

# THIRD TIME IN THE KINGDOM OF SAUDI ARABIA

# SPONSORSHIP PROSPECTUS

FOSTERING COLLABORATION AMONG FOOD SAFETY  
STAKEHOLDERS FOR THE WELL-BEING OF OUR COMMUNITIES

7 JUNE 2024  
WORLD FOOD SAFETY DAY



2 DAYS EVENT IN THE ARAB HISTORY

ORGANIZER

7 JUNE 2024

WORLD FOOD SAFETY DAY



ORGANIZING PARTNERS



CURRENT SPONSORS (AS OF MARCH 01, 2024)



SUPPORTER



INTERNATIONAL PARTNERS



WFSD.24.PLAN: 01

FIRST REVISION: MARCH 01, 2024  
SECOND REVISION: MAY 01, 2024  
REVISION FREQUENCY: MONTHLY

[www.WorldFoodSafetyDay.com](http://www.WorldFoodSafetyDay.com)

PAGE NO.  
01 of 23

# TABLE OF CONTENTS

<b>01</b>	<b>WFSD CONFERENCE ORGANIZERS</b>	<b>03</b>
<b>02</b>	<b>ORGANIZING &amp; INTERNATIONAL PARTNERS</b>	<b>04</b>
<b>03</b>	<b>AFFIRMATION WHO &amp; FAO</b>	<b>05</b>
<b>04</b>	<b>GLOBAL AND LOCAL HISTORICAL CHRONOLOGY</b>	<b>06</b>
<b>05</b>	<b>WFSD INTERNATIONAL RECOGNITION</b>	<b>07</b>
<b>06</b>	<b>ORGANIZATIONAL CHART</b>	<b>08</b>
<b>07</b>	<b>WFSD DATE PLAN</b>	<b>09</b>
<b>08</b>	<b>CURRENT SPONSORS (LOGO AND SUMMARY)</b>	<b>10</b>
<b>09</b>	<b>WHY TO SPONSOR WFSD?</b>	<b>13</b>
<b>10</b>	<b>HOW TO SPONSOR WFSD?</b>	<b>14</b>
<b>11</b>	<b>SPONSORSHIP PACKAGES SUMMERY</b>	<b>15</b>
<b>12</b>	<b>SPONSORSHIP PACKAGES</b>	<b>16</b>
<b>13</b>	<b>WFSD SUPPORT OPPORTUNITIES</b>	<b>19</b>
<b>14</b>	<b>SPONSORSHIP TERMS &amp; CONDITIONS</b>	<b>22</b>
<b>15</b>	<b>WFSD CONFERENCE MANAGEMENT CONTACT DETAILS</b>	<b>23</b>

# WFSD CONFERENCE ORGANIZERS



الجمعية الطبية البيطرية السعودية  
Saudi Veterinaray Medical Society

# ORGANIZING PARTNERS



**أمانة منطقة الرياض**  
**RIYADH REGION MUNICIPALITY**



الأكاديمية السعودية لفن الطهي  
**Saudi Culinary Academy**



جامعة الملك عبد الله  
للعلوم والتقنية  
**King Abdullah University of  
Science and Technology**



**Arab Beverages Association**

# INTERNATIONAL PARTNERS



7 JUNE 2024

WORLD FOOD SAFETY DAY

ORGANIZER



ORGANIZING PARTNERS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSOR



BRONZE SPONSORS



SUPPORTER



INTERNATIONAL PARTNERS



**STANDING FIRMLY BESIDE WHO,  
FAO & SDG WE PLEDGE TO  
IMPROVE FOOD SAFETY AND  
PUBLIC HEALTH IN THE  
KINGDOM OF SAUDI ARABIA**



World Health  
Organization



SUSTAINABLE  
DEVELOPMENT  
GOALS

# GLOBAL AND LOCAL HISTORICAL CHRONOLOGY

**JUNE 30 - JULY 01, 2024**

**SUNDAY-MONDAY**

**RIYADH HILTON HOTEL, KINGDOM OF SAUDI ARABIA**

**2024**

**THE WORLD'S LARGEST WORLD FOOD SAFETY DAY COMMEMORATION IS SCHEDULED FOR JUNE 2024, SPANNING 2 DAYS IN JEDDAH, 2 DAYS IN RIYADH, AND 2 DAYS IN DAMMAM, ENVISIONED AS A HISTORIC AND LANDMARK EVENT IN GLOBAL HISTORY.**

**THE KINGDOM'S NOTEWORTHY SECOND EDITION OF THE WORLD FOOD SAFETY DAY COMMEMORATION TOOK PLACE AT JEDDAH HILTON HOTEL IN JEDDAH, KINGDOM OF SAUDI ARABIA ON JUNE 07-08, 2023.**

**2023**

**2022**

**THE HISTORIC LAUNCH OF THE WORLD FOOD SAFETY DAY EVENT OCCURRED AT MADAREEM CROWN HOTEL RIYADH, KINGDOM OF SAUDI ARABIA, ON JUNE 7, 2022.**

**WHO IS THE INITIATOR  
IN THE KINGDOM OF  
SAUDI ARABIA**



**YASER NAZIR**

**A PROMINENT FIGURE IN THE REGIONAL FOOD INDUSTRY, DRIVEN BY A PASSIONATE COMMITMENT TO ENHANCE FOOD SAFETY STANDARDS THROUGHOUT THE ARABIAN PENINSULA.**

