Since the launch of the pledge platform in WEEGS 2017, more than 20 organisations pledged and committed to following two or more of the UN’s Women’s Economic Empowerment Principles (WEPs). Over the period of two years, a technical team has been monitoring the pledgers’ progress, and the results will be showcased in WEEGS 2019.

The pledge is in accordance with the UN’s 7 Principles for advancing women’s economic empowerment. The Pledge promotes equal opportunities for women to participate in the economy and the community, based on best practices from around the world. It aims to achieve gender equality.

The actions will focus on enabling women’s economic empowerment in the workplace, marketplace and community, through advocacy, initiatives and partnerships. The pledge encourages gender equality policies and leadership for gender equality, and to promote equality, women’s rights and nondiscrimination, treatment of women and men fairly at work – respect and support human rights and promotion of women.

To deliver on the women’s economic empowerment dimensions of the 2030 Agenda and the Sustainable Development Goals (SDGs), NAMA added to the pledge.

Fulfil Three Conditions

How to pledge? Goal

Who takes part?

We look for partners who

BELIEVE IN THE CAUSE AND WHAT DO THE PRINCIPLES MEAN?

YOUR PLEDGE SHOULD FULFIL THREE CONDITIONS:

What do the principles mean?

Goal

YOUR PLEDGE

AND TAKE ACTION

NAMA PITCH EVENT

12 WOMEN ENTREPRENEURS

Present progress reports

Partner in delivering the pledge

Submit application

Work on your pledged commitments

Believe in the cause and have an innovative approach/idea

Believe in the cause and have a feasible objective, and be able to show clear impact and results within a timeline of 24 months; or tackle a major challenge that prevents women’s advancement; have a feasible objective, and be able to show clear impact and results within a timeline of 24 months; or tackle a major challenge that prevents women’s advancement.

RESULT

Believe in the cause and have an innovative approach/idea

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STRATEGIC

AED 750,000 Partnership

We are looking for Strategic partners. Our summit has a radical impact on the community on a local and global scale, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most impactful and exciting events in the GCC region.

WHAT YOU RECEIVE

- Exclusive opportunity to co-host an industry-specific session
- Opportunity for the CEO/President to participate in an industry-related panel discussion
- Recognition as a strategic partner on all printed and digital marketing materials
- Mention as a Strategic Partner in all press releases issued by NAMA Women Advancement Establishment (NAMA) and UN Women relating to the summit
- CEO interview during the event on traditional media
- Meeting with 2-3 prominent event attendees of the strategic partner's choosing
- Strategic partner will be honoured by event patron
- Partner logo and brief description (hyperlinked to organisation's official website) on WEEGS website
- Partner logo will be displayed on main WEEGS screen during the summit
- Partner logo printed on delegates’ name badges and lanyards
- Co-branding on indoor and outdoor media
- Complimentary prime exhibition space
- Delegate bag insert
- 3 gala dinner passes
- 3 VIP passes and 10 delegate passes

الاستراتيجي

شراكة بقيمة 750,000 درهم

نحن نبحث عن شركاء استراتيجيين، حيث أن القمة لها تأثيرًا كبيرًا على المجتمع على الصعيدين المحلي والعالمي، ونحن نؤمن أن الشراكات القيمة إمكانية أن تحدث المرء. هذه فرصة فريدة لكم لإضاءة علاقات مجتمعية أقوى، والترويج لأعمالكم من خلال المشاركة في أحد أحدث الأحداث تأثيرًا في منطقة مجلس التعاون الخليجي.

مزایا الشراكة

فترة حصرية للمشاركة في استضافة جلسة واحدة لقطاع محدد
فرصة للرئيس التنفيذي/الرئيس للمشاركة في جلسة نقاشية لقطاع محدد
الإشارة إلى الشريك التنفيذي في جميع المواد التسويقية المطبوعة والرقمية
الإشارة إلى الشريك في البيانات الصحفية الصادرة عن مؤسسة نماء للإبادة للمرأة، وهيئة الأمم المتحدة للمرأة، على أنه شريك استراتيجي للقمة
تكريم الشريك الاستراتيجي من قبل راعي الحدث
إجراء مقابلة مع الرئيس التنفيذي خلال مجالات القمة على وسائل الإعلام التقليدية
الاجتماع مع 2-3 مشاركين مرموقين في القمة من اختيار الشركة
تقدم 3 تذاكر لحضور حفل عشاء المتحدثين
وضع شعار الشركة مع تغطية مختصرة عنه وربط إلى موقعه الرسمي على الإنترنت على موقع القمة
وضع الشعار الرسمي للشركة على الشاشة الرئيسية للقمة خلال فترة انعقادها
طباعة الشعار الرسمي للشركة على نطاقات أسماء الوقود المشاركين في القمة
وضع العلامة التجارية المشتركة على المواد الإعلامية الداخلية والخارجية
إدراج مواد تسويقية للشركة في حتفات الموفدين
تقدم 3 تذاكر حضور من أهل كبار الشخصيات و10 تذاكر حضور للموفدين
EXECUTIVE

AED 500,000 Partnership

We are looking for Executive partners. Our summit has a radical impact on the community on a local and global scale, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most impactful and exciting events in the GCC region.

