



THE NIGHT OF THE  
**AD EATERS**<sup>®</sup>  
*Inspire & socialize!*

Dubai – 31<sup>th</sup> October, 2019\*  
Emirates Golf - Club Lawn Area

The global phenomenon  
coming to Dubai!

Presentation and  
Sponsorship Proposal



\* Planned

- The Night of the AdEaters, Portfolio, International Background (Pg. 3-8)
- AdVillage Media proudly Presents - The Organizers (Pg. 9)
- AdEaters Soft Launch Event Dubai & Local Influencers (Pg. 10-11)
- AdEaters Main Event - 31<sup>th</sup> October 2019 - Emirates Golf Club (Pg. 12-13)
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- Benefits, Activations & Exposure, Sponsorship Fees (Pg. 18-20)
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# The Night of the AdEaters Phenomenon

International Pop Culture Concept  
created in Paris in 1981!

More than 12 million  
participants since  
the first show

Screening party,  
networking fiesta &  
gathering thousands  
of ad lovers

"Cult" Event  
of the Communicators  
across 50 countries  
on 5 continents

A choreographed MIX of  
Ad cinema, music and  
promotions

# The Night of the AdEaters Phenomenon



## The AdLovers Club & MENA Emotional Awards

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.

In addition to - and in connection with - the first Night of the AdEaters®, we are launching the first MENA Emotional Awards®, based on an online public vote and complemented by an Award Ceremony. The great public is given the opportunity to vote and award the very best of the region's most creative materials based on their emotional impact. Agencies and production companies based in Dubai and the MENA region have submitted their best creations in three categories:

- TV / Cinema commercial
- Online commercial
- Corporate Social Responsibility (CSR)commercial



# The Main AdEaters Event & the Business Club - What We Offer

The AdEaters Event*	The AdLovers Club*
Cult event & gathering of the likeminded cool communicators	Quarterly Networking Parties and Meetups
Main source of Inspiration & FUN for the whole industry	Access to the monthly B to B Newsletters and a number of appearances guaranteed
Overview on the latest Global Creative Trends	Discounts on the products and services of all the members, possibility to offer discounts
Networking Summit & Creative Boost	Online networking platform provided for all the individual and corporate members
Audiovisual Education & Entertainment	30/60/90/120 AdEaters Entries included in the Membership Packages
Awards & Creative Contests involving all kind of Creative Minds	Exposure and activation options for the member companies included in the Membership
Positive & self-forgetting Celebration of the Creative Excellence	Community of tens of thousands Communication Professionals and AdLovers

The Jean Marie Boursicot's Private Film Library contains more than 1 million commercials from the first pioneers from 1898 to the most recent ones. The first AdEaters Event was organized in France in 1981 in a small Parisian Cinema.



Since than more then 12 million participants attended to these magic nights in 50 countries and 170 cities. The Night of the AdEaters has become the indispensable meeting place for Lovers of Advertising on all five continents.

In the past years the most important companies of 50 countries from five continents supported the events of the worldwide AdEaters Tour



The various brand activation options featured by the event and the long term name association with the "cult" event successfully raised brand awareness, clientele and importantly turnover



AdVillage Media proudly presents - The Organizers



70 sponsors &  
120 media partners\*

26 live  
concerts\*

7,5million USD  
of PR AVE value\*

130 000  
participants\*

10 million USD of  
ATL media value\*

17 sold out events\*

\* In Europe

*Inspire & socialize!*

The Night of the AdEaters, Organizers, International Background

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

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The Night of the AdEaters International Tour held its first MENA Emotional Awards Soft Launch Event on the 26<sup>th</sup> April at Emirates Golf Club - Media Center. We presented the MENA Emotional Awards entries and a selection of the Official Program of the Night of the AdEaters 2019

**They were among our speakers:**

**Nayla Al Khaja**

Is the first female film Director/Producer in the United Arab Emirates Filmmaker - Entrepreneur - Influencer - CEO of Nayla Al Khaja films

**Bruno De Champris**

He has own production company with more 12 years background in the middle east market, several winning international awards and 30 years of experience as a director