**THE COMMEMORATION  
WAS SUSPENDED DUE  
TO PANDEMIC 2021**

**2021**

**2020**

**THE COMMEMORATION  
WAS SUSPENDED DUE  
TO PANDEMIC 2020**

**IT WAS FIRST CELEBRATED ON  
JUNE 7, 2019 IN SOME COUNTRIES**

**2019**

**NAME OF THE EVENT  
WORLD FOOD SAFETY DAY**

**2018**



**GLOBAL CUSTODIANS**



**2018**

**WORLD FOOD SAFETY DAY WAS  
ESTABLISHED BY THE UNITED NATIONS  
GENERAL ASSEMBLY ON DECEMBER 20, 2018**

**MAY 2016**

**WWW.WORLDFOODSAFETYDAY.COM DOMAIN REGISTRATION  
EVEN BEFORE THE DESIGNATION OF  
WORLD FOOD SAFETY DAY**



## OUR 2023 EVENTS RECOGNIZED AND APPRECIATED BY THE WHO AND FAO OF UNITED NATIONS



World Health Organization



SUSTAINABLE  
DEVELOPMENT  
GOALS



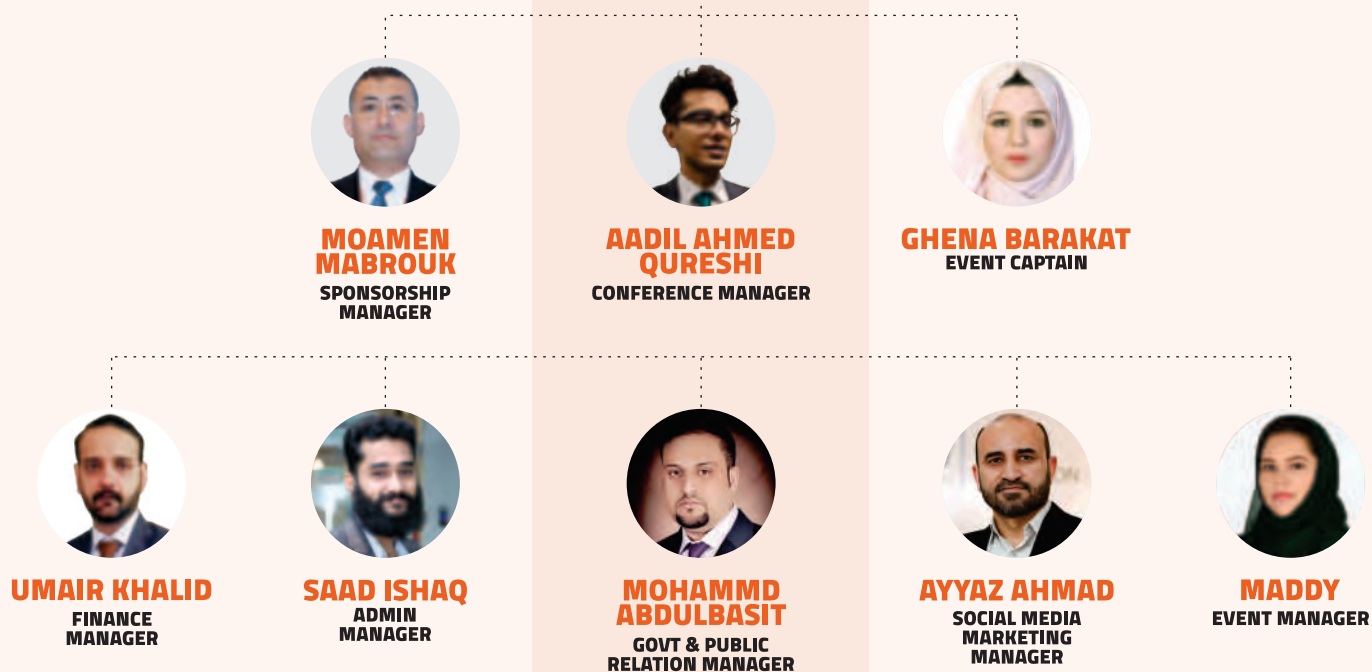
# ORGANIZATIONAL STRUCTURE

## WFSD LEADERSHIP TEAM



## WFSD MANAGEMENT TEAM

### CORE COMMITTEE



## WFSD GOVERNANCE TEAM

**AWARD COMMITTEE**

**TECHNICAL COMMITTEE**

**EXECUTIVE COUNCIL**

**ADVISORY BOARD**

**PROFESSIONAL ASSOCIATE**

**VOLUNTEER**



# WFSD SCHEDULE

**7 JUNE 2024 | WORLD FOOD SAFETY DAY**  
**KINGDOM OF SAUDI ARABIA**

**RIYADH HILTON HOTEL**  
**JUNE 30 - JULY 01, 2024**  
**SUNDAY-MONDAY**  
**RIYADH,**  
**KINGDOM OF SAUDI ARABIA**



# CURRENT SPONSORS

(AS OF MARCH 01, 2024)



# MARS

**MARS**, Incorporated is a global leader in confectionery, pet care, and food products with a rich history dating back to 1911. Renowned for its innovation and quality, **MARS** boasts an impressive portfolio of products that includes iconic brands such as **M&M's, Snickers, Twix, Mars, Pedigree, Royal Canin, and Whiskas**. The company's strength lies in its commitment to making a difference for people and the planet through its operations.

**MARS** operates under the principles of quality, responsibility, mutuality, efficiency, and freedom, which guide its business decisions and culture. With a presence in over 80 countries, **MARS'** dedication to product excellence and sustainability initiatives has positioned it as an industry leader. The company's focus on scientific research and innovation ensures continuous improvement in its product offerings and processes, contributing to its robust market position and consumer trust. **MARS'** commitment to sustainability, including efforts to reduce its environmental impact and improve the lives of the communities in which it operates, further enhances its corporate profile and strength in the global market.

