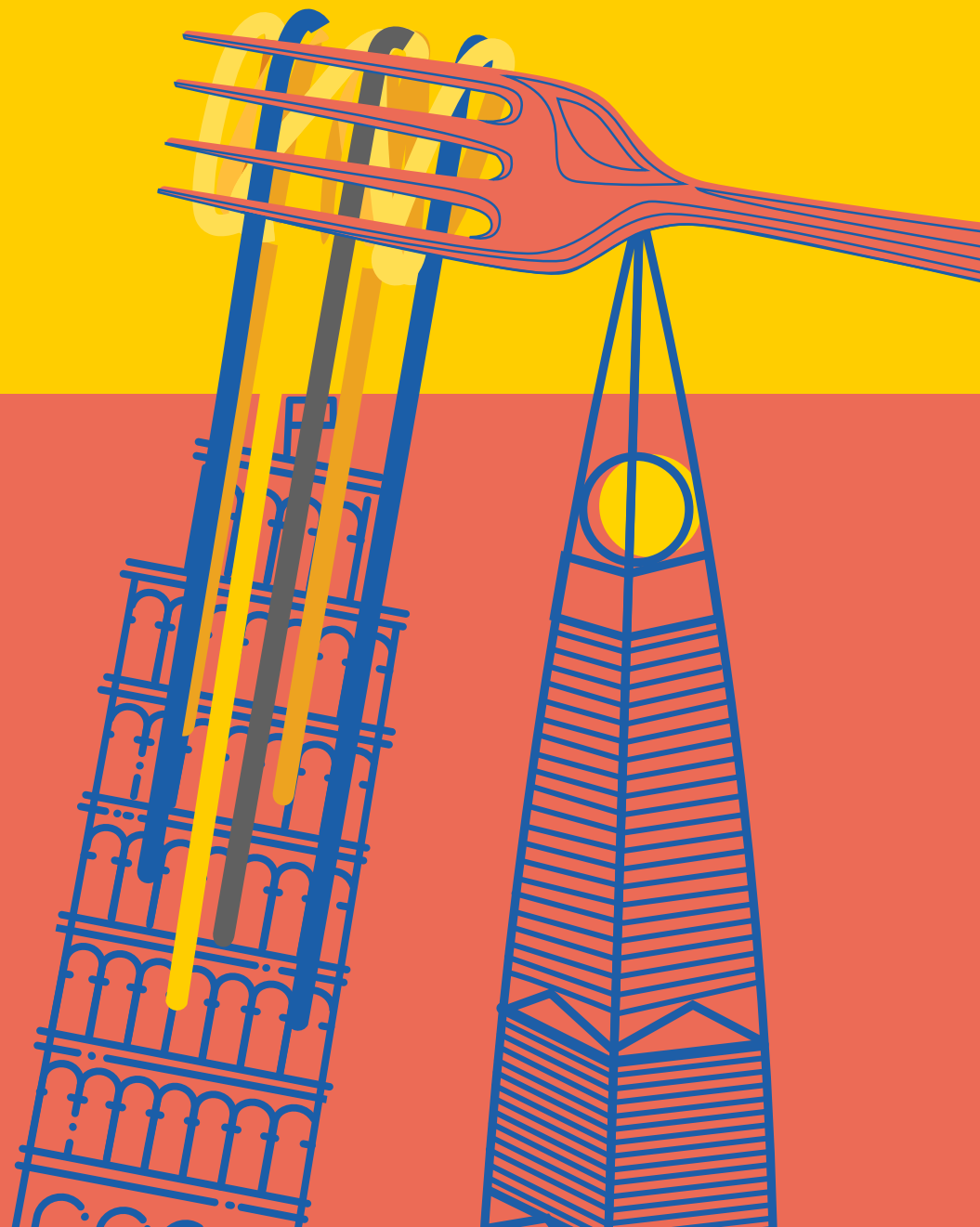
DELEGATION OF THE
EUROPEAN UNION
TO THE KINGDOM OF SAUDI ARABIA

EUROPEAN FOOD FESTIVAL

MEMBER STATES' SPONSOR PACKAGE

RIYADH, KSA
JULY 26, 2022



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DISCOVER

THE DIVERSITY AND RICHNESS OF EUROPEAN CUISINE AND FOOD

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ABOUT THE EUROPEAN UNION

The European Union is the largest political and economic block in the world, bringing together 27 Member States from across Europe and approximately 450 million citizens, who live in peace, security, harmony and prosperity.

