

WHAT'S ON

NIGHTLIFE

A W A R D S



THE AWARDS

The What's On Nightlife Awards celebrate the very best of the region's industry. From the DJs and promoters, to the bars and the clubs, and everyone in them, the awards recognise a nightlife industry that can hold its own alongside the best in the world.

Expect a VIP guest-list of nominees, industry professionals, sponsors and special guests in what's sure to be a fun, action-packed and exciting evening.

Brought to you by the team at What's On, What's On Nightlife Awards is all you'll ever need for the best in music, club life and cutting-edge culture in the Emirates. See you on the dancefloor.



AWARDS



CATEGORIES

★ BEST DJ

★ BEST LOCAL BAND/ACT

★ BEST INTERNATIONAL SET

★ BEST FESTIVAL

★ BEST CONCERT/GIG

★ BEST COMEDY GIG

★ BEST URBAN NIGHT

★ BEST HOUSE/TECHNO EVENT

★ BEST LIVE MUSIC VENUE

★ BEST LADIES' NIGHT

★ BEST PARTY BRUNCH

★ BEST KARAOKE VENUE

★ BEST PUB

★ BEST BEACH CLUB

★ BEST OUTDOOR BAR

★ NEWCOMER OF THE YEAR

★ BAR OF THE YEAR

★ CLUB OF THE YEAR



AWARDS



HEADLINE SPONSORSHIP

PRE-EVENT BENEFITS

- “In association with” lock-in logo created with event logo. Sponsors logo to be a maximum of 30% ratio to event logo
- Logo on all event collateral, plus inclusion in the event media plan worth over US\$600,000
- 30 second cinema advert across VOX cinemas mentioning presenting sponsor by name
- Radio advert (15 sec.) mentioning headline sponsor by name
- A 250-word company profile on the event website

AT THE EVENT BENEFITS

- Presentation of four of the top award categories. To include either Best Nightclub award or the Outstanding Contribution award
- Two VIP tables of 10 to entertain clients in a prime location including all refreshments
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, tabletop tent cards, outdoor banners and presentation screens
- Activation space (6m x 6m), to be managed and produced by sponsor, to showcase your products and services (on-site sponsors collateral to be shared with Motivate before event, lighting to be provided by the client)
- TVC at the event (30 seconds maximum) on main screens
- Live voting app logo placement (presented by).

POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage across Motivate titles
- Emailer sent out to all nominees & winners on behalf of the sponsor



CAR SPONSORSHIP

PRE-EVENT BENEFITS

- Logo on all event collateral, plus inclusion in the event media plan worth over US\$600,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns

AT THE EVENT BENEFITS

- Two cars on display at the event (platform, lighting and management to be supplied by the client)
- Presentation of two of the top award categories
- Two VIP tables of 10 to entertain clients in a prime location including all refreshments
- Logo on all branding at the event, including (but not limited to) photo backdrop, welcome boards, tabletop tent cards, outdoor banners and presentation screens
- Activation space (3m x 3m) to be managed and produced by sponsor, to showcase your products and services (on-site sponsors collateral to be shared with Motivate before event, lighting to be provided by the client)
- TVC at the event (30 seconds maximum)
- Live voting app logo placement

POST-EVENT BENEFITS

- Comprehensive post-event report
- Listed in post-event coverage across Motivate titles



AWARDS



CATEGORY SPONSORSHIP

PRE-EVENT BENEFITS

- Logo on all event collateral, plus inclusion in the event media plan worth over US\$600,000
- Logo on event invitations, website (incl. 150-word company profile) and e-mail campaigns

AT THE EVENT BENEFITS

- Presentation of one award category (eg Best Ladies Night, Best Urban Night, etc)
- One table of 10 to entertain clients
- Logo on all branding at the event, including (but not limited to) photo backdrop, tabletop tent cards, welcome boards, outdoor banners and presentation screens
- Activation space (3mx3m), to be managed and produced by sponsor, to showcase products and services (on-site sponsors collateral to be shared with Motivate before event, lighting to be provided by the client)
- TVC at the event (30 seconds maximum)
- Live voting app logo placement



AWARDS



GIFT BAG SPONSORSHIP

BENEFITS

- Product placement in gift bag
- Logo on the gift bag
- 4x VIP entrance tickets to attend the event
- Listed in the post-event report (online & print)



AWARDS



VIP TABLE PACKAGE

AT THE EVENT BENEFITS

- 10x VIP entrance tickets plus table
- Unlimited house beverages and table service from 7:30pm until 10:30pm



AWARDS



ABOUT WHATS ON



What's On provides advertisers with the most effective platform for promoting their brands, products and services to UAE consumers every month.

