



SPONSORSHIP PACKAGES BOOKLET

2017/2018 Academic year



ENVIRONMENTAL
EXCELLENCE
SCHOOL AWARD

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Introduction

Based on His Highness, Sheikh Dr. Sultan Bin Mohammad Al-Qasimi, Member of the Supreme Council, Ruler of Sharjah's vision - to disseminate a culture of environmental awareness amongst all members of society, especially school students, Bee'ah, in collaboration with the Sharjah Education Zone (SEZ), took the initiative to launch a school competition under the title of Sharjah Environment Awareness Award.

Expansion to all Emirates

For the past 7 years, the competition was limited to schools in Sharjah, but in order to increase the competition and spread the environmental message among a large number of students and teachers, for the new academic school year 2017/2018, the competition will be open to all the schools in the Emirates under the title “Environmental Excellence School Award” (EESA).

Since the competition will be open to schools from all the emirates, we will be splitting them into 5 zones according to their locations:

- Zone 1: Sharjah and the Eastern region
- Zone 2: Fujairah
- Zone 3: Ajman + Um Al Quwain
- Zone 4: Ras Al Khaimah
- Zone 5: Dubai



Award Aim

This award aims to increase environmental awareness amongst students from KG to Grade 12, and to encourage the youth to actively participate in environmentally educational activities within their school systems and promote self-initiative.

Award Objectives

- To promote environmental education amongst students and instil values, knowledge and skills, which lead to positive behavioural changes that support the school and the environment.
- To instil values of positive behaviour and sense of responsibility among all students in accordance with sound environmental practices.
- To encourage all students to actively participate in their schools' environmental activities and promote their own initiatives.
- To educate students about the UAE environment and global environmental issues.
- To promote students' attitudes towards greening their school through environmental initiatives.
- To encourage schools to invest time and effort in creative environmental initiatives.



Judging Committee

The judging committee will comprise of environmental experts and Bee'ah representatives.





The theme

The theme revolves around an environmental problem in the UAE, and the schools' role is to find solutions for the problem through their submitted projects. The theme for 2017/2018 is

“ Preservation of
Natural Resources ”

Natural resources are naturally occurring materials that exist within our environment in their original form. While renewable resources like water, air, sunlight are used for our survival, the non-renewable resources like coal, gas, oil

are used for powering our daily needs. We may think that the Earth is rich with these natural resources, but they are quickly depleting as they are being used at a much faster rate than they can be replenished.

Facts:

