



# EVENTS SPONSORSHIP

*2023 info pack*





# WELCOME TO THE CLUB



Established in 1962, The Club is Abu Dhabi's favourite private Members' Club, located on the crystal blue waters of the Arabian Gulf, our dynamic resort boasts a plethora of facilities, activities, dining, services and events for Members of all ages and nationalities.

The Club is a non-for-profit organization, where our foundations are built upon the strong bond of an international community, where Members refer to The Club as their 'second home.'



Globally, we are recognized as a **Top 100 City Club in the World** by Club Leaders Forum, Platinum Clubs of the World® 2022/23.



# ABOUT THE MEMBERSHIP

Our Members are at the heart of everything we do. We're a home away from home for international expats and residents living within Abu Dhabi. Our membership is diverse, welcoming all walks of life, from doctors to teachers, Ambassadors from foreign Embassies, Royalty, entrepreneurs, innovators, investors, business leaders, and creatives from all sectors and industries.

Throughout The Club's 60-year history, over 50,000 people have been Members of our international community, from 84 countries worldwide.







- Current membership consists of 3,000 Members, international expats and local residents.
- Inclusive of approx. 1,000 Junior Members.
- Approximately 600 new Adult Members annually.
- Approximately 10,000 Daily Guests and 5,000 Visiting Members annually. Average of 1,000 daily visits.
- Events/parties/concerts/activations take place twice monthly, attracting 250–2,000 Members and their Guests per event.
- Members representing major sectors in Abu Dhabi including finance companies (ADIA, PWC, Ernst & Young, HSBC); government offices (Abu Dhabi Municipality, Ministry of Defence, Urban Planning Council); air transport (Etihad, British Airways, Abu Dhabi Aviation); healthcare (King's College Hospital, Cleveland Clinic, Al Noor Hospital, Corniche Hospital); and schools (British School Al Khubairat, Brighton College, Cranleigh, Repton, BISAD) to name a few.



# DEMOGRAPHICS

- The majority of Members are aged between 30-50 years old.
- Middle and senior management positions.
- **Membership type:**
  - Families 49%
  - Couples 22%
  - Single Males 20%
  - Single Females 9%
- **Nationalities:**
  - UK & Ireland 59%
  - USA & Canada 13%
  - Europe 12%
  - UAE 5%
  - Rest of the world 11%

*Demographics as of May 2023*



# EVENT SPONSORSHIP

The Club is a lifestyle. It is an international community that feels like your second home in the sun. Every month, The Club hosts events and live entertainment to bring everyone together – Members and Guests, and especially our event sponsors.

Annual prestigious events such as the [Big Day of Fun](#), Splash Fest, [Welcome Back Party](#), [Halloween](#), [Bonfire Night](#), and Festive Events which includes [Festive Market](#), Christmas and [New Year's Eve Gala Dinner](#) are just few worth mentioning highlights that are well participated by The Club Members and Guests. These big events hold brilliant opportunities that yield the best exposure to a premium audience for successful sponsor partnerships.

Prospective exposure placements for successful sponsor partnerships:

- The Club Magazine 1 x full page advertising
- Co-branding of the following event collaterals and displays:
  - Teardrop flags across The Club
  - T-shirt                      Flyers                      Posters
  - Banners                      Emailers                      Event mentions
- Partner stall\*
- Partner collateral placements\*
- Social Media mentions (Instagram, Facebook & Linked-In)

*Please note that these are only prospective branding placements and The Club has the discretion to provide the sponsorship package as per agreed sponsorship terms.*





# CONTACT

For more information, please get in touch:

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*thank you*

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**THE CLUB**  
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