

مؤتمر الوالدية الفعالة بدول مجلس التعاون الخليجي
Effective Parenting Conference in GCC
on 21st May 2011 at Crowne Plaza Dubai -Deira , Dubai-UAE



SPONSORSHIP PROPOSAL

Organised by



Ishara Consultants



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Conference Sponsorship Partner Opportunities

Sponsorship: Rising to the Challenge of Industry Leadership





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Dear Sir / Madam

It is a pleasure to welcome you to sponsor the "Effective Parenting Conference in GCC" to be organized by Ishara Consultants on 21st May 2011 at Crowne Plaza Dubai -Deira , Dubai-UAE.

Planning for the conference has been influenced by the focus on the life of the people in the GCC countries' strategic plan, which aims to create opportunity, build on strengths, create new abilities and ensure that our communities thrive. We are confident that delegates will leave the conference feeling better equipped to assist parents in the care of their children and ultimately, to make a significant contribution to achievement of targets concerned with improving the wellbeing of the community and individuals.

In line with the goals of the Children, Youth and Women's Health Service, the conference will improve opportunities to prevent illness and promote health by providing professionals with additional capacity to promote and support the emotional and mental health and well-being of parents.

The aim and themes of the conference will cover the following areas: Give recognition to the important and demanding role of parenting; Promote the status of parenting; Promote the importance of effective parenting practices; Provide information based on the latest research; Inform parents about resources available in GCC; Support parents in building on their knowledge, skills and confidence; Encourage parents to feel supported to ask for help at difficult times; Parent education; Parenting teenagers; Cultural difference in parenting; Managing children's behaviour and aggression; Working in partnership with each other and with parents on many other areas of interest that were highlighted by the networking opportunities from the parenting conference.

We welcome your organization to participate in the various sessions, to explore current issues, share ideas and network with regional decision makers, social researchers and others and expand our vision for a better world for children.

Please find attached the detailed sponsorship proposal for the event and registration information for your perusal. You can also visit our website, www.isharaonline.com/parenting for more information.

Please do not hesitate to contact us with any questions you may have about the conference or your participation.

Thank you and best regards,

Sunny Thomas
Director of Events
Ishara Consultants
Tel: +971 4-2955581
Mobile : +971 50 1555684



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About The Conference

The Effective Parenting Conference in GCC is one-day conference that will bring together regional, national, and international scholars, policy makers, parent/family educators, early childhood interventionists, family support professionals, school/parent liaisons, students, and child and family advocates. The Effective Parenting Conference focused on educating and supporting parents. Scholars and practitioners from around the globe will present the latest in knowledge, research, educational strategies, curriculum, and parent education and support models. The keynote speakers are nationally or internationally recognized in areas of specialized knowledge relating to parenting and family support.

Conference Mission

The mission of Effective Parenting Conference in GCC" for Parents, Educators is to enhance the skills and knowledge base of parent involvement personnel and parenting educators and to promote networking among individuals and programs involved in parenting education/involvement throughout GCC. "Effective Parenting Conference in GCC " is a one-day seminar that will bring together parenting experts with parents and others who care about the well being of children. The keynote speakers are nationally or internationally recognized experts in the areas of parenting, education, and family support.

Speakers and their sessions in this seminar will:

- Recognize the important and demanding role of parenting
- Present effective parenting styles and practices
- Cover how to skillfully manage children's behavior and misbehavior
- Explore motivation and encouragement of children and teens
- Discuss cultural differences in parenting
- Support parents by building on their knowledge, skills and confidence
- Encourage parents to ask for help at difficult times

Conference Objectives

- To provide training in core knowledge and skills for parent educators
- To present a spectrum of program models, curriculum, strategies, and knowledge related to parenting, parent education, parent involvement, and parent/family support
- To provide knowledge in specialized areas related to family life
- To recognize best practices in parent education, parent involvement, and family support
- To present primary research and research reviews related to parenting, parent education, parent involvement, and parent/family support
- To provide international perspectives on parent education and parenting
- To promote interaction and exchange of ideas among conference participants.



Who Will Attend The Event?

This conference will be relevant to all people who work with parents and who work with or care for children. Parents, parent/family educators, early childhood interventionists, family support professionals, school/parent liaisons, students of education and psychology, child and family advocates, and policy makers.

Why Sponsor Partners Invest What You Get , Benefits , Advantages

The organizers through a planned and imaginative marketing campaign will ensure that the objectives of the sponsor are met. The targeted marketing campaign ensures quality media exposure and significant turnout for the event.

- Direct mailing selected individuals using vertical lists from our database
- Print media distributing all over UAE and GCC
- Targeting individual business groups with tailored messages
- Adverts, inserts in key media titles
- Email Enhanced campaign to 1,000,000 prospective visitors via email
- High profile PR campaign, dedicated to getting the best coverage
- Direct telesales calls to prime organizations
 - Sponsorship provides an exceptional opportunity to reach your organization's name in several ways. These would make sure your brand name gets noticed by an audience who are valuable to your business.
 - Sponsorship builds relationships and develops brand identity. It will provide your organization with the opportunity to target your key audience.
 - Extensive pre-conference mailings will promote your organization to the widest possible audience
 - It creates an excellent opportunity for internal marketing by using our event
 - The Conference is an ideal platform to profile your organization and network with key potential or current clients
 - Sponsors can count on extensive visibility and recognition of their association with the Conference