Known for its rich history, centuries-old culture, vibrant art scene, the European Union is perhaps better known internationally for its mouth-watering culinary traditions, fresh ingredients and creative menus, home to some of the best cuisines, restaurants dishes in the world. In addition, the European Union boasts cutting-edge methods and standards of food production. the European Union holds its products to the highest standards to match the tastes of consumers all over the world.

The European Union opened its first Delegation to the Kingdom of Saudi Arabia in 2004, with the aim of boosting bilateral relations, particularly in trade and economic issues, regional security, education, as well as climate change and transition to green energy/economy.

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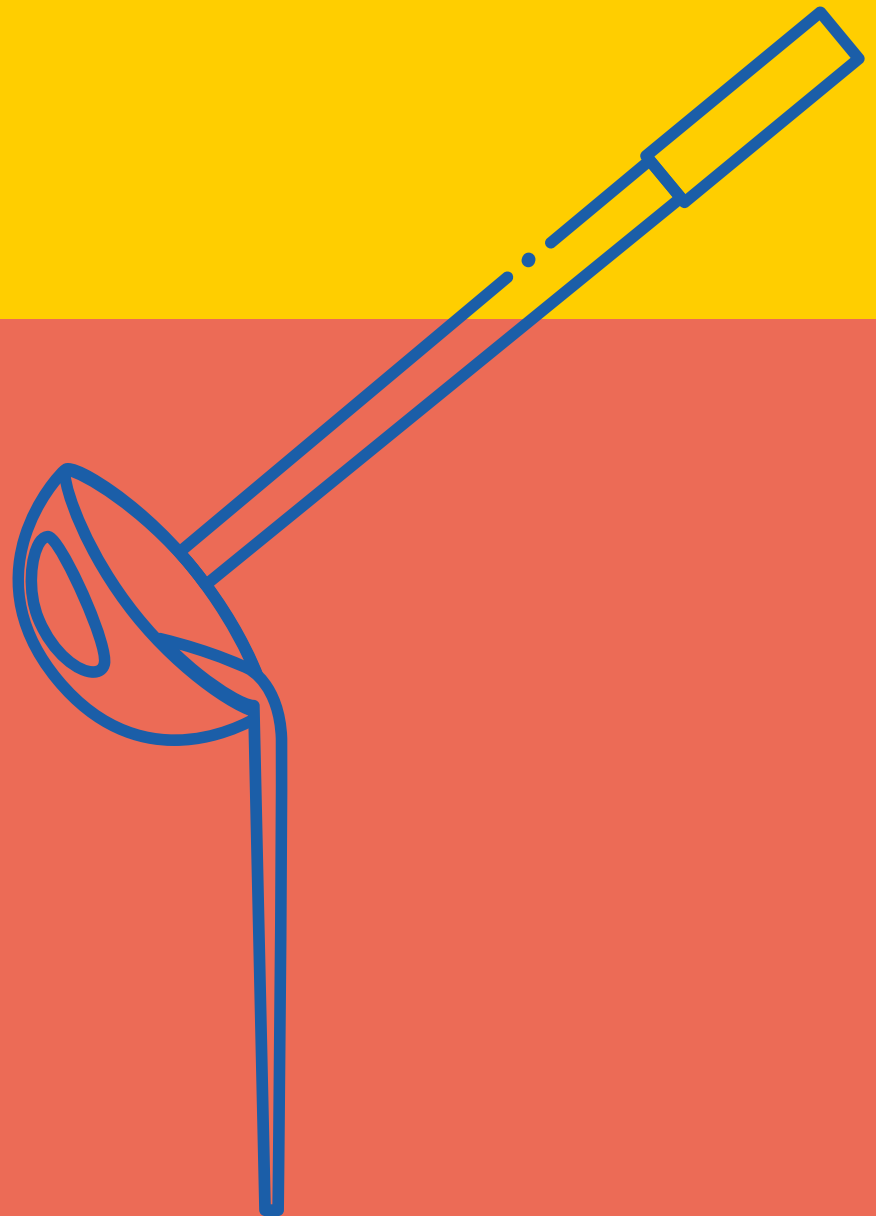
1ST