WHAT YOU RECEIVE

- Opportunity for the CEO/President to participate in an industry-related panel discussion
- Recognition as an executive partner on all printed and digital marketing materials
- Mention as an executive partner in all press releases issued by NAMA Women Advancement Establishment (NAMA) and UN Women relating to the summit
- Meeting with a prominent event attendee of the executive partner’s choosing
- Opportunity for the CEO/President to participate in an industry-related panel discussion
- Partner logo and brief description (hyperlinked to organisation’s official website) on WEEGS website
- Executive partner will be honoured by event patron
- Partner logo will be displayed on main WEEGS screen during the summit
- Co-branding on indoor and outdoor media
- Complimentary exhibition space
- 2 gala dinner passes
- 2 VIP passes and 7 delegate passes
We are looking for Associate partners. Our summit has a radical impact on the community on a local and global scale, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most impactful and exciting events in the GCC region.

**AED 250,000 Partnership**

**WHAT YOU RECEIVE**

- Recognition as an associate partner on select printed and digital marketing materials.
- Mention as an associate partner in the Summit’s partners press release issued by NAMA Women Advancement Establishment and UN Women.
- Partner logo and brief description (hyperlinked to organisation’s official website) on WEEGS website.
- Associate partner will be honoured by event patron.
- Partner logo will be displayed on main WEEGS screen during the summit.
- Co-branding on indoor and outdoor media.
- 1 gala dinner pass.
- 1 VIP pass and 5 delegate passes.

This unique opportunity offers a chance to strengthen community ties, promote your business, and be intimately associated with one of the most impactful and exciting events in the GCC region.
SUPPORTING

AED 100,000 Partnership

We’re looking for Supporting partners. Our summit has a radical impact on the community in both a local and global scale, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most impactful and exciting events in the GCC region.

WHAT YOU RECEIVE

- Recognition as a supporting partner on select printed and digital marketing materials
- Partner logo and brief description (hyperlinked to organisation’s official website) on WEEGS website
- Partner logo will be displayed on main WEEGS screen during the summit
- Co-branding on indoor and outdoor media
- 1 gala dinner pass
- 4 delegate passes

الداعم

شراكة بقيمة 100,000 درهم

نحن نبحث عن شركاء دااعمين. حيث أن القمة لها تأثيرًا جذريًا على المجتمع على الصعيد المحلي والعالمي. ونحن نعلم أن الشراكات القادمة تجعل كل حدث مختلفًا. هذه هي الفرصة الفريدة لبناء علاقات مجتمعية أقوى. يندرج أعمالكم في هذه العملية. حيث ترتبط ارتباطًا وثيقًا بواحد من أكثر الأحداث تأثيرًا واثارة في منطقة مجلس التعاون الخليجي.

المزايا الشراكية

- الإشارة إلى الشريك الداعم في مواد تسويقية مطبوعة والرقمية مختارة
- وضع شعار الشريك مع نبذة مختصرة عنه وروابط إلى موقعه الرسمي على الإنترنت على موقع القمة
- وضع الشعار الرسمي للشريك على الشاشة الرئيسية للقمة خلال فترة العقادها
- وضع العلامة التجارية المشتركة على المواد الإعلامية الداخلية والخارجية
- توفير نذكرة حضور الحفل عشاء المتحدثين
- توفير 4 نذارة حضور للموفدين
## COMPARISON

<table>
<thead>
<tr>
<th>Feature</th>
<th>Strategic (AED 750,000)</th>
<th>Executive (AED 500,000)</th>
<th>Associate (AED 250,000)</th>
<th>Supporting (AED 100,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive opportunity to co-host an industry-specific session.</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Opportunity for the CEO/President to participate in an industry-specific panel discussion</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition as a partner on printed and digital marketing materials</td>
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<td>✓</td>
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<td>Mention as a Partner in press releases issued by NAMA Women Advancement Establishment (NAMA) and UN Women relating to the summit</td>
<td>✓</td>
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<td>✓</td>
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</tr>
<tr>
<td>Partner will be honoured by event patron</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>CEO interviews during the event on traditional media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td>Meeting with prominent event attendees of the partner’s choosing</td>
<td>✓</td>
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</tr>
<tr>
<td>Passes to the Gala Dinner</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner logo and brief description (hyperlinked to organisation’s official website) on WEEGS website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Partner logo will be displayed on main WEEGS screen during the summit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Partner logo printed on delegates’ name badges</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Co-branding on indoor and outdoor media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary exhibition space</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Delegate exhibition space</td>
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<tr>
<td>VIP passes</td>
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</tr>
<tr>
<td>Delegate passes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
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If interested contact us at weegs@namawomen.ae