



Expat Sport
Presentation

Sports Sponsorship



Over two thirds of global sponsorship spend is at sporting events. It's not surprising - sport offers a highly effective and engaging way to showcase your brand.

Expat Sport find you the perfect brand-placement opportunity to reach your target market. We maximise our connections to find you the ideal partnership.

Leading companies trust us to align their brand with sponsorship opportunities that increase brand awareness, generate new business and deliver ultimate exposure at the best possible value. We are...

- ICC Cricket World Cup exclusive sales agents in the UAE and Pakistan
- ICC Academy commercial and travel partner
- UAE Representatives for Indian cricket legend MS Dhoni
- UAE Sponsorship agents for the Asia Cup
- Exclusive local partner for Pakistan Super League
- Official commercial partner of Dubai Sports City
- UAE partners of the Pakistan Cricket Team Rights Holders

“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 Sponsorship & Events, Abu Dhabi Islamic Bank

Brands we represent include: Golootlo, Landmark Group, Unilever, ADIB, Mashreq Bank, Old Mutual, UAE Exchange

Background

Establish a long term strategy that can be implemented and delivered by Expat Sport's dedicated team, on behalf of your company. :

Areas that Expat Sport specialize in, include:

Sponsorship: Increase brand awareness, expand on your company's association with sport and reach influential audiences passionate about sport.

Experiences: Drive loyalty, engage with key partners & CEO's, motivate employees and give customers memories that will last a lifetime.

Sport Forums & Conferences: Associate your brand alongside respected experts and thought leaders. Get the world media and sports influencers talking about your brand. Have an influence on the next generation of sports professionals.

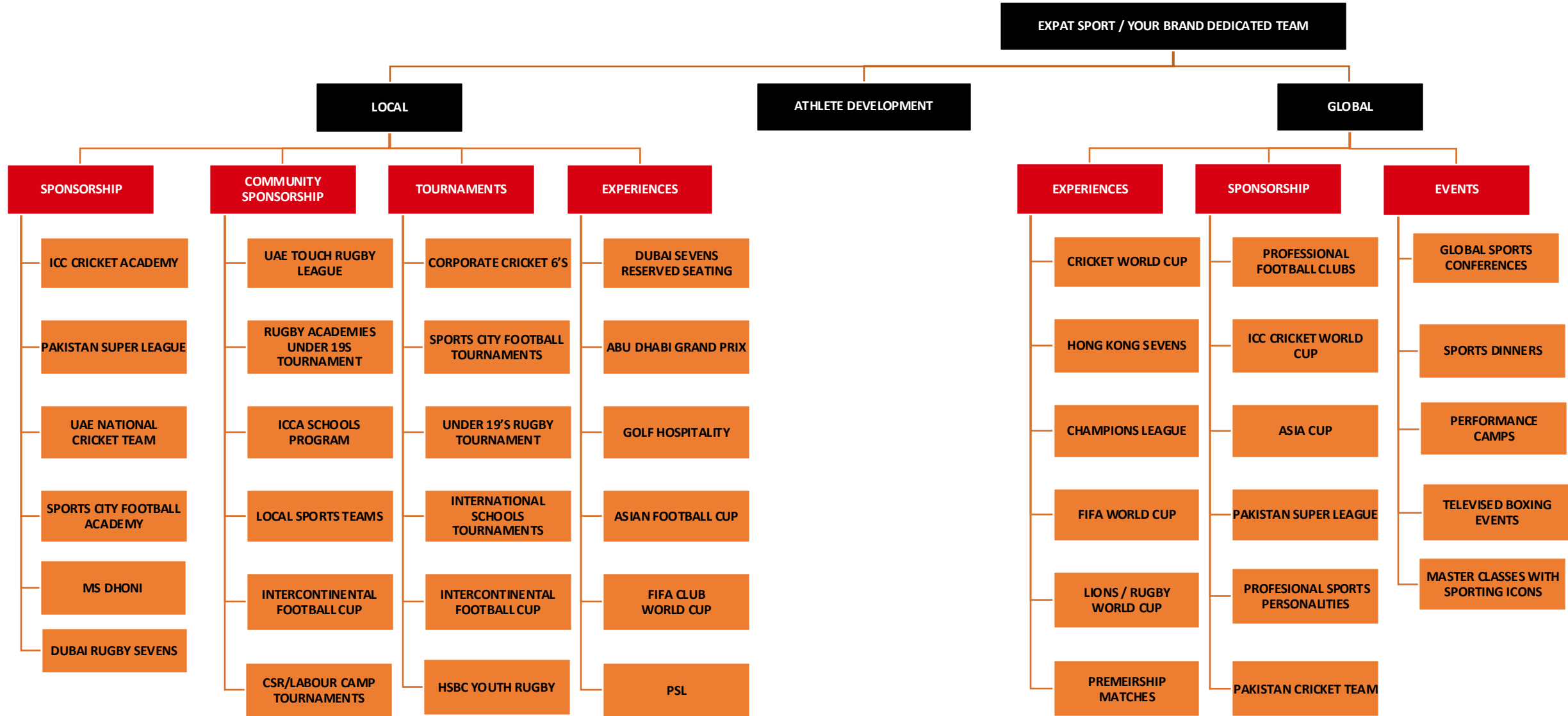
Tournaments: Organise tournaments that develop young athletes and create a pathway to international sport

Community: Support your CSR initiatives, build PR stories, develop compelling content and be known as a company that's passionate about people.

Athlete Development: Support aspiring and professional athletes, create a pathway to professional sport, develop talented coaches and provide access to the world's best rehabilitation centre.



Opportunities In Sport



Sporting Experiences

As an official agent for many sporting events worldwide, we can provide access and tailor unique experiences to ensure your VIP guests build memories that last a lifetime:

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.

"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!"

Elliott Santon, Head of Marketing DHL



Competitive edge

Offering the best corporate hospitality in your market will build your brand reputation and could 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.

New business opportunities

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

[Discover more in our corporate hospitality brochure >](#)



Tournaments

Expat Sport are experts in running sports tournaments, from school & academy tours through to hosting teams taking part in the Dubai Rugby Sevens and international cricket tournaments.

We are the region's largest schools and academies tour specialist, hosting teams from around the world and arranging rugby, cricket, football and netball fixtures against local teams. All of the world's top sports tour companies, such as England Rugby Travel, use our services.

Expat Sport has hosted professional rugby teams such as Sydney Roosters, Irish Women, Welsh Women and International cricket teams including, England, Australia and world champions West Indies.



"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



Official Agents for Dubai Sevens Invitation Teams

Our involvement in Rugby Sevens >



Sports Forums & Conferences

With our partner Interact Events, Expat Sport work with government and private sector organisations, business leaders and sporting experts, to design programs that bring the UAE sport & business communities together

Whether you are looking to engage with a small group of targeted CEO's, or to own your own internationally recognised conference, Expat Sport will deliver an amazing event.

Some of the benefits of running a sports forum, or conference include:

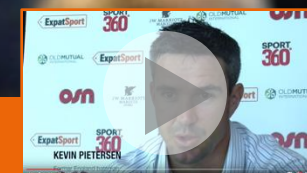
- ✓ An opportunity to associate your brand with world renowned experts in sports performance, leadership and business
- ✓ Ability to inspire and develop future sports professionals
- ✓ Engage with the most influential sports leaders in the world
- ✓ Create amazing content and gain worldwide media coverage
- ✓ Bring together passionate individuals, to form new initiatives and effect positive change in sport
- ✓ Create a legacy

Issam Kazim,
CEO, Dubai Tourism & Commerce Marketing



Share unique content and expertise with the worlds media

Get influencers engaging with the your brand >



Community Engagement

Build relationships and your brand with an unforgettable day of sport. Create an emotional connection with the UAE community and corporate sports teams.

Expat Sport arrange rugby, football, cricket and netball tournaments for corporate clients, schools and academies.

We help our partners to:

- ✓ Engage with customers, partners and employees
- ✓ Support their CSR initiatives
- ✓ Associate brands with a passionate and targeted audience
- ✓ Build and develop relationships
- ✓ Create compelling content and PR stories

Old Mutuals Corporate Cricket Tournament organised and delivered by Expat Sport >



Media and PR

Through our network of sports influencers and media connections, we ensure that people are talking about your brand

Expat Sport will implement your vision, whilst getting people talking about your impact on sport, both regionally and globally by:

- ✓ **Arranging well attended sports conferences**
- ✓ **Bringing in renowned experts and thought leaders**
- ✓ **Leveraging our media partners**
- ✓ **Positioning your brand alongside global names**
- ✓ **Association with world class sporting events**
- ✓ **Building PR stories about your organisation and history**
- ✓ **Creating unique memorable and educational content**

Sports Influencers will talk about 'Your Brand's impact on sporting communities



About Expat Sport

Expat Sport is the Middle East's leading partner for all things sport. Our rapid growth has been driven by our passion for sport and delighting our customers and partners.

Over 25 years we have developed trusted global partnerships with sporting bodies, events and sports personalities worldwide.

Beginning as a sports tourism agency, our dedication to partnership excellence led us into sports sponsorship and player management. We complement exceptional sponsorship opportunities with access to exclusive, sought-after events – from major tournaments to dinners with sporting legends.

Personal service is essential in our approach. We work with every client to develop the perfect package of opportunities, exceeding every expectation and delivering exceptional value.

Expat Sport has the experience, connections and drive to bring your vision to life.



Alan Holt
Managing Director

Tel: +971 50 282 6525
Email: alan@expatsport.com

Expat Sport, 1807 Indigo Icon Tower,
JLT, Dubai.