# CURRENT SPONSORS

(AS OF MARCH 01, 2024)



**Golden Chicken Farms Co. Ltd**, established in 1982 in Riyadh, Saudi Arabia, operates within the agricultural and packaged foods products sector. This private company, also known as **Golden Chicken Farms**, was founded by the Al-Rashed Group with a mission to provide high-quality chicken products to the Saudi and Gulf markets. They have achieved a reputation for quality through a fully integrated production chain. This ranges from breeders to a fully automated slaughtering house, ensuring control and maintenance of the product's quality and taste throughout the process.

**Golden Chicken Farms** stands out in the industry for its commitment to a seamless and controlled production process, which guarantees the highest standards of food safety and taste in their chicken products.



**TANMIAH Food Company**, established in 1962 and based in Saudi Arabia, has grown to become a prominent player in the fresh poultry industry in the Middle East. Employing nearly 3,300 people, **TANMIAH** has developed a market-leading, best-in-class, highly efficient, and fully integrated business model that operates across the GCC and beyond. The company's commitment to excellence starts at their farms and extends through processing and distribution, aiming to deliver consumer satisfaction through high-quality products.

**TANMIAH'S** sector-leading experience and fully integrated business model support its continued investment in expanding farming, processing, and other capacities to drive revenue growth. With a diversified portfolio that includes fresh poultry, processed meat, animal feed, health products, and fast-food franchise operations, **TANMIAH** is dedicated to maintaining the highest standards of quality and sustainability in all its operations.



**AMERICANA Food** Middle East is a major player in the food industry across the Middle East, renowned for its comprehensive range of products and services that cater to both consumer and business needs. Established several decades ago, the company has grown significantly, cementing its status as a leader in food manufacturing, distribution, and retail.

The company's product line is extensive, covering categories such as frozen meats and vegetables, canned goods, bakery items, and confectionery, ensuring a presence in virtually every segment of the food market. **AMERICANA** is particularly noted for its high-quality standards, leveraging advanced technology and rigorous

quality control processes to meet and exceed regional and international guidelines.

The company's success is driven by its strategic vision to innovate and adapt to market trends and consumer preferences, making it a pivotal force in shaping the food landscape in the Middle East. **AMERICANA'S** commitment to sustainability and community engagement is also a significant part of its business model, reflecting its dedication to responsible business practices and social responsibility.

# CURRENT SPONSORS

(AS OF MARCH 01, 2024)



**TAMIMI Global Co. Ltd. (TAFGA)**, founded in 1977, is a fully Saudi Arabian owned company that stands out in the catering and facilities management sectors. It boasts a large workforce of over 17,000 employees from 29 different nationalities and is renowned for its strong capital, logistic support, and a broad array of certifications including ISO 9001:2015, ISO 14001:2018, ISO 22000:2018, ISO 45001:2018 and ISO 41001.

**TAFGA** is capable of serving over 750,000 meals daily across more than 200 worksites in Saudi Arabia, Qatar, and Kuwait, highlighting its vast operational scope and commitment to quality and customer satisfaction.



**KUDU** Middle East is a prominent fast food chain renowned for its distinctive approach to casual dining in the region. Founded in Saudi Arabia in the late 1980s, **KUDU** has grown to become a key player in the Middle Eastern fast food market, known for its unique blend of local and international flavors.

**KUDU** specializes in offering a variety of sandwiches, burgers, breakfast items, and coffee, all characterized by a commitment to freshness and quality. Its menu is tailored to cater to local tastes and preferences, incorporating regional ingredients and flavors that resonate with its customer base. This localization strategy has helped **KUDU** to distinguish itself from other global fast food chains operating in the area.

**KUDU** is also committed to innovation in service and operations, utilizing technology to enhance customer experiences, such as through mobile ordering and delivery services. Their focus on customer service and operational efficiency has enabled them to maintain a strong market presence and adapt to changing consumer behaviors.

As a company, **KUDU** places a strong emphasis on sustainability and social responsibility, actively participating in community activities and striving to reduce its environmental footprint through various green initiatives. This commitment to ethical practices is integral to its brand identity and is well-received by consumers in the region.



Founded in 1979 in Riyadh, Saudi Arabia, **Forsan Foods & Consumer Products Company Ltd** began as a provider of premium meat, rapidly becoming a market leader. The company expanded its offerings in 1981 to include distribution of premium meats, and by 1993, it had added premium bakery, pastry ingredients, consumer items, and confectionary items to its portfolio.

Today, **FORSAN** stands as a significant premium food manufacturer, retailer, and distributor with a robust presence across Saudi Arabia and the Middle East, offering a broad range of food-related products and services.

## PATTIS

**PATTIS** is a renowned restaurant in Khobar, Saudi Arabia, celebrated for its exquisite French cuisine and elegant dining experience. Founded with a passion for food and art, **PATTIS** has evolved into a beloved brand in the region, offering a casual fine-dining experience with a focus on European and International cuisines.

After being acquired by AWN in 2011, the restaurant underwent a significant transformation, enhancing its traditional charm with modern sophistication.

# WHY TO SPONSOR WFSD?

## MAXIMIZING CORPORATE VISIBILITY AND IMPACT THROUGH PARTNERSHIP WITH WORLD FOOD SAFETY DAY 2024

World Food Safety Day 2024 marks a historic milestone as the most expansive Food Safety event ever to be held in Saudi Arabia and across the Arab world. Not merely a conference, this six-day event will feature a series of workshops across three cities, representing a unique confluence of knowledge, innovation, and collaboration. As this event prepares to cement its presence annually in the Kingdom of Saudi Arabia and other GCC countries, aligning your company with World Food Safety Day offers unparalleled opportunities to elevate your brand within the regional food safety community.

