



*Courtesy of Six Senses Zighy Bay, Sense on the Edge*



**UAE  
RESTAURANTS  
GROUP**

**SPONSORSHIP**



Courtesy of Gates Hospitality, Folly

# VISION

To be the premiere representative body of the food and beverage industry, providing members with comprehensive validated resources and guidance for sustained business growth and lead the restaurant industry in its growth by promoting and strengthening the city's food service sector.

*A not-for-profit Organization - under the direct patronage of the Dubai Chamber of Commerce*



Courtesy of Gates Hospitality, Folly

# MISSION

- ❏ Promote and be a catalyst force in industry development by sharing the best practices and improving the competitiveness of our members' businesses
- ❏ Become a respected voice of action for the UAE's Food & Beverage industry by acting as a synergistic liaison hub between businesses and government
- ❏ Connect various disciplines of the food & beverage industry
- ❏ Create transparency in the market place with suppliers, aggregators and various stakeholders
- ❏ Support job creation in the industry and highlight the industry's contribution to the economy
- ❏ Encourage sustainable practices


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# VALUES & PRINCIPLES

- « Integrity
- « Sustainability
- « Unity
- « Common Benefits
- « Representation
- « Facilitation
- « Connection
- « Promotion

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# UAERG SPONSORSHIP TIERS

## PLATINUM SPONSOR

- ▶ Platinum Sponsor : AED 50,000/annum
- ▶ Opportunity for a representative to join the UAERG's Advisory Board
- ▶ Invitation to be present and showcase product/s at UAERG future events
- ▶ Branding across UAERG's digital platforms including website and 4 dedicated email blasts per annum to our UAERG database
- ▶ First refusal on the renewal of their sponsorship after a period of 3 years
- ▶ Renewal after the first three years at a 20% discount on the rack sponsorship rates for perpetuity

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# BLACK SPONSOR

- Black Sponsor : AED 35,000/annum
- Exclusivity over core business for a period of 3 years
- First refusal on the renewal of their sponsorship after a period of 3 years
- Renewal after the first three years at a 20% discount on the rack sponsorship rates for perpetuity



Courtesy of Gates Hospitality, Publique

## GOLD SPONSOR

- Gold Sponsor : AED 20,000/annum
- Listing of a specific category for a period of 3 years
- First refusal on the renewal of their sponsorship after a period of 3 years

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