EVER EUROPEAN FOOD FESTIVAL IN SAUDI ARABIA



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PROJECT BRIEF

The Delegation of the European Union to Saudi Arabia is delighted to organize the **FIRST EVER EUROPEAN FOOD FESTIVAL IN RIYADH IN Q4 2022**, in partnership with Embassies of EU Member States and Saudi Authorities.

The Festival will be a two-day affair, held outdoors over a weekend aiming to bring together the whole of the Saudi society and the European and international communities to enjoy heart warming food, music, cooking classes and entertainment - in a relaxing atmosphere.

Several European Member States will have their own dedicated food stands at the Festival, with their own chefs preparing delicious food in real time and offering authentic products from across Europe.

To mark the close EU-Saudi relations, several prominent Saudi companies will also be given the opportunity to have their own stands at the Festival, including one of Saudi coffee in the context of 2022 being the Year of the Saudi coffee, celebrating food as an important element that brings countries and people together.

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JOYFUL TIME & NICE ATMOSPHERE

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KEY INFORMATION

OWNER
THE EUROPEAN UNION DELEGATION TO SAUDI ARABIA

DATE
FRIDAY-SATURDAY
OCTOBER/NOVEMBER 2022

TIME
TBD

NUMBER OF GUESTS
OPEN TO PUBLIC

TARGET AUDIENCE
GENERAL PUBLIC
ALL AGE GROUPS

LOCATION
TBD

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ORGANIZER

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OBJECTIVES

Highlight the commonalities of European and Saudi cuisines and celebrate food as an element that brings countries and people together.

Create memorable experiences in the EU-Saudi relations, in friendly settings.

Celebrate Europe's rich culinary traditions and diversity with the Saudi community and friends.

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WHAT MAKES THIS EVENT UNIQUE

1

The first ever European Food Festival in Saudi Arabia

2

Enjoy culinary traditions from all corners of Europe in one place

3

Celebrate European and Saudi food and the Saudi Year of Coffee 2022

4

Enjoy live cooking shows and master classes with top European chefs in the Kingdom

5

A one of a kind food festival with a joyful European & Saudi music entertainment

6

Knowledge exchange about each member state, learning their traditions and origin, produce and taste experience

