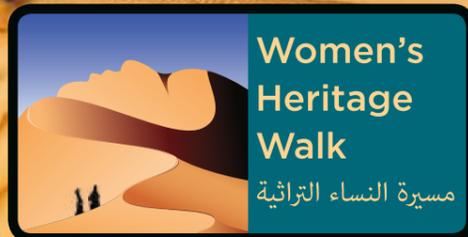


WOMEN'S HERITAGE WALK 2016

MARCH 7TH TO 12TH



SPONSORSHIP

INTRODUCTION

The Women's Heritage Walk from Al Ain to Abu Dhabi honors the women of the United Arab Emirates who made this journey twice a year not so long ago. Forty-five women will retrace this historical trek. Expat women will accompany Emirati women walking in the footsteps of their ancestors who helped sculpt this country. This experience is a celebration of the past and an invitation to shape a vibrant future.

Culture is assimilated. The heritage of this region is passed down through traditions, customs and habits. They imbue today's women with the same strength, resilience and tenacity found in their predecessors. The Women's Heritage Walk is an innovative multi-sensory approach which was developed to better understand the hardships of the daily patterns of life in the desert. This will afford a unique perspective of Emirati culture through sights, sounds, smells, tastes, feelings and unparalleled personal insights.

For expatriate women this rare opportunity will proffer a greater appreciation for a generous, embracing host country. They will acquire a heightened awareness from a pure understanding of the undulating sands and overcoming the challenges they present.

PROJECT DESCRIPTION

Day 1 - Heritage Walkers will gather at Al Bada Resort in Al Ain for a traditional meal and walk orientation.

Day 2-6 - Following morning prayers, Heritage Walkers begin on the ancestral route walking 25 Km to a secured traditional Bedouin camp.

Evening meals will be followed by cultural programs consisting of discussions on environment, customs and heritage, astronomy, and stories of past struggles with three of our distinguished female elders.

Day 5-6 Women are welcome to join the last 40 Km. Each day consists of a 20 KM walk culminating at the Falcon Camp. We will be "Walking From the Past Into the Future."

Completion of the trek will be honored with a celebration of respect and endurance.

ELEMENTS OF EVENT

- 1 - Monthly training events and wellness lectures from Sept 2015 - March 2016
2. The Walk
3. Finishing Line Celebration

OUTCOMES

The multiple benefits of the Women's Heritage Walk are not only for those walking, but also those involved through support, working in the process or reliving the journey.

For those embarking on the walk the gains are significant:

- Raising awareness of the heritage of the women of the United Arab Emirates
- Developing persistence, perseverance and balance as key components to success both personally and professionally
- "I can" discoveries which translates to higher self-efficacy, confidence and fortitude. These attributes empower individuals, marriages and families
- Creating positive healthy lifestyle habits
- Increasing cross-cultural sensitivity through collegiality, proximity and shared tasks
- Contributing to connection, harmony and purpose
- Enhancing hope for a brighter future through a sense of continued legacy

SPONSORSHIP OPPORTUNITIES

ZENITH SPONSORSHIP - 100,000 AED

- Free Participation for 10 walkers for Day 5 and 6 of the walking Programme
- Company Name and logo on all marketing material, press and web material.
- Company banners displayed within the campsite.
- Sponsor Booth and Company Banners displayed at Pre Walker Event Briefings for 6 months.
- Company Banners displayed at The Celebration Event.
- Company name and logo in the documentary movie.
- Company Name and logo in the WHW Event Book.
- Full Page Advertisement in WHW Event Book.
- Zenith Sponsor entitles the company to a Pre - Walker Event Briefing to present to the walkers and extended guests to promote products/services.
- Social Media promotion through WHW channels for prior, during and post event.