### STRATEGIC ADVANTAGES FOR PARTNERS AND SPONSORS:

#### 1. DEMONSTRATION OF CORPORATE SOCIAL RESPONSIBILITY:

Elevate your company's profile by showcasing a steadfast commitment to corporate social responsibility, underscoring your contribution to community service and public health initiatives.

#### 2. LEADERSHIP IN ETHICAL BUSINESS PRACTICES:

Distinguish your enterprise as a vanguard of ethical business practices, reinforcing your reputation for social responsibility across your customer base and within the wider community.

#### 3. ENHANCEMENT OF COMMUNITY HEALTH AND SAFETY:

Play an instrumental role in the enhancement of food safety, public health, and hygiene practices, contributing significantly to societal well-being.

#### 4. CHAMPIONING FOOD SAFETY AND SUSTAINABILITY:

Publicly affirm your company's dedication to promoting Food Safety, Food Security, and the Sustainability of the Food Chain, particularly within the dynamic context of the Arab World.

#### 5. ELEVATION OF BRAND VISIBILITY AND MARKET POSITIONING:

Utilize strategic marketing and branding initiatives to amplify your brand's presence, thereby enhancing recognition and establishing a competitive edge in the marketplace.

#### 6. RECOGNITION AS AN INDUSTRY PIONEER:

Highlight your organization's leadership and its unwavering commitment to fostering food safety competencies, thereby driving industrial transformation and setting new standards of excellence.

#### 7. EXPANSION OF MEDIA AND MARKET REACH:

Capitalize on the event's extensive reach to significantly broaden your brand's exposure, spanning local, regional, and international markets.

#### 8. ACCESS TO STRATEGIC NETWORKING PLATFORMS:

Engage directly with key government bodies, industry leaders, and decision-makers across the local, regional, and international food sectors, opening up unparalleled networking opportunities.

#### 9. ENGAGEMENT WITH AN INFLUENTIAL AUDIENCE:

Connect with a network of over 1000 decision-makers and influencers within the food industry, ensuring



# WHY TO SPONSOR WFSD?

## MAXIMIZING CORPORATE VISIBILITY AND IMPACT THROUGH PARTNERSHIP WITH WORLD FOOD SAFETY DAY 2024

your brand resonates with a targeted and engaged audience.

### 10. PROMINENT EXHIBITION OF PRODUCTS AND SERVICES:

Showcase your latest offerings to a diverse and engaged audience, leveraging the presence of over 1000 global participants to highlight your innovations and solutions.

### 11. DIRECT ACCESS TO TARGET MARKETS:

Achieve immediate access to your core market, drawing the interest of a wide spectrum of industry professionals and setting the stage for direct engagement and interaction.

### 12. FOSTERING OF STRATEGIC BUSINESS ALLIANCES:

Establish direct connections with potential business partners spanning the Arab region and GCC countries, fostering collaboration and opening new avenues for growth.

### 13. CULTIVATION OF INNOVATION AND EXCHANGE OF KNOWLEDGE:

Participate in a vibrant platform dedicated to the exchange of innovative ideas, best practices, and cutting-edge knowledge in food safety, enriching the industry's collective expertise.

### 14. CUSTOMIZABLE SPONSORSHIP PACKAGES:

Benefit from tailored sponsorship opportunities designed to align with your specific marketing and business development goals, maximizing the impact of your investment.

### 15. SUSTAINABLE IMPACT ON COMMUNITY HEALTH PRACTICES:

Contribute to a legacy of sustainable change in food safety practices, yielding long-term benefits for community health and well-being.

### 16. VISIBILITY IN THOUGHT LEADERSHIP:

Position your company as a thought leader by contributing to the discourse on emerging trends and challenges facing the food safety sector.

### 17. RECOGNITION FOR SUPPORTING GLOBAL STANDARDS:

Gain recognition for your role in supporting and adopting global standards in food safety, enhancing your stature among peers and consumers alike.

