



RLI **CONNECT** GLOBAL

31 OCT - 1 NOV 2022 | RIYADH, SAUDI ARABIA | WWW.RLICONNECT.COM

**A New Chapter in
Retail & Leisure Real Estate**

**Sponsorship
Opportunities**



Connect | Explore | Develop

THE WORLD'S PREMIER GLOBAL RETAIL & LEISURE DEAL-MAKING FORUM

RLI Connect Global

Following on from the immense success of our renowned RLI Connect Global Deal-Making Event now in its ninth year and our RLI Connect MENA Deal-Making Events in Dubai and Istanbul, RLI has decided to take its highly successful concept to the Kingdom of Saudi Arabia, as the region continues to boost its drive to become a global capital of future economy. Having gone through dramatic, positive changes, KSA is becoming an attractive investment destination that provides rich opportunities in the retail, leisure and entertainment sectors with exceptional resources, market conditions, and pro-business regulations.

RLI Connect Global will continue to connect the world of retail and leisure, attracting international shopping centre investors, mall developers and franchise partners eager to connect with international brands to feed its potentially lucrative market – a market that offers great opportunities for these brands to achieve levels of recognition and respect that may even exceed those that they enjoy in their home market. RLI Connect Global will also assist those global and emerging brands that are looking at expansion across Saudi Arabia, a land of immense opportunity.

Why KSA?

The GCC's retail sector is forecasted to grow to \$308bn by 2023.

The Kingdom of Saudi Arabia is the largest country in the Middle East and the 13th largest nation in the world, with an area of approximately 2.15 million square metres, covering 80 per cent of the Arabian Peninsula.

The Kingdom is living in an era where the economy is thriving and the nation is reviving. There is an ocean of untapped potential that needs to be explored by local and foreign investors.

Taking place 31 October - 1 November 2022, in Riyadh, Saudi Arabia over two days, the thinking behind RLI Connect Global is simple: face-time with key global retail and leisure decision makers, creating a sustained platform for doing business and building value through strategic partnerships on a global scale.

Benefits

RLI Connect Global will provide limited and exclusive partner opportunities. This landmark event will offer a select number of organisations the opportunity to share in the success of the event brand both pre and post event, as RLI Connect maintains its successful relationship with our partners.

Additional Benefits

Personal introductions to Retailers, Entertainment, Leisure and F&B Operators, Franchise Partners, Developers and Shopping Centre Owners. A dedicated e-shot to our 85,000 email database announcing you as a partner. We will work with you in the lead up to the event to heighten your profile internationally.

Platinum Sponsor

There are two opportunities in this category

- High profile exposure and branding throughout the Deal-Making event, including logo on delegate badges and lanyards
- A full page advert with adjacent page profile at the start of the RLI Connect Global Brochure
- Logos and branding on all marketing collateral including pre-event emailing and marketing within RLI magazine, on the RLI website and on delegate booking forms
- Your company's website linked to the RLI Connect homepage (top position)
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 10 delegates (see below for full details of inclusion)
- Video loop in Networking Lounge
- The opportunity to distribute corporate literature and/or event gifts to delegates
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- An email shot to RLI's 85,000 named database announcing you as our Platinum Sponsor
- Company profile on the RLI Connect website and credits in all editorial coverage in RLI magazine
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari
- Two page profile in October/November issue of RLI to be on show at and distributed throughout the event
- Table of 10 close to the stage at the Global RLI Awards on the 2 November

Cost: £50,000

Gold Sponsor

There are three opportunities in this category

- A4 page advert in RLI Connect Brochure with adjacent page profile
- Logos and branding on all marketing collateral including pre-event emailing and marketing within RLI magazine, on the RLI website and on delegate booking forms
- Your company's website linked to the RLI Connect homepage
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 8 delegates (see adjacent for full details of inclusion)
- Video loop in Networking Lounge
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Email shot to RLI's 85,000 database announcing you as our Gold Sponsor
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari

Cost: £30,000

Silver Sponsor

There are four opportunities in this category

- A4 page advert in RLI Connect Brochure
- Logo recognition in all pre-event emailing and marketing within RLI magazine and on delegate booking forms
- Your company's website linked to the RLI Connect homepage
- Logo on event banners and sponsor boards
- One Deal-Making package in premium location for up to 6 delegates (see below for full details of inclusion)
- Your logo to appear in a full page advertisement in each issue of RLI leading up to the event
- Email shot to RLI's 85,000 database announcing you as our Silver Sponsor
- Logos and branding on all marketing collateral, including RLI website and booking forms
- Email shots to database at least once every three weeks
- Full list of guests/attendees
- VIP Networking Reception
- Retail Safari

Cost: £20,000

VIP Networking Reception

- A4 page advert in RLI Connect Brochure; logo recognition in all pre-event emailing and marketing in RLI magazine
- Your company's website linked to the RLI Connect Networking Reception page
- Dedicated event banners and sponsor boards
- Five delegate passes to RLI Connect Deal-Making Forum
- Email shot to RLI's 85,000 database announcing you as our VIP Networking Reception Sponsor
- Opportunity to welcome guests and one minute video
- Retail Safari
- Full list of guests/attendees

Cost: £15,000

Retail Safari

- A4 page advert in RLI Connect Brochure; logo recognition in all pre-event emailing and marketing for the Retail Safari in RLI magazine
- Your company's website linked to the RLI Connect Retail Safari page
- Dedicated event banners and sponsor boards
- Five Delegate passes to RLI Connect Deal-Making Forum
- Email shot to RLI's 85,000 database announcing you as our Retail Safari Sponsor
- Intro video on tour bus if applicable
- VIP Networking Reception
- Full list of guests/attendees

Cost: £15,000

Individual Deal-Making Package

This is available to Owners, Investors & Developers

- Executive meeting space
- Company roll-up banner with fascia signage
- Lighting and power outlet
- Dedicated meeting area with table and chairs
- Five inclusive day passes for key leasing staff
- Continental breakfast, mid-morning break, hot/cold buffet lunch, afternoon break over two days
- Complimentary tea, coffee and water supplied throughout the day
- Exclusive invitation to VIP Networking Reception
- Dedicated meeting planner to arrange meetings over two days
- Brief resume in RLI Connect Brochure
- Retail Safari

Cost: £10,000

RLI Connect Global will present a passionate and exciting marketplace to do business, where opportunities abound, be a part of it...