



Midsummer Celebration

by the Swedish Business Council

Hej,

The Swedish Business Council is hosting a Midsummer celebration on the 21st June 2024 in Dubai, and you are hereby invited to support this event.

The event will gather around 100 guests, including members and friends of the Swedish Business Council, who wish to celebrate a traditional Swedish summer event. In Sweden we celebrate the summer solstice, the year's longest day, with flower wreaths, pickled herring, and dancing.

The evening will include a dinner with delicious Swedish-inspired food, live entertainment, and other elements of Midsummer traditions.

By committing to supporting the event, your brand will be showcased to the community through different marketing initiatives prior to, during, and post the event. It is also a perfect opportunity to gather your employees and clients to experience the Swedish culture.

Please continue to the next page to read more about the packages offered.

We look forward to celebrating with you!

Warm greetings,
Christina, Johanna and Lotta

Kindly contact sbc@sbcuae.se for more information.

Sponsorship packages



Midnight Sun/Platinum sponsor AED 10,000*

One (1) exclusive sponsor

- Tailored requests. SBC will work to meet your ideas on enhancing the event with your branding (subject to approval).
- Largest logo on email footer on the SBC team emails from May until the event.
- Largest logo on SBC email event invites for one year.
- Largest logo on SBC homepage under Main Event Sponsors for one year.
- Largest logo on official invitations and marketing of the event.
- Exclusive social media recognition with logo.
- Largest logo on the event backdrop for guest photos.
- Largest logo on the event program with a QR code to your preferred URL.
- Largest logo on the seating plan of the event.
- Largest logo on the screen presentation during the event.
- Acknowledgement during the event.
- Largest logo on SBC's News page on the website, post the event.
- Possibility to include an exclusive offer in the 'Thank you letter' (T&Cs apply).
- Summer greeting video, showcased on SBC's social media.
- Four dinner tickets.



Midsummer wreath/Gold sponsor AED 6,000*

Six (6) exclusive sponsors

- Logo on email footer on the SBC team emails from May until the event.
- Logo on SBC email event invites for one year.
- Logo on SBC homepage under Main Event Sponsors for one year.
- Logo on official invitations and marketing of the event.
- Social media recognition with logo.
- Logo on the event backdrop for guest photos.
- Logo on the event program.
- Logo on the seating plan of the event.
- Logo on the screen presentation during the event.
- Acknowledgement during the event.
- Logo on SBC's News page on the website, post the event.
- Summer greeting video, showcased on SBC's social media.
- Two dinner tickets.



Strawberry cake/Silver sponsor AED 3,000*

Unlimited

- Logo on official invitations and marketing of the event.
- Social media recognition with logo.
- Logo on the event program.
- Logo on the screen presentation during the event.
- Logo on SBC's News page on the website, post the event.
- Acknowledgement during the event.



Little frog/Bronze sponsor - minimum contribution AED 1,000*

Unlimited

- Social media recognition with logo.
- Logo on the screen presentation during the event.
- Mentioned (excluding logo) on SBC's news page on the website, post the event.



Raffle Prize Sponsor, min. value AED 350

- Prizes valued at AED 2,000 or more will be announced during the evening.
- Social media recognition with logo.
- Logo on SBC's News page on the website, post the event.
- Visibility during the raffle sale at the event.
- Logo on prize draw sheet.