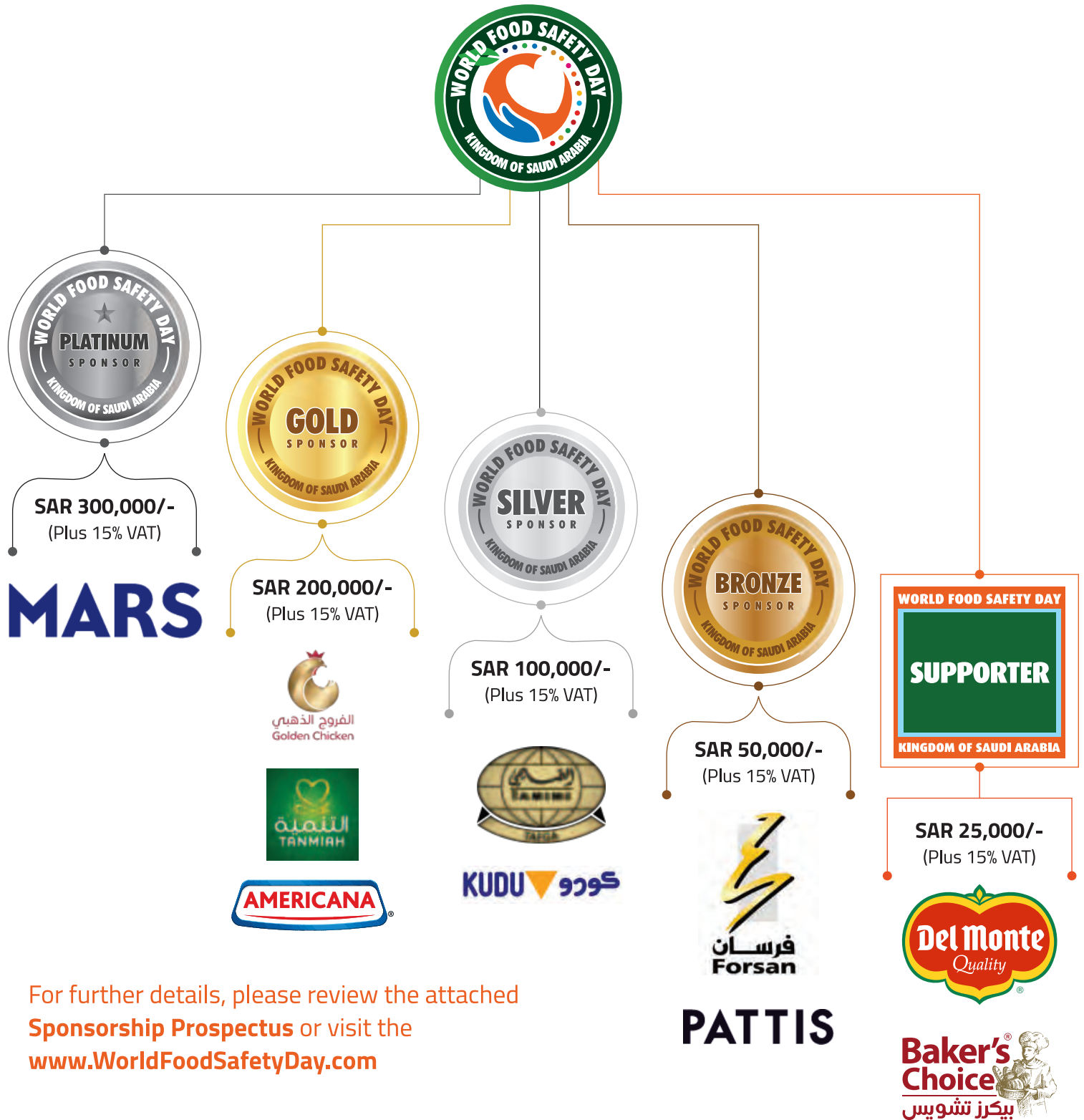
### 18. OPPORTUNITY FOR GLOBAL BRAND ALIGNMENT:

Align your brand with a globally recognized event, reinforcing its status and commitment to quality, safety, and sustainability on an international platform.

**Aligning with World Food Safety Day 2023 not only enhances your company's visibility and market positioning but also solidifies your standing as a committed leader in promoting food safety and public health. This partnership represents a strategic alignment with your corporate values and a commitment to making a tangible difference in the world of food safety.**

# SPONSORSHIP PACKAGES SUMMERY

## CURRENT SPONSORS (MARCH 01, 2024)



For further details, please review the attached  
**Sponsorship Prospectus** or visit the  
[www.WorldFoodSafetyDay.com](http://www.WorldFoodSafetyDay.com)

# SPONSORSHIPS PACKAGES

## WORLD FOOD SAFETY DAY (WFSD) SPONSORSHIP

World Food Safety Day, observed globally on June 7th, represents a cornerstone event in the annual calendar, dedicated to advancing food safety standards worldwide. In alignment with this global initiative, we are orchestrating a seminal event in the Kingdom of Saudi Arabia that aims to convene an elite assembly of high-level decision-makers, distinguished keynote speakers, and leading suppliers. This event is meticulously designed to explore cutting-edge trends and adopt best practices within the regional food sector, fostering a landscape of innovation and excellence.

The event structure is intentionally curated to facilitate extensive networking opportunities, allowing participants to engage in meaningful dialogue, pose critical questions, and gain insights directly from the vanguards of the industry.

### EXCLUSIVE SPONSORSHIP OPPORTUNITIES:

Recognizing the unique value that key organizations bring to our event, we offer a limited selection of sponsorship opportunities, designed to ensure maximum engagement with our distinguished attendees. By choosing to sponsor World Food Safety Day in the Kingdom of Saudi Arabia, your organization will not only gain unparalleled exposure but also demonstrate its commitment to the pivotal cause of food safety and quality.

### BESPOKE SPONSORSHIP PACKAGES:

Understanding the diverse objectives and needs of our sponsors, we are committed to providing tailor-made sponsorship packages. These bespoke packages are crafted to align with your organization's specific branding and business development goals, offering a unique opportunity to showcase your leadership in the food safety domain.





### ENGAGE WITH US:

If your organization is keen to play a pivotal role in this high-profile event, we invite you to reach out to the WFSD Management. Our dedicated team will offer comprehensive guidance from the initial inquiry through to the culmination of the event, ensuring a seamless and rewarding sponsorship experience.

Discover the strategic advantages of partnering with us on World Food Safety Day and elevate your organization's impact in the regional and global food safety landscape. Your involvement will not only enhance your brand's visibility but also affirm your position as a key contributor to the advancement of food safety practices.