WHAT'S ON
READERSHIP
100,000

WHAT'S ON IS THE UAE'S BEST-SELLING ENTERTAINMENT MAGAZINE

MEDIA PLAN

MEDIUM	VEHICLE	DETAILS	FEB				MARCH				APRIL				MAY				INSERTS	VALUE \$	TOTAL \$
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
PRINT ADVERTISING TEASER	WHAT'S ON DUBAI	FP		1															1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP		1															1	\$4,250	\$4,250
	CAMPAIGN	FP	1		1														2	\$5,500	\$11,000
PRINT ADVERTISING VOTE NOW	WHAT'S ON DUBAI	FP					1												1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP					1												1	\$4,250	\$4,250
	CAMPAIGN	FP					1												1	\$5,500	\$5,500
PRINT ADVERTISING BRUNCH + LINE UP	WHAT'S ON DUBAI	FP								1									1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP								1									1	\$4,250	\$4,250
	CAMPAIGN	FP										1							1	\$5,500	\$5,500
PRINT ADVERTISING WINNERS ANNOUNCED	WHAT'S ON DUBAI	FP												1					1	\$4,250	\$4,250
	WHAT'S ON ABU DHABI	FP												1					1	\$4,250	\$4,250
	CAMPAIGN	FP													1				1	\$5,500	\$5,500
EXTERNAL PRINT ADVERTISING	GULF NEWS	1/4 PAGE									1				1				1	\$5,629	\$5,629
EDM MARKETING: SAVE THE DATE	WHAT'S ON	E-SHOT(70,000)					1												1	\$220	\$15,400
	PITP	E-SHOT(2,000)					1												1	\$220	\$440
EDM MARKETING: VOTE NOW	WHAT'S ON	E-SHOT(70,000)					1		1										2	\$220	\$30,800
	PITP	E-SHOT(2,000)					1		1										2	\$220	\$880
EDM MARKETING: NEWS + LINE UP	WHAT'S ON	E-SHOT(70,000)						1		1		1	1						4	\$220	\$61,600
	PITP	E-SHOT(2,000)						1		1		1	1						4	\$220	\$1,760
EDM MARKETING: REMINDER	WHAT'S ON	E-SHOT(70,000)											1						1	\$220	\$15,400
	PITP	E-SHOT(2,000)											1						1	\$220	\$440
EDM MARKETING: WINNERS	WHAT'S ON	E-SHOT(70,000)															1		1	\$220	\$4,970
	PITP	E-SHOT(2,000)															1		1	\$220	\$142
DIGITAL BANNERS MARKETING: TEASER	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)		1			1												2	\$71	\$14,200
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)		1			1												2	\$71	\$14,200
	WHATSON.AE	MPU (200,000 IMPRESSIONS)		1			1												2	\$89	\$35,600
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)		1			1												2	\$89	\$17,800
DIGITAL BANNERS MARKETING: VOTE NOW	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)						1											1	\$71	\$7,100
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)						1											1	\$71	\$7,100
	WHATSON.AE	MPU (200,000 IMPRESSIONS)						1											1	\$89	\$17,800
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)						1											1	\$89	\$8,900
DIGITAL BANNERS MARKETING: NEWS + LINE UP	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)						1		1				1					3	\$71	\$21,300
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)						1		1				1					3	\$71	\$21,300
	WHATSON.AE	MPU (200,000 IMPRESSIONS)						1		1				1					3	\$89	\$53,400
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)						1		1				1					3	\$89	\$26,700
DIGITAL BANNERS MARKETING: WINNERS	WHATSON.AE	LEADERBOARD (100,000 IMPRESSIONS)												1					1	\$71	\$7,100
	GOLFDIGESTME.COM	LEADERBOARD (100,000 IMPRESSIONS)												1					1	\$71	\$7,100
	WHATSON.AE	MPU (200,000 IMPRESSIONS)												1					1	\$89	\$17,800
	GOLFDIGESTME.COM	MPU (100,000 IMPRESSIONS)												1					1	\$89	\$8,900
EXTERNAL DIGITAL MARKETING	GULF NEWS	MPU (100,000 IMPRESSIONS)												1					1	\$40	\$4,000
RADIO:	VIRGIN	15 SECOND SLOTS-14 SPOTS									1	1	1	1					4	\$450	\$25,200
	DUBAI 92	15 SECOND SLOTS-14 SPOTS									1	1	1	1					4	\$125	\$7,000
ELEVISION:	DUBAI MEDIA CITY & BUSINESS BAY	15 SECOND SLOTS									1	1	1	1					4	\$2,725	\$10,900
CINEMA:	4 X VOX SCREENS	15 SECONDS									1	1	1	1	1				5	\$15,513	\$77,562.50
TOTAL																			78	\$83,962	\$609,924



ADDED VALUE

- Editorial content on WhatsOn.ae
- Editorial content in What's On
- Nominee e-badges
- Winner e-badges
- Logo on venue advertising
- Social media exposure

THE 2019 CAMPAIGN IS
WORTH OVER

\$600,000

YOUR LOGO WILL BE ADDED TO
ALL MARKETING COLLATERAL.

CONTACT

Bespoke packages can be tailored to meet your company objectives.
For more details, please contact:

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AWARDS



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