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Senior Level Sponsorship

Choose the level that's right for your organization

Opportunity	Title Sponsor	Platinum Sponsor
Your organization's sponsorship will be highlighted by the tag line ' Sponsored by Your Organization. Name & logo will be extensively promoted in the media campaign	Title Sponsor	Platinum Sponsor
Your sponsorship will be highlighted during the promotion campaign that includes media and print advertisements, press releases, and other promotion efforts	Prime recognition	Recognition
Your logo will be printed on Main Brochure	Prime recognition	Recognition
Ishara media team will help arrange media interviews with your key executives during the event	✓	✓
Sponsoring corporation will be honored at the opening ceremony	As Title Sponsor	As Platinum Sponsor
Your Organization's Name In The Pre-Event Awareness Campaign		
Logo to appear in press ads (including UAE and regional publications)	As Title Sponsor	As Platinum Sponsor
Coverage through various press releases and articles in local and regional media	✓	✓
Your organization name and logo will be on all flyers, brochures, faxes, e-newsletters etc sent to promote the event	✓	✓
Prominent Recognition For Your Organization At The Venue		
Opportunity to display stand along banners at the event venue	6	4
Logo to appear in all printed material (Flyers and Posters)	✓	✓
A platform for Networking with the right Target Audience	✓	✓
An exhibit table at the venue to be used by sponsor	2	1
Opportunities to highlight functionality and quality of products and services	✓	✓
You can display promotional video at the pre function area	✓	
Brochures or company booklets of your Organization will be distributed at the venue to guests and participants	✓	✓
Opportunity to distribute giveaways during the event	✓	✓
Display the sponsor's name and logo on the stage backdrops	As Title Sponsor	
Opportunities for media interviews during the event to be arranged by the Ishara Media Team	✓	✓
Mass Exposure For Your Organization Through The Event Website		
An acknowledgement as the sponsor with logo and hyperlink on the event website	✓	✓
Logo and hyperlink to appear on all e-Newsletters	✓	✓
VIP Invitations To Attend The Event		
Complementary invitations for your company representatives, clients, targets and business partners, to attend the event and interact one-on-one with key conference delegates.	12	6
Sponsorship Fee	AED: 75,000/-	AED: 35,000/



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Junior Level Sponsorship

Choose the level that's right for your organization

Opportunity	Gold Sponsor	Silver Sponsor
Your organization's sponsorship will be highlighted by the tag line ' Sponsored by Your Organization ' through the event's marketing campaign.	Gold Sponsor	Silver Sponsor
Your Organization will be presented in the sponsors list of the event	Gold	silver
Your logo will be printed on Main Brochure	✓	✓
Sponsoring corporation will be honored at the opening ceremony	As Gold Sponsor	As Silver Sponsor
Your Organization's sponsorship will be highlighted during the promotion campaign that includes media / print / advertisements / press/ emails / fax /e-newsletters and other marketing efforts	✓	✓
Your organization's promotion stand at the venue	✓	✓
An exhibit table at the venue to be used by sponsor	✓	
Stand along banner space at the venue of size 1m width x 2m height	4	2
Your Organization's brochures will be distributed at the venue	✓	✓
Opportunity to distribute giveaways / product brochure at the event	✓	✓
Your Org. will be acknowledged as the sponsor and its logo with hyperlink will be displayed on the website	✓	✓
Complementary invitations for your company representatives	4	2
Opportunities for media interviews during the event	✓	✓
Great networking opportunities	✓	✓
Sponsorship Fee	AED: 25,000/-	AED: 15,000/

Media Sponsorship

Our Media Sponsor level provides prominent recognition and relationship-building opportunities. We feature your logo on-site, and on print and electronic conference collateral—and we can promote your organization at the event. Media Sponsors, in turn, promote a specific event to their clients through shared marketing efforts. To learn how you can take advantage of this opportunity, contact us.



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Sponsorship Agreement Form

Sponsorship Confirmation Form If you would like to book a sponsorship package, please fill in the below form and return to us at 00971 4 2948486.

Company/ Organization:		
Authorized by:		
Designation:		
e-Mail:	Tel.:	Fax:
Additional Contact:		Tel.:
Position:		
PO Box :	City.	Country.
e-Mail:		
Please list us as:		
Title Sponsor:	<input type="checkbox"/>	AED. 75,000/-
Platinum Sponsor:	<input type="checkbox"/>	AED. 35,000/-
Gold Sponsor:	<input type="checkbox"/>	AED. 25,000/-
Silver Sponsor :	<input type="checkbox"/>	AED. 15,000 /-
Payment Method:	Credit Card <input type="checkbox"/>	Cash <input type="checkbox"/> Cheque /Bank Draft <input type="checkbox"/> Direct Transfer <input type="checkbox"/>
Ishara Consultants, Emirates NBD, A/C Number: 101 13139241 01 , Main Branch , Dubai –UAE		
<i>Please Note: We require at least 50% deposit to list you as a sponsor and hold your slot and balance to be paid prior to the event.</i>		
Authorized Signature:		
Date:		

Choose the level that's right for your organization

Please fax the signed form to Ishara Consultants at +971-4-2948486 or email to info@isharaonline.com or contact us at:+971-4-2955581, or mail to: P.O Box: 1420 Dubai-UAE