# SPONSORSHIPS PACKAGES

## PRE-EVENT BENEFITS





NO.	SPONSORSHIP PACKAGE DESCRIPTION				
1	Sponsorship Value & Investment in Saudi Arabian Riyal	SAR 300,000/- (Plus 15% VAT)	SAR 200,000/- (Plus 15% VAT)	SAR 100,000/- (Plus 15% VAT)	SAR 50,000/- (Plus 15% VAT)
2	Number of sponsorship slots available	1	4	8	12
3	Waiver in next year WFSD sponsorship packages	30%	20%	10%	✗
4	The WFSD will be RENAMED and REBRANDED as the sponsor's brand name i.e., XYZ World Food Safety Day and whole event will be organized and managed as your brand event	✓	✗	✗	✗
5	Visa, travel and accommodation for external expert or representative from MENA region	05	03	02	01
6	Hassle free pick and drop arrangements (within the city) for your attendance	05	03	02	01
7	Complimentary space to be an exhibitor	✓	✓	✗	✗
8	Space for exhibition of the product or services at all three locations of the WFSD for six days.	Premium Space	Corners	Aisle	✗
9	Complimentary WFSD Registrations for three locations for your professional friends, customers and special guests	20 Delegates	10 Delegates	05 Delegates	03 Delegates
10	Complimentary workshops registration for three locations for your professional friends, customers and special guests	10 Delegates	05 Delegates	03 Delegates	01 Delegates
11	Become a member of Management Committee	✓	✓	✗	✗
12	Become a member of Advisory Board	✓	✓	✓	✗
13	Become a member of Technical and Scientific Committee	✓	✓	✓	✗
14	Brand logos to be displayed and used in all social media and digital marketing	✓	✓	✓	✓
15	Company profile on the WFSD website	1000 Words	500 Words	250 Words	✗
16	Brand video on WFSD website	✓	✓	✗	✗
17	Brand and logo coverage in the home page of WFSD website as per the sponsorship category and hyperlinked to the company website	✓	✓	✓	✗
18	Logo coverage in WFSD Registration Form as per the sponsorship category	✓	✓	✓	✗
19	Coverage in all official Pre-WFSD advertisements and media campaigns	✓	✓	✓	✗
20	Pre-WFSD registration, facilitation & on call personalized professional services	✓	✓	✓	✗

## DURING THE EVENT BENEFITS

1	Access to the VIP lounge and VIP services areas	✓	✓	✗	✗
2	Full time personalized escort and assistance during the event	✓	✓	✗	✗
3	Opportunity to make a short welcome address at the start of the session	✓	✓	✗	✗
4	Sitting arrangement for attending the WFSD and workshops	Front Row Centered	Front Row Left and Right	2nd Row Centered	3rd Row Centered
5	Advertisement in the WFSD Proceedings Planner and other event related brochures	Main Page Inside	Full Page Inside	1/2 Page Inside	✗

# SPONSORSHIPS PACKAGES

## DURING THE EVENT BENEFITS

NO.	SPONSORSHIP PACKAGE DESCRIPTION				
6	Recognized from the podium & acknowledgement as a sponsor during the WFSD and during the workshops	✓	✓	✓	✗
7	Personalized networking and contact with industry professionals and relevant stakeholders	✓	✓	✗	✗
8	Invited to chair the WFSD proceedings or any workshop	WFSD Proceeding	WFSD Proceeding	Pannel Discussion	✗
9	Speakers' opportunity in the WFSD	1 at 3 Locations	1 at 2 Locations	1 at 1 Location	✗
10	Workshop presentation opportunity for three WFSD location	1 at 3 Locations	1 at 2 Locations	1 at 1 Location	✗
11	Product or services detail distribution opportunity	✓	✓	✓	✗
12	Product or services detail brochure in the "Delegate Bags"	✓	✓	✓	✗
13	Brand logos on the Power Point Master Template to be used by all the presenters	✓	✓	✗	✗
14	Brand banners, logos and products images to display	Entrance Prominent Position	Entrance Main Location	Entrance	Any suitable place available
15	Brand banners, logos and products images to display	Right & Left Side of Main Display Screen	Right and Left Side on The Wall	One Side of the Wall	Any suitable place available
16	Brand video (Max. 5 Minutes) at the start of the session in all three locations	✓	✓	✗	✗
17	Brand video (Max. 5 Minutes) during the lunch break in all three locations	✓	✓	✗	✗
18	Brand video (Max. 5 Minutes) during the tea break in all three locations	✓	✓	✓	✗
19	Complimentary company pull over banners and products stand to display	Front Side WFSD Hall	Left & Right-Side WFSD Hall	Backside WFSD Hall	Any suitable place available

## POST EVENT BENEFITS

1	Coverage in all official post WFSD advertisements and media campaigns	✓	✓	✓	✓
2	Sponsorship Shield to be presented during the WFSD proceedings	Metallic Large Size	Glass Medium Size	Glass Small Size	Plastic Small Size
3	Sponsorship Certificate to be presented during the WFSD proceedings	A2 Size Metal Printed	A3 Size Plastic Printed	A4 Size Paper Printed	A4 Size Paper Printed
4	Copy of the confidential delegate list with contact details for post event business generation	✓	✓	✗	✗
5	Enlisted as "Past Sponsors" list on the WFSD website	✓	✓	✓	✓
6	Testimonials to be added on the WFSD website	✓	✓	✗	✗
7	Special thanks note from the Chief Organizer and a formal letter to be displayed on the WFSD website	✓	✓	✗	✗
8	Post WFSD personalized facilitation & on call professional services	✓	✓	✓	✗



# WFSD SUPPORT OPPORTUNITIES

Other than the above 4 main categories of sponsorships, numbers of opportunities are created SUPPORT this social initiative. Please review below the exciting opportunities and the list of benefits your brand will be getting to associate with World Food Safety Day (WFSD)

