ALC Newsletter
- Free Access to ALC Events
- Discounts on Members services
- ALC Social Media Posts
- Presence as Sponsor on Adeaters.ae
- Presence as Sponsor on ATL visuals
- Testimonial and Image Video on ALC Channel
- Adlovers Yearly Booklet Issue
- Promotional Area on the Night of the AdEaters
- Discounts on the AdEaters Sponsor Fees
- Membership Cards provided

### Silver



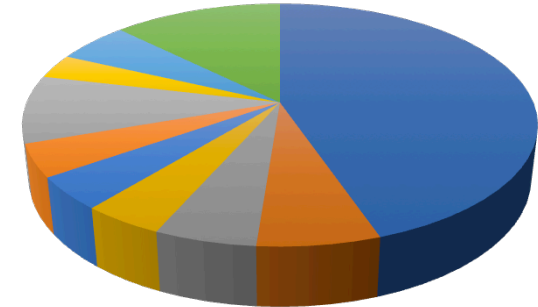
~~14750 AED~~ - 58% = 6187

### Gold



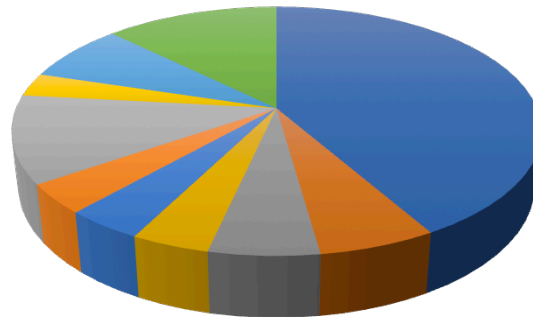
~~34100 AED~~ - 66% = 11550

### Diamond



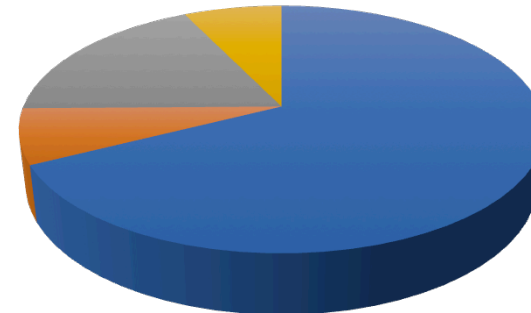
~~55350 AED~~ - 71% = 16087

### Platinum



~~79100 AED~~ - 75% = 19800

### Freelance



~~5550 AED~~ - 40% = 3375



# AdLovers Club® MeetUp & Inspiration Party - The Feeling





Contact us

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**ADEATERS**



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SILVER Night standard



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