



The best in worldwide sports hospitality, tailored for clients in the UAE and the GCC

ABOUT US

Expat Sport is the first choice in sports hospitality for hundreds of corporate and private clients across the United Arab Emirates and the GCC.

We are the region's leading sports-dedicated tourism company. Our rapid growth is driven by our passion for sport and our desire to offer best-in-class experiences to our clients.

As an official agent for many of the world's most famous events, not only can we access the best seats in the house – often when others are sold out – but we also have direct relationships with sporting heroes. So if you need a little extra 'wow factor' to impress a customer or partner, just let us know; we'll arrange a star appearance from your chosen sporting genre.

Our expertise is not just in the field of sport. With roots in the UK, Expat Sport has operated for over 25 years, including 8 years based in the Middle East. We have trusted global partnerships with leading airlines and hotels, ensuring you also receive the best deals and service when your customers attend sporting events anywhere in the world.

Personal service is essential in our approach. We work with every client to tailor their experience, to meet and exceed their expectations and provide sporting memories that will stay with them forever.

Let the Expat Sport Team take care of everything, so you can sit back and look forward to a year of sporting excellence whilst entertaining your valued customers.



CONTENTS

Sports hospitality means business success	04
Cricket.....	06
F1	07
Rugby	08
Football... and more	09
Brand Exposure	10
Experiences and memorabilia	11
Contact us	12



SPORTS HOSPITALITY MEANS...

Our clients know that sports hospitality can help unlock new value from their commercial relationships. Here are just a few ways that Expat Sport drives business success for clients:

Building relationships

Inviting your customers to a sporting event gives you a great opportunity to get to know them far better than you ever could by phone, email, or in business meetings.

Make people feel valued

Whether you're rewarding employees or a key customer, inviting them to an event demonstrates the value you place on them and your relationship.

Drive loyalty

Valued customers will want to repay your generosity with more business, or work harder to get you the right deal.



The logo for primepower, featuring the word "primepower" in a bold, lowercase sans-serif font with a red lightning bolt graphic underneath.The logo for SAXO BANK, consisting of the word "SAXO" in white on a dark blue rectangular background, with the word "BANK" in white on a black rectangular background below it.The logo for Simmons & Simmons, with the word "Simmons" in a blue serif font, an ampersand "&" in a smaller blue serif font, and another "Simmons" in a blue serif font below.

...BUSINESS SUCCESS

The logo for Western Union, with the words "WESTERN UNION" in bold yellow capital letters on a black rectangular background.

moving money for better

The logo for WHITE & CASE, with the words "WHITE & CASE" in a blue sans-serif font.The logo for ACUMA wealth management, featuring a green leaf icon to the left of the word "ACUMA" in a blue serif font, with "wealth management" in a smaller blue sans-serif font below.

New business opportunities

Many events offer the opportunity to network with other corporates, in a relaxed and friendly environment.

Competitive edge

Offering the best corporate hospitality in your market will build your brand reputation and drive clients to choose you over your competitors.

Motivate your employees

Offering a sporting event as an incentive for meeting sales targets or to recognise a team achievement will drive great future performance from your employees.

Enjoy your success!

You work hard, you have achieved so much for your business. Reward yourself, your team and your customers for everything you've delivered together.

The logo for HUNTER & HUNTER, with the words "HUNTER & HUNTER" in a black serif font.The logo for Emirates NBD, featuring a stylized blue and yellow graphic to the left of the words "Emirates NBD" in a blue sans-serif font.The logo for EMBRAER Executive Jets, with a blue arrow pointing left to the left of the word "EMBRAER" in a blue sans-serif font, and "Executive Jets" in a smaller blue sans-serif font below.The logo for Deloitte, with the word "Deloitte." in a bold blue sans-serif font.The logo for Olive Group, featuring a small green square icon to the left of the words "Olive Group" in a black sans-serif font.The logo for ZURICH, with a blue circle containing a white "Z" above the word "ZURICH" in a bold blue sans-serif font.

Cricket

Whether you prefer the fast-paced energy of T20 or the more leisurely tempo of a Test Match, cricket offers many great opportunities to entertain your contacts.

Events we offer include the ICC Cricket World Cup, ICC Twenty20 World Cup and the Indian Premier League. As an official partner of Dubai Sports City, our clients can gain preferential access to all events taking place there, including the Indian Premier League, which is expected to return to the UAE.

We tailor each experience to suit your needs, combining the best viewing options each venue has to offer with access to VIP and hospitality areas, plus the option to meet cricketing heroes. In addition, a team from Expat Sport will be present at all major cricket tournaments, giving you peace of mind that your valued clients are in good hands.

Visit www.expatsport.com to view the latest cricket events on offer, or speak to us to build the perfect experience.

"Ever since I came to know of Expat Sport, all my problems for planning my trip to watch IPL / Twenty Twenty World Cup has been solved. It's a one stop solution for all your travel needs to watch the game of your choice. Looking forward to many such trips with you guys. Great Job."

John Jose, Circulation Director, Sport 360

"I have worked with Expat Sport on many occasions and always found them to be professional and great to work with. They are the guys to speak to for anything relating to cricket, including a meet and greet with me and my cricketing pals"

Darren Gough, England International Cricketer



Nothing rivals the glamour of Formula One, so if you are looking to impress your guests, an F1 hospitality event will put you in pole position.

Expat Sport is an official agent of the Etihad Airways Abu Dhabi Grand Prix and we can offer your guests several unique experiences. Examples include the opportunity to view the Grand Prix from the deck of a lavish private yacht, or from the private terrace of the Diablito restaurant in Yas Marina. Branding opportunities are also available.

Expat Sport has a private section in the West Grandstand, which sells out every year, plus a private lounge in the North Grandstand. Trust in us to provide your clients with the best views of the action and a unique experience. We can even obtain tickets that are sold out through other channels.

Visit www.expatsport.com to view the latest events on offer, watch a video of the Yas Marina corporate entertainment from last year, or speak to us to build the perfect event.

"A big thank you for all your help and support leading up to the F1 – the event was absolutely amazing and customers were blown away!"

Please keep us posted on future events that may be of interest to us, especially anything sports related"

Elliott Santon, Head of Marketing DHL



Rugby

Attracting an affluent audience and with unrivalled atmosphere, rugby is a favourite for business entertainment; big matches are a great place to build new contacts.

As authorised agents we offer the best seats in the house at key tournaments including the Rugby World Cup, Hong Kong Sevens and British & Irish Lions Tours.

Expat Sport has a private reserved seating area in a prime, pitch-side position for the Emirates Airline Dubai Rugby Sevens. Rugby legends often stop by, with recent visitors including ex-British & Irish Lions coach Sir Ian McGeechan and internationals John Bentley and Colin Charvis. Our onsite team look after your guests, serving food and drinks and even providing seat cushions, which can be branded with your corporate logo. This Expat Sport-hosted option is great value and sells out every year, so please book early.

For a VIP hospitality experience you may prefer to book places in the Expat Sport private chalet, exclusively for your company if you wish. Branding opportunities are also available.

Visit www.expatsport.com to view the latest events or speak to us to build the perfect experience.

"I worked with Expat Sport during the Emirates Airline Dubai Rugby Sevens in 2013 and was extremely happy with their professional and attentive service. Your team is in safe hands with these guys".

Sir Ian McGeechan, ex British & Irish Lions coach

"Thank you for the excellent service that you provided for our team at the Dubai Rugby Sevens tournament."

Gillian McDarby, Programme Manager,
Irish Rugby Football Union



Football...



Passions run high when it comes to the ‘beautiful game’. Our clients return time and again for access to the biggest and best matches the world has to offer, from the FIFA World Cup and the European Football Championship, to the UEFA Champions League, English Premier League and La Liga.

Our experts will create the perfect trip for you and your guests, combining flights and luxury hotel accommodation with great seats, VIP treatment and even footballing legends at your chosen stadium.

Expat Sport gained an allocation of tickets, including VIP hospitality, for the recent Real Madrid v AC Milan match in Dubai, enabling us to provide seats for our clients even after the event had sold out.

Visit www.expatsport.com to view the latest events on offer and to view our online calendar of events.

“This is customer service as it should be, and we wish the rest of the world would operate this way.”

Minakshi Ahmad Ali, Head of sponsorships & Events, ADIB

“Thank you for taking good care of my wife and I during the Abu Dhabi Invitational Pro-Am golf tournament and during the Dubai Desert Classic. I look forward to seeing you and your team again soon.”

Gabriel Batistuta, Argentinian international footballer

Other Sports

We can also obtain official tickets to other local major sporting events, including the Dubai World Cup, Omega Dubai Desert Classic and Dubai Duty Free Darts Masters – plus many more local and international sporting events.



Brand Exposure

More than two thirds of the world's sponsorship spending is at sporting events. It's not surprising - Sport offers a highly effective and engaging way to showcase your brand.

Sponsorship opportunities

Let Expat Sport find you the perfect brand-placement opportunity to reach your target market. If you are thinking of sponsoring a sporting event or venue, we will use our connections to find you the ideal partnership. Whether you are looking to increase brand awareness or generate new business, Expat Sport can find you the ultimate exposure at the best possible value.

As an official partner of the ICC Academy, for example, we can introduce you to some exciting sponsorship opportunities at this world class facility.

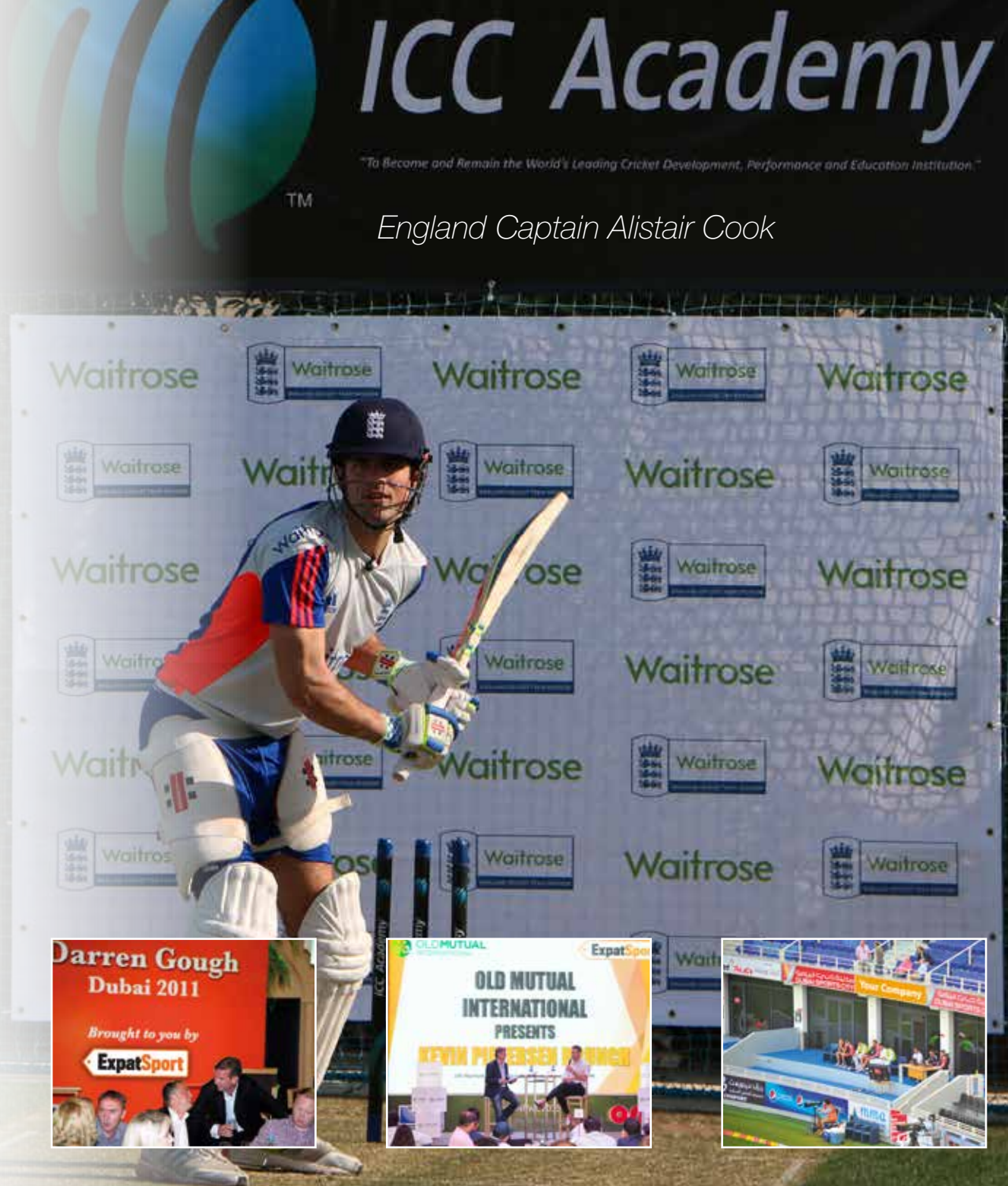
Brand Association

Drive new business and align your company's brand with prestigious sporting events, through association with Expat Sport. As official agents for many world class sporting events worldwide, Expat Sport can gain permission, where possible, for its clients to use trademark names and official event logos in their marketing materials. When your brand is associated with a prestigious sporting event, it's something to shout about!

Whatever your marketing requirements, our experienced team will advise you on the range of options available.

"Thank you for getting permission from the ICC to be able to use their logo and trademark names in our marketing campaign. I feel this made the campaign more powerful."

Komal Shukla, Senior Marketing Executive, Landmark Group



ICC Academy

"To Become and Remain the World's Leading Cricket Development, Performance and Education Institution."

TM

England Captain Alistair Cook

Experiences and memorabilia

If you are seeking ways to thank and motivate your employees and customers, Expat Sport can find the perfect package.

Sporting Legends – experiences

An opportunity to interact with a sporting hero is always an unforgettable experience. We can tailor a scenario just for you – perhaps your client would enjoy bowling against a famous cricketer, or a penalty shoot-out with a football star. Through our partnerships and global contacts, Expat Sport is ideally placed to connect you with your preferred sporting hero.

Sports Memorabilia

Thanks to our relationships with sporting idols, Expat Sport has access to a wealth of official memorabilia signed by some of the biggest names. The number of personalities we work with is vast, so just let us know which sport or celebrity is of interest and we'll send you a range of memorabilia options. These make great gifts for VIP clients, employee incentives, leaving gifts, customer prizes and are popular as items for charity auctions.

*"Your team is awesome.
Thank you for everything."*

Jason Waldron, Account Manager,
Zurich Insurance