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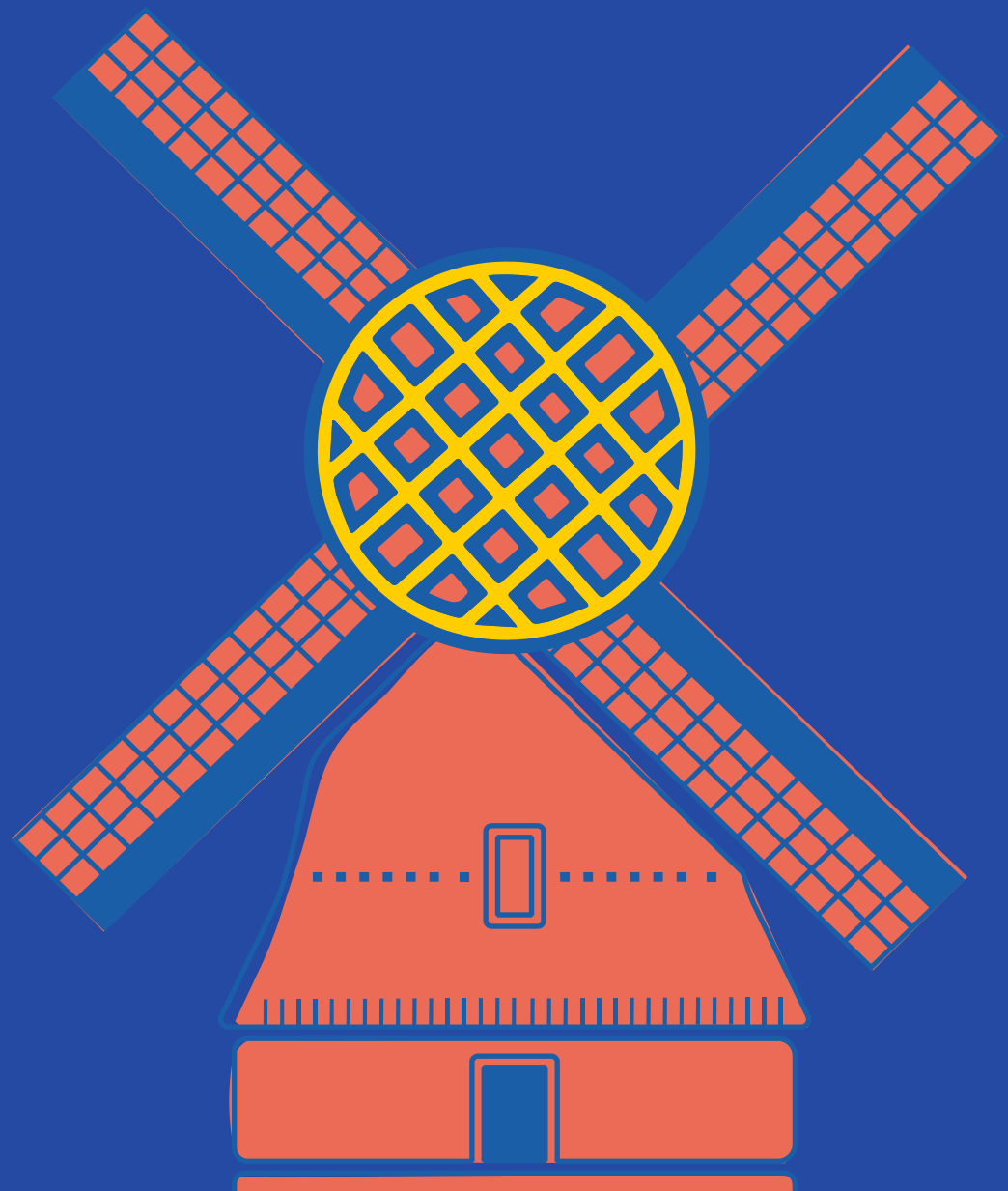
WHY BECOME A SPONSOR?

- Increase brand exposure to European, Saudi and international audiences in the Kingdom in a fun and engaging manner.
- Join a high level, one of a kind event with other prestigious co-sponsors, including Saudi government officials and European diplomatic missions and top brands.
- Celebrate the best of Europe's food and Saudi coffee traditions, marking the Saudi Year of Coffee.
- Support the cultural and entertainment scene of Saudi Arabia and its engagement with key European partners.



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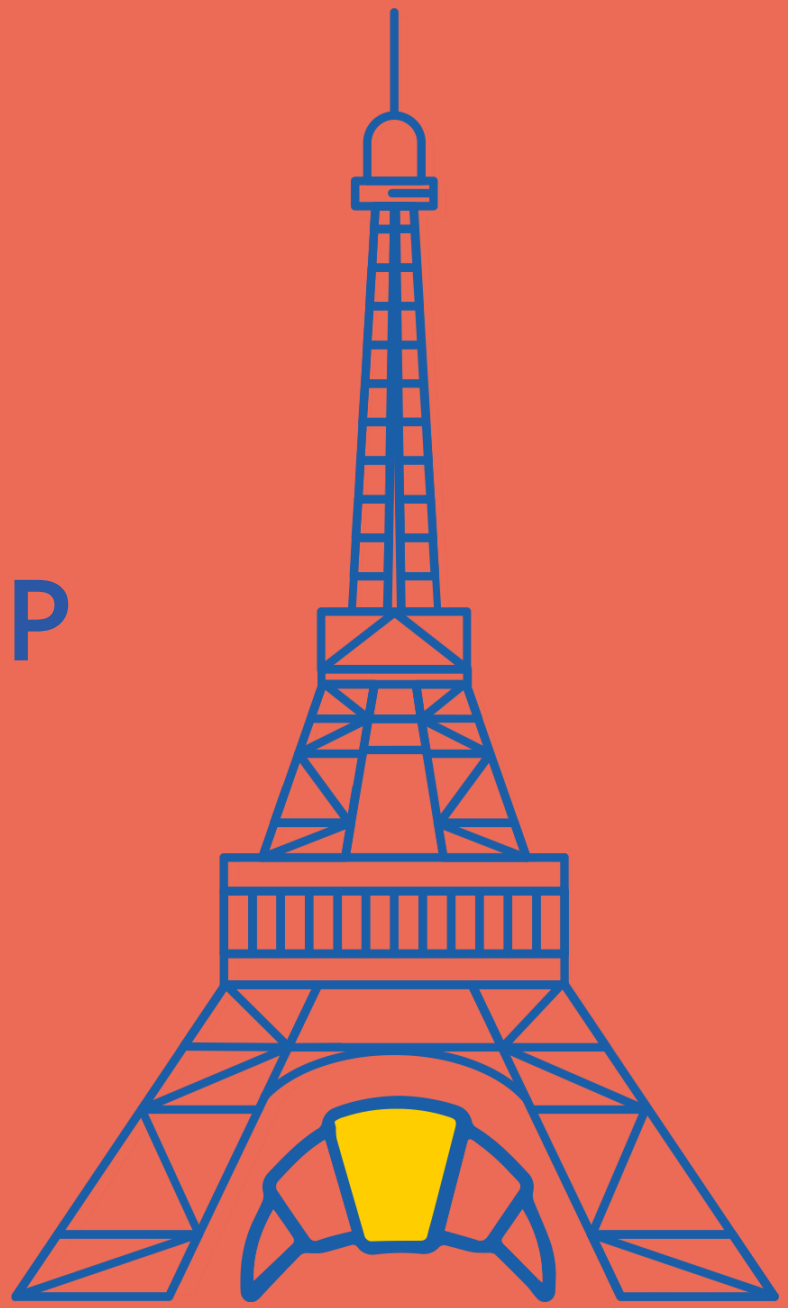
MEMBER STATE SPONSORSHIP BENEFITS & ADVANTAGES



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MAKE A DIFFERENCE

AND HAVE FUN DOING IT.

The European Food Festival, the first of its kind in Saudi Arabia provides you with the unique opportunity to engage with a wide audience, including European and international brands and government authorities, in a fun and engaging way - in something that we all love - food, culture, family, friends and a great time.

Provide the Saudi public with a unique experience, elevating the cultural scene in the winter months while also contributing to close relationships with key partners.

Boost reputation and brand awareness beyond the borders of Saudi Arabia, as the Festival will be publicized across Europe through the EU Delegation and the EU Embassies in their home countries.

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MARKETING STRATEGY PLAN

The marketing strategy plan will be focused on the following aspects:

PRE-ACTIVATION

A teaser campaign to create buzz and excitement in the lead up to Festival, leveraging social media, influencers and traditional media and all Festival European and Saudi partners.

DURING ACTIVATION

Live coverage from the event, highlighting the fun aspects of the Festival

Richness of food, diversity of culinary traditions, European and Saudi commonalities, live cooking shows, and the positive experiences of the Festival goers.

Introduction of the sponsors and positive coverage by media and influencers

POST-ACTIVATION

Maintain and extend the fun aspects of the Festival through various testimonial videos and fun visuals online.

Create dedicated content that can live online beyond the event.

MARKETING OUTREACH

Marketing outreach will be extensively active via the festival social media accounts and website as well as the EU social media accounts.

Marketing and advertisement campaign ways:

- PRESS RELEASE
- EVENT WEBSITE
- SOCIAL MEDIA NETWORKS
- SOCIAL MEDIA INFLUENCERS
- MEDIA APPEARANCE
- DIRECT MAILING OUTREACH
- DIRECT INVITES
- FOOD BLOGGERS

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MARKETING OUTREACH

Outreach statistical objective as follows:

500K	200K	100K	200K	200K	200K

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MEMBER STATE SPONSOR PACKAGE

- Sponsors have the opportunity to participate in this unique event, held for the first time in the Kingdom of Saudi Arabia, by selling their goods or preparing delicious food. The sponsor's logo will be displayed at the sponsored member state's booth and posted on the member state's social media accounts to thank them for their participation and support for the success of the European Food Festival.

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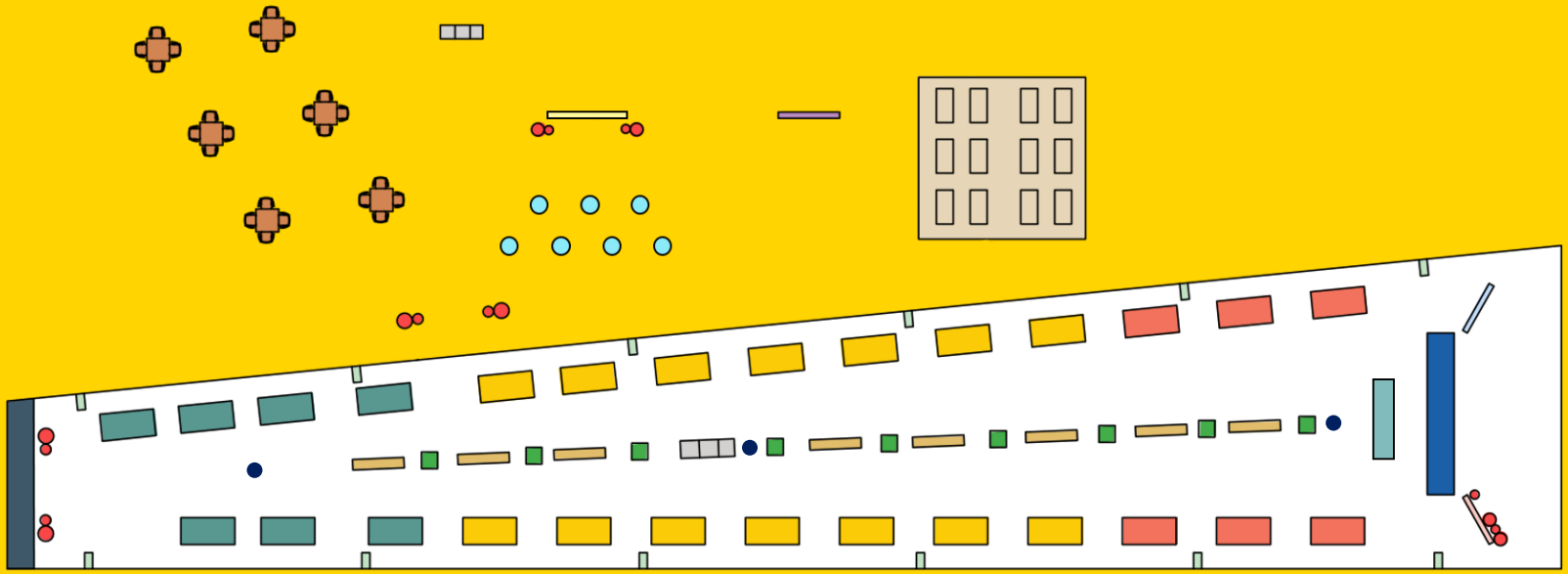
EUROPEAN FOOD FESTIVAL LAYOUT PLAN



- Entrance Gate
- Hospitality Stand
- Stage Seating Area
- Kids Area
- Event Sponsor Booth
- Member State Booth
- Benches
- Plants
- Flags
- Cubes
- Welcoming Signage
- Kids Area
- Event Logo Signage
- Media Wall
- Seating Area
- Trash Bins
- Directional Signages
- Service Provider Booth

**Layout plan will be updated upon location confirmation.

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THANK YOU..

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