

معالجات

هالة الناصر

عطاؤهم روى الكثير

2016



About The Artist

Hala Al Naser, a waving flag in the media and journalism field backed up by more than 20 years of experience excellence. Hala is the only Saudi and Arabian Chief Editor that continues to reach achievement after another while forming a leadership force in all media aspects that she excels at. Throughout her career, her name was tied with the most daring and professional journalism, leading, and qualifying her to be the Chief Editor of Sayidaty Magazine. Her name continues to shine in the sky of journalism, both locally and internationally.

Hala isn't only a brilliant journalist, but also a gifted artist with a unique touch that left its print portraying the thoughts and concerns of Saudi women. And for that her paintings gained both, local and international fame and appraisal. Hala dreams that Saudi women continue to take their vital part in the advancement of their society as it can't be done without their fundamental, corner stone of a role they play, as she says: "Each woman possesses a heritage, and for each heritage a woman, as heritage is the legacy of women".



Mission

this event is basically a tribute to the soldiers who fought in the way of Allah and gave up their lives fighting with the terrorists and saving the Gulf States so we could sleep in our homes peacefully.

Exhibition detail

The exhibition

1st week of March

Hall No. 1# Four Seasons Hotel, Bahrain

70

Paintings Displayed

Proceeds from the show will be for the benefit of the families of the martyrs of the Gulf.



concept

Their sacrifice is far beyond what we simply imagine, every drop of sweat, tear and blood trickles down on a wasteland bringing life upon it as they live in us beyond just a memory, but as the foundation of who we are today, and all we can offer is a promise and debt to provide the same when duty calls.

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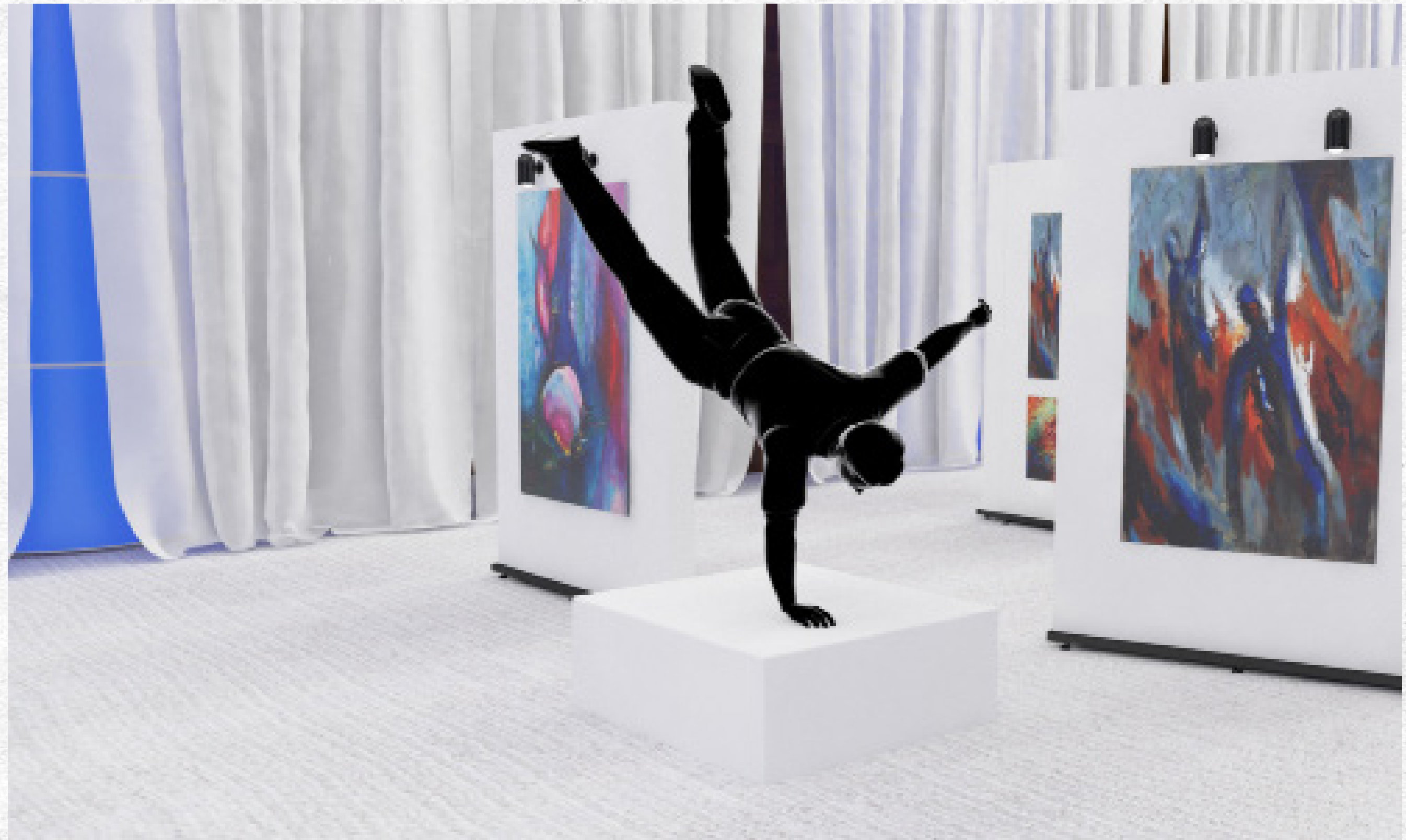


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هالة الناصر

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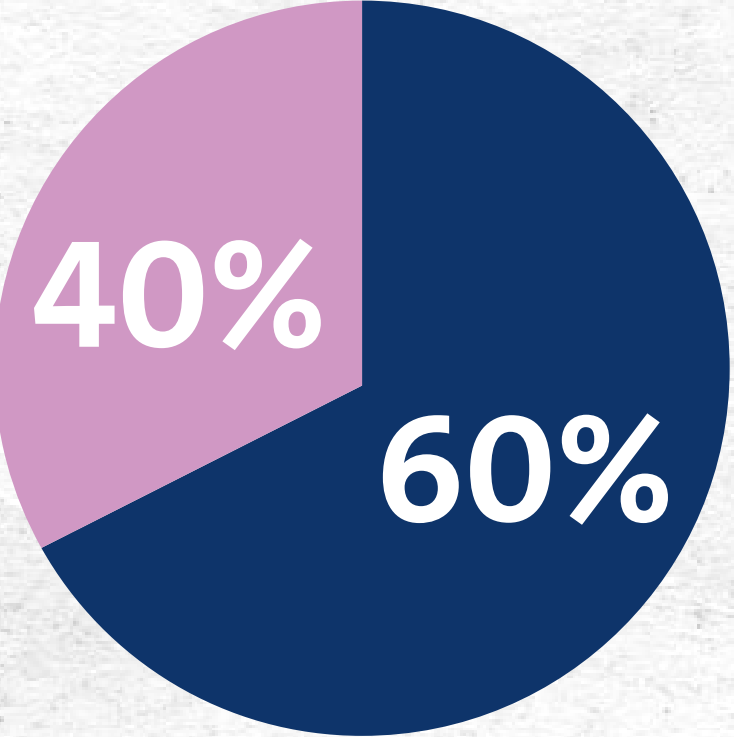




Target Audience

SEC A

FineSeekers



Guardians

Expectations

200 - 400 Person

Pre Event

- invitations
- sponsors booklets
- advertising _ onLine - Offline

Invites

Invitation design; logo of Hala Al Nasser,
the details of the event, sponsors logos.



Sponsorship Booklet

Packages

The Platinum

The Gold

The Silver

Costs

200,000

150,000

100,000

Sponsorship Booklet

Sponsors benefits	Platinum	gold	silver
branding area	8	5	3
print media	*	*	*
social media campaign	*	*	*
name in press conference	*		
free tickets	10	7	5
vip/ protocol welcome to the sponsor,	*		
the trophy from Hala al Nasser	* Large	* Medium	* Small
Mass Media Campaign	*	*	*
offline advertising tools	*	*	*
Post Event Report	*	*	*

Advertising

(Mass Media Campaign)

Online

Social Media; Facebook, Twitter, Instagram, Youtube, Influencers
Blogs, Pintrest
E-marketing; GDN, Digital
Magazines

Offline

Press Media; Newspapers,
Magazines.



During Event

- Transportation
- Welcoming
- Reception
- Photo Booth
- floor plan
- agenda

Transportation

For the premium sponsors, we will offer a pick and drop service with an exclusive ride



Reception

we will take the invitation cards from the guests and welcome them.
we will place one Holographic in the entrance where the logo will be displayed. (Live streaming can also be displayed on the holographic.)



Welcoming

we will welcome the guests with the welcoming drinks and appetisers. The guests would be enchanted with the instrumental music played in the background.



Sketch Portraits

- A Sketch Portraits will be drawn By artists with the paints of the Art Gallery along with the branding of the sponsors where the people can take pictures.
- We will also use these pictures in our CSR Campaign.



Agenda

Activity	Time
Transportation	5:45Pm - 6:00 Pm
Regestration & Welcoming	6:05 Pm - 6:25 Pm
Opening Speech	6:30 Pm - 6:45 Pm
3D Mapping Flash Mob	6:45 Pm - 6:55 Pm
Painting bidding	7:00 Pm - 8:00 Pm
Note for the Sponsors	8:00 Pm - 8:15 Pm
Trophy distribution	8:15 Pm - 9:00 Pm
End of the Event	9:30 Pm



Post Event

CSR Campaign

CSR Campaign

- the revenue generated from the event will be distributed to the families of martyrdoms and their reactions will be recorded.
- Since this event is a tribute to the soldiers, we would want to make it special by giving them a small token of appreciation for what they have done for the country





Thanks :)