NO.	SUPPORT TYPE	SUPPORT DESCRIPTION	QUANTITY / VALUE	SUPPORT INVESTMENT	REMARKS
1	English to Arabic Real Time Voice Over Translation areas	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all the three locations of the event.</li> <li>In every city and event, the supporting company can be same or can be different</li> <li>The supporting company shall be paying the cost of the English to Arabic Real Time Voice Over Translator</li> <li>The minimum supporter shall be for 1 city</li> <li>The logo of your company will be placed on the supporter section of the WFSD website.</li> <li>From there users will be able to link directly to the support company's website.</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	For 250 attendees in every city	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to arrange, coordinate and facilitate the English to Arabic Real Time Voice Over Translation
2	WFSD Delegate Bags	<ul style="list-style-type: none"> <li>It is limited to one company in three locations of the event.</li> <li>The support company has the right to print its logo on the WFSD bags</li> <li>Also, the logo of your company will be placed on the supporter section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>Delegate hand bags manufactured by using leather or good quality artificial leather or leathercloth fabric.</li> <li>One side on the front side, embossed or printed event detail</li> <li>Other side on the front side support logo, company detail</li> <li>The art work to be reviewed and agreed by the Evet Management and support company authorized representative.</li> <li>In addition to that, 5 free registrations for the WFSD and 5 free registrations for the workshops will be assigned to supporting company</li> </ul>	For 250 attendees in every city	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce, distribute to all the delegates at the reception and registration desk
3	WFSD Lanyard	<ul style="list-style-type: none"> <li>It is limited to one company in three locations of the event.</li> <li>The support company has the right to print its logo on the WFSD Lanyard that will be given to all participants</li> <li>Also, the logo of your company will be placed on the supporter section of the WFSD website. From there users will be able to link directly to the supporter company's website</li> <li>The art work to be reviewed and agreed by the Evet Management and supporting company authorized representative.</li> <li>In addition to that, 2 free registrations for the WFSD and 2 free registrations for the workshops will be assigned to supporting company</li> </ul>	1000	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce, distribute to all the delegates at the reception and registration desk
4	Event MUG and/or Cup	<ul style="list-style-type: none"> <li>It is limited to one company in three locations of the event.</li> <li>The supporting company has the right to print its logo on the WFSD MUG and/or Cup that will be given to all participants.</li> <li>Also, the logo of your company will be placed on the support section of the WFSD website. From there users will be able to link directly to the support company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees to generate new business leads for future</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	1000	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce, distribute to all the delegates at the reception and registration desk

# WFSD SUPPORT OPPORTUNITIES

NO.	SUPPORT TYPE	SUPPORT DESCRIPTION	QUANTITY / VALUE	SUPPORT INVESTMENT	REMARKS
5	Event USB Flash Memory	<ul style="list-style-type: none"> <li>It is limited to one company in three locations of the event.</li> <li>The supporting company has the right to print its logo on the USB Flash Memory devices that will be given to all participants.</li> <li>Also, the logo of your company will be placed on the support section of the WFSD website. From there users will be able to link directly to the support company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees to generate new business leads for future</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	1000	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce, distribute to all the delegates at the reception and registration desk
6	Events Notebooks or Note Pads and Pens	<ul style="list-style-type: none"> <li>It is limited to 3 company in three locations of the event.</li> <li>It consists of the notepad and pen that will be placed in the WFSD bag given on the first day.</li> <li>Also consists of the notepads and the pens that will be distributed on all desks into the meeting halls on the first day and the second day of the WFSD.</li> <li>The logo of your company will be placed on the support's section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees to generate new business leads for future</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	1000 Note Pads 1000 Pens	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce, distribute to all the delegates at the reception and registration desk
7	Event Awards	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all three locations of the event.</li> <li>The supporting company has the right to print its logo on the Event Award</li> <li>Also, the logo of your company will be placed on the support's section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>Event Awards manufactured by using Metal and Glass Material</li> <li>One side on the front side, embossed or printed event detail an Award Detail</li> <li>Other side on the front side supporting company logo, company detail</li> <li>The art work to be reviewed and agreed by the Event Management and supporting company authorized representative.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees</li> <li>In addition to that, 3 free registration for the WFSD and 3 free registration for the workshops will be assigned to supporting company</li> </ul>	100 Award in Different Categories	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce and award to the Award Winners during the event Longworth the Award supporting company representative
8	WFSD Speaker and Workshop Presenter	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all three locations of the event.</li> <li>The supporting company shall be paying the cost of the WFSD speakers or workshop presenters as per agreed number of support category.</li> <li>The minimum number shall be 1 WFSD speaker or workshop presenter</li> <li>The WFSD speakers or workshop presenters shall be traveling to Saudi Arabia from outside the GCC, Middle East and North African Countries</li> <li>The supporting investment shall be covering fee for visa, boarding, lodging and travel cost of the WFSD Speaker and Workshop Presenter</li> <li>The logo of your company will be placed on the support's section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	At least 1 WFSD speaker or workshop presenter	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to coordinate with supporting company to manage the supporting investment based on actual cost and invoice