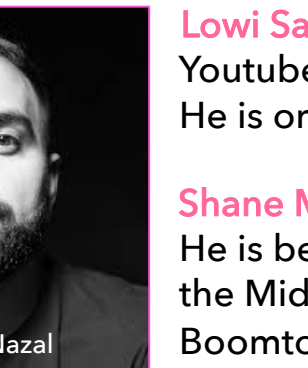
Nayla Al Khaja



Shane Martin



Dave Crane



Lowi Sahi Nazal

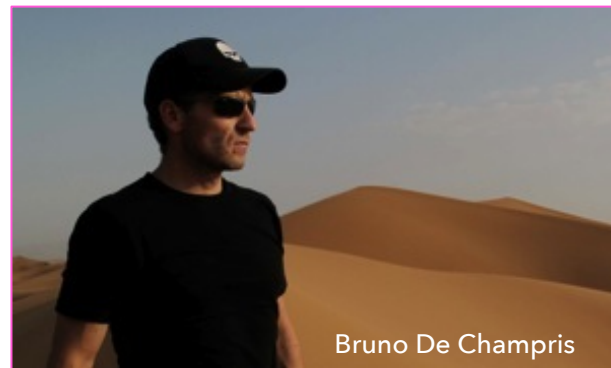
**Lowi Sahi Nazal**

Youtuber - Influencer - Art Director

He is one of the biggest youtubers/influencers in the Middle East

**Shane Martin**

He is been directing and producing commercials and content for the Middle East for the last 30 years. He is the founder of Boomtown Productions



Bruno De Champris

# Night of the AdEaters Dubai - Soft Launch event (26<sup>th</sup> April 2018)



## Venue, Program on the 31<sup>th</sup> October 2019

### Afternoon

- 14:30 Gate opening
- 15:00 Opening Ceremony & Show
- 15:10 Workshops, Masterclasses & Panel Discussions, Job Fair, AR/VR, Startups(1)
- 16:00 First "Ad Masterpieces" Selection
- 16:45 "Five Seconds Youtube Contest" Award Ceremony
- 16:50 Workshops, Masterclasses & Panel Discussions, Job Fair, AR/VR, Startups(2)
- 17:30 Second "Ad Masterpieces" Selection
- 18:30 "MENA Success Stories" Closing Show

### Night

- 19:30 Gate opening
- 20:00 Opening Ceremony & Show
- 20:10 First "Ad Masterpieces" Selection
- 21:45 "Cars in the Ads" Selection
- 22:10 Live Concert
- 22:40 Second "Ad Masterpieces" Selection
- 00:00 "MENA Emotional Awards" Ceremony
- 00:20 "Luxury in the Ads" Selection
- 00:30 Third "Ad Masterpieces" Selection
- 03:30 The Night of the AdEaters Closing Show

Emirates Golf Club: Emirates Hills 2, Near Nakheel Metro - Dubai



## Floor Plan, Activations, Emirates Golf Club Lawn Area



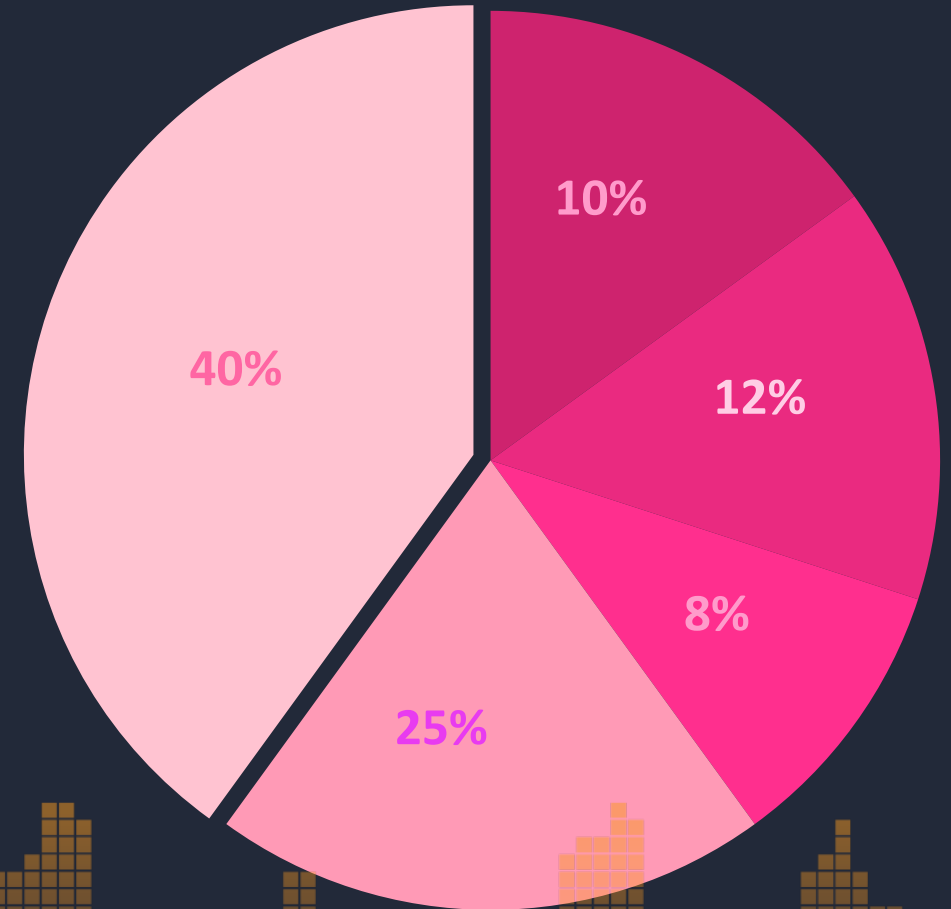
- 1). 12 x 4 m size LED Screen
- 2). 10 x 3 m stage
- 3). 3500 seats
- 4). 15 promotion booths ( 3x3 and 5x5 m )
- 5). Relax lounge with Sofa-s and Bean bags
- 6). Common "Fortune Wheel" activation area
- 7). VIP Area with 500 participants
- 8). Spectacular opening show
- 9). Live concert
- 10). Award ceremony
- 11). After party with DJ
- 12). Entrance
- 13). Media Center
- 14). F & B points

## Total number of participants: 5000

- 40% - Communication professionals ( 2000 pers.)
- 25% - Audiovisual professionals & Influencers ( 1250 pers.)
- 8% - Business leaders ( 400 pers.)
- 10% - Ad-Lovers, expats of all kind (500 pers.)
- 12% - University students (600 pers.)

Our target group: progressive, open-minded, highly educated, trendsetter opinion and business leaders, premium brand consumers, "Party Faces" & "Boheme Bourgeois"

The Night of the AdEaters - The biggest networking party and inspirational gathering in the country!



# Sponsorship 3.0 - Benefits and great ROI

Brand Exposure & Activation

New Lead Creation

Sales Boost & ROI

Conversion Increase

Social Buzz

Name Connection & Brand Awareness

Brand Affinity Increase

Brand Loyalty - CRM

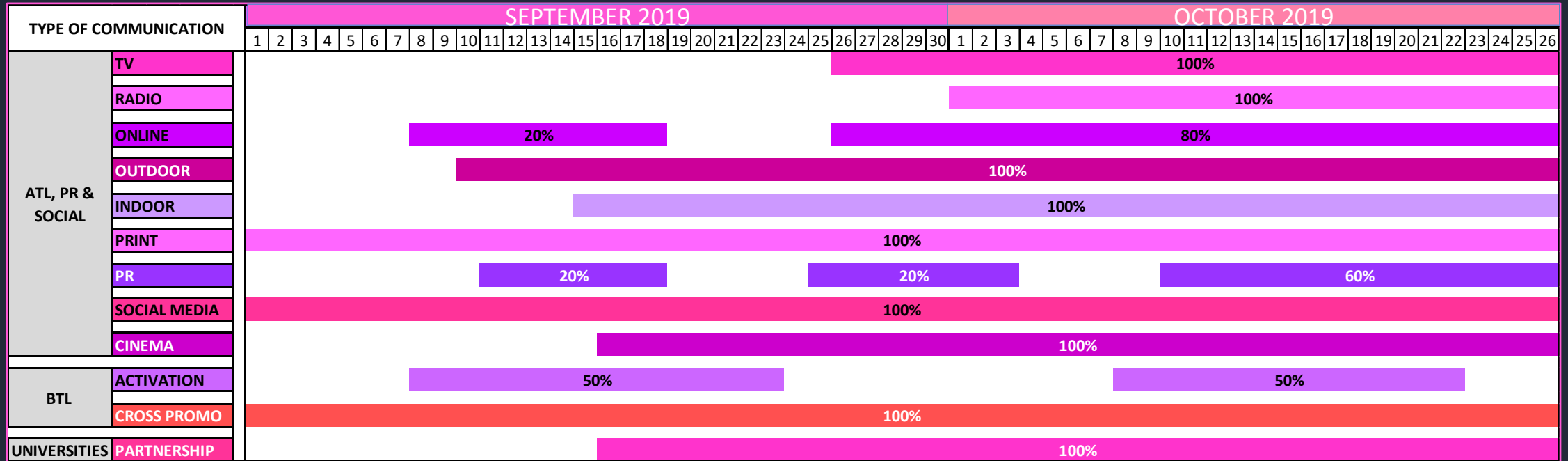
Inspiration Boost

ATL Media Value

PR AVE Value

Community Building

# AdEaters Dubai - Campaign Period & Planned Mix





By using customized visuals the main or highlighted sponsor can dominate the whole campaign of the event on each type of media



## Benefits for the Sponsors

Outstanding ATL, PR & Social Media Campaign, Customized Visuals

Highly educated and strong purchasing power premium audience

Intriguing & Unusual approach to the Advertising

Cost-effective way to reach & activate tens of thousands

Benefits

Promotion of qualitative attitude to the ad consumption

Trendsetter event with international background and overview

Three element, community forming portfolio, influencing the influencers

Wide range of innovative pre-event & on-site activation options

# AdEaters - Activations by the past



*Inspire & socialize!*

Benefits, Activations & Exposure, Sponsorship Fees

## Main/Name sponsorship, options and fees

Main Sponsor Categories *	Standard Sponsorship Package*	Premium Sponsorship Package*
Official Car Manufacturer Sponsor*	<ul style="list-style-type: none"> <li>- Brand Connection and Exposure during two months prior to the Main Event in the ATL, PR and Social media Campaign</li> <li>- Customized ATL Campaign Visuals with embedded Sponsor Key Elements</li> <li>- Fully Sponsor branded Press Conference</li> <li>- Official leaflet, Permanent Sponsor Spot screening during the whole Main Event</li> <li>- Brand Exposure and Activation on the Main AdEaters Event, Sponsor Booths</li> <li>- Brand naming right of Program Elements, Performer, Concert, Theme Selection, Award Ceremony on the Main event</li> <li>- Sponsor branded opening show, speech</li> <li>- Branded giveaways, sampling, vouchers</li> <li>- Lead creation, cross promotion options two months prior to the Main Event</li> <li>- Newsletter, Social Feeds, BTL promo</li> </ul> <p><b>Sponsorship Fee: Customized</b> <b>Provided to max. three Sponsors!!!</b></p>	<p><b>Basic Sponsorship Package</b></p> <p>+</p> <ul style="list-style-type: none"> <li>- 150 Standard &amp; 150 VIP tickets provided value of 82.500 AED</li> <li>- Fully branded VIP Area provided to the customers and partners of the Sponsor value of 30.000 AED</li> <li>- AdLovers Club Gold level membership provided, value of 34.100 AED (15 Membership cards and lot of other benefits)</li> <li>- Official Sponsor status on the AdLovers Club quarterly Networking Parties during a whole year, value of 30.000 AED</li> <li>- Total value of the Extras: 146.000 AED</li> </ul> <p><i>In certain sponsor categories we can accept up to 25% barter!</i></p> <p><b>Sponsorship Fee: Customized</b> <b>Provided to max. two Sponsors!!!</b></p>
Official Bank - Insurance - Finance Sponsor*		
Official Telecom Provider/ Manufacturer Sponsor*		
Official Airline Sponsor*		
Official FMCG Sponsor*		
Official IT/Software Sponsor*		
Official Hospitality Sponsor*		

\* Every Sponsor has the exclusivity in its own sector  
Further Sponsor Categories are also available upon request

\* We can provide further tailor made solutions upon request

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Benefits, Activations & Exposure, Sponsorship Fees



## Alexandre Borsos

Main organizer

Phone: 971 505 898 739  
971 586 621 094

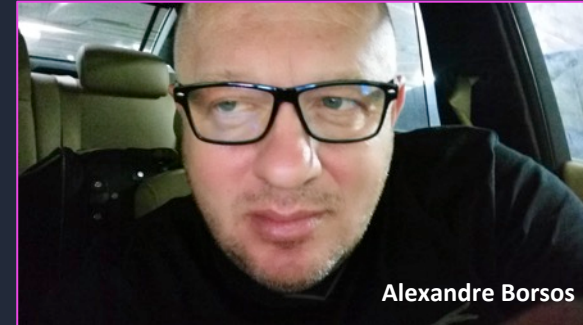


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