JEBEL HAFEET SPONSORSHIP - 70,000 AED

- Free Participation for 5 walkers for Day 5 and 6 of the walking Programme
- Company Name and logo on all marketing material, press and web material
- Company Banners displayed at the Pre Event Walker Briefings held for 6 months
- Company Banners at the Registration Event
- Company Banners at the Finishing Line Celebration Event
- Company Name and Logo in the Documentary Movie
- Company Name and Logo in the WHW Event Book
- Half Page Advertisement in WHW Event Book

LULU SPONSORSHIP - 50,000 AED

- Free Participation for 3 walkers for Day 5 and 6 of the walking Programme
- Company Name and logo on all marketing material, press and web material
- Company Banners displayed at the Pre Event Walker Briefings held for 6 months
- Company Banners at the Registration Event
- Company Banners at the Finishing Line Celebration Event
- Company Name and Logo in the Documentary Movie
- Company Name and Logo in the WHW Event Book
- Quarter Page Advertisement in WHW Event Book

DHABI SPONSORSHIP - 30,000 AED

- Company Name and logo on all marketing material, press and web material
- Company Banners displayed at the Pre Event Walker Briefings held for 6 months
- Company Banners at the Registration Event
- Company Banners at the Finishing Line Celebration Event
- Company Name and Logo in the Documentary Movie
- Company Name and Logo in the WHW Event Book

MILH SPONSORSHIP - 10,000 AED

- Company to be an Event Sponsor for one Pre Event Briefing from September to April.
- Company Name and logo on all event marketing material, press and web material for the month prior to event they are sponsoring.
- Sponsor Booth and Company Banners displayed at the Pre Event Walker Briefing.
- Company Name and Logo in the WHW Event Book
- Company Presentation on the Event night to promote products/services.

IN KIND SPONSOR (VALUE DEPENDENT)

- Company Name and logo on all marketing material, press and web material
- Company Banners displayed at the Pre Event Walker Briefings held for 6 months
- Company Banners at the Registration Event
- Company Banners at the Finishing Line Celebration Event
- Company Name and Logo in the Documentary Movie
- Company Name and Logo in the WHW Event Book

For further event information please contact:

Brenda O Regan

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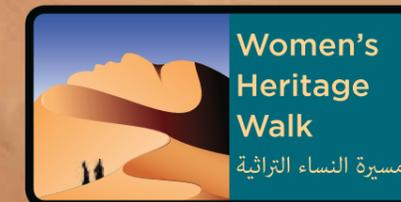
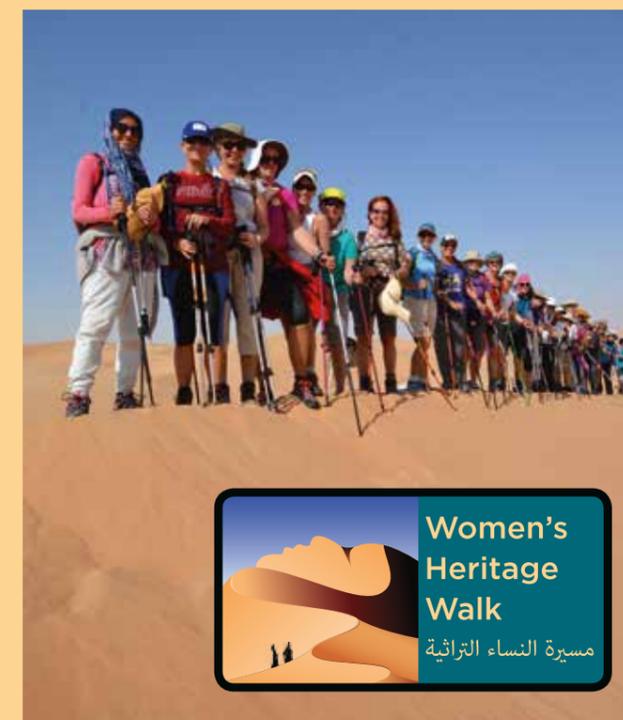
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Photograph by Carmen Ware