# WFSD SUPPORT OPPORTUNITIES

NO.	SUPPORT TYPE	SUPPORT DESCRIPTION	QUANTITY / VALUE	SUPPORT INVESTMENT	REMARKS
9	City Tours, Dinner and Takeaways for WFSD Speaker and Workshop Presenter	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all the three locations of the event.</li> <li>The supporting company shall be paying the cost of the WFSD speakers or workshop presenters City Tours, Dinner and Takeaways</li> <li>The supporting investment shall be covering cost of City Tour Van, Snacks, Refreshment, Dinners and any Takeaway Gifts hampers of the company products</li> <li>The logo of your company will be placed on the supporter's section of the WFSD website.</li> <li>From there users will be able to link directly to the support company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	At least 1 city tour for minimum 20 Guests	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to coordinate with supporting company to manage the city tours
10	T-Shirts and Caps for Event Volunteers	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all the three locations of the event but it shall be one company in one location.</li> <li>The supporting company shall be paying the cost of the T-Shirts and Caps.</li> <li>The T-Shirts and Caps shall be of good quality to maintain the event image and your brand integrity</li> <li>The logo of your company will be placed on the supporter's section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees</li> <li>In addition to that, 2 free registrations for the WFSD and 2 free registrations for the workshops will be assigned to supporting company</li> </ul>	100 T-Shirts and 100 Caps	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to produce and use the T-Shirts and Caps during the events in 3 cities
11	Event Photographer and Movie Makers	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all the three locations of the event.</li> <li>The supporting company shall be paying the cost of the Event Photographer and Movie Makers</li> <li>The logo of your company will be placed on the supporter section of the WFSD website.</li> <li>From there users will be able to link directly to the supporter's company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	At least 1 Location Event Photographer and Movie Makers	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to coordinate with supporting company to manage the Event Photographer and Movie Makers
12	Event New Paper and Media Advertisements	<ul style="list-style-type: none"> <li>It is limited to multiple companies at all the three locations of the event.</li> <li>The supporting company shall be paying the cost of the Event New Paper and Media Advertisements</li> <li>The logo of your company will be placed on the supporter's section of the WFSD website.</li> <li>From there users will be able to link directly to the supporting company's website.</li> <li>You can even connect, meet and develop your business connection with the WFSD attendees</li> <li>In addition to that, 3 free registrations for the WFSD and 3 free registrations for the workshops will be assigned to supporting company</li> </ul>	At least 3 News Papers Advertisements (Inserts) in 3 different print media	SAR 25,000/- for one city (Plus 15% VAT)	Event Management shall be responsible to coordinate with supporting company to manage the Event New Paper and Media Advertisements

# SPONSORSHIPS TERMS AND CONDITIONS

## DEFINITIONS

- 1. **MANAGEMENT:** Refers to the World Food Safety Day Conferences organizing and management staff
- 2. **SPONSOR:** Denotes the company formally agreeing with WFSD management to sponsor the WFSD events

## SPONSORSHIP COMMITMENT AND EXECUTION:

### 1. SPONSORSHIP ALLOCATION:

Sponsorship opportunities are allocated on a first-come, first-served basis to ensure fairness and transparency in the selection process.

### 2. SPONSORSHIP AGREEMENT PROCESSING:

Upon receipt of the completed, signed, and officially stamped sponsorship agreement form, sponsors will be issued an invoice reflecting the total sponsorship commitment as outlined in the agreement.

### 3. INVOICE AND PAYMENT TERMS:

- 3.1. Initial invoices will cover 100% of the agreed sponsorship fee.
- 3.2. Payment is due within 5 working days from the invoice date.
- 3.3. Extensions may be granted upon written agreement with WFSD management.
- 3.4. Sponsorship agreements will be considered null and void if payment is not settled within the specified timeframe.

### 4. CANCELLATION POLICY:

- 4.1. Sponsorship fees are non-refundable and non-claimable under any circumstances.
- 4.2. No refunds will be provided for cancellations initiated by the sponsor.

### 5. EVENT POSTPONEMENT:

- 5.1. In the event of postponement, management has 90 days from the original date to reschedule the World Food Safety Day.
- 5.2. Should the event be rescheduled within this timeframe, the sponsorship agreement will remain in effect for the new date.

### 6. MANAGEMENT'S RIGHTS:

- 6.1. WFSD management reserves the right to cancel sponsorship agreements at any time, with a full refund issued to the sponsor.
- 6.2. Management is absolved of liability and performance obligations under circumstances of force majeure, as detailed within the agreement.

### 7. FORCE MAJEURE:

- 7.1. Sponsors waive any claims for damages or expenses should the event be cancelled due to force majeure.

### 8. LOGISTICAL RESPONSIBILITIES OF SPONSORS:

- 8.1. Sponsors bear the cost of shipping, storage, and any associated fees for promotional materials and product displays at the event venue.
- 8.2. Production and provision of sponsorship items are the responsibility of the sponsor.

### 9. PAYMENT INSTRUCTIONS:

- 9.1. Payments in Saudi Riyals are to be made via company cheque or bank transfer, according to the details provided in the Sponsorship Agreement.

### 10. COMPREHENSIVE TERMS AND CONDITIONS:

- 10.1. All terms, conditions, and regulations listed on the World Food Safety Day website apply equally to sponsors, ensuring consistent and transparent guidelines.

### 11. FINAL AUTHORITY:

- 11.1. Any matters not explicitly covered by these guidelines are subject to the final decision of the World Food Safety Day management, ensuring flexibility and fairness in unforeseen circumstances.

**This comprehensive outline ensures sponsors are well-informed of their rights, responsibilities, and the substantial benefits of partnering with World Food Safety Day, fostering a collaborative effort towards enhancing food safety and public health.**

# 7 JUNE 2024

# WORLD FOOD SAFETY DAY

## ORGANIZER



## ORGANIZING PARTNERS



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSOR



## BRONZE SPONSORS



## SUPPORTER



## INTERNATIONAL PARTNERS



**JUNE 30 - JULY 01 2024**  
**SUNDAY-MONDAY**

**RIYADH HILTON HOTEL**  
**RIYADH, KINGDOM OF SAUDI ARABIA**

## WORLD FOOD SAFETY DAY CONFERENCE MANAGEMENT CONTACT DETAILS



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<https://twitter.com/worldfoodsafety>

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WFSD.24.PLAN: 01

FIRST REVISION: MARCH 01, 2024  
SECOND REVISION: MAY 01, 2024  
REVISION FREQUENCY: MONTHLY

[www.WorldFoodSafetyDay.com](http://www.WorldFoodSafetyDay.com)

PAGE NO.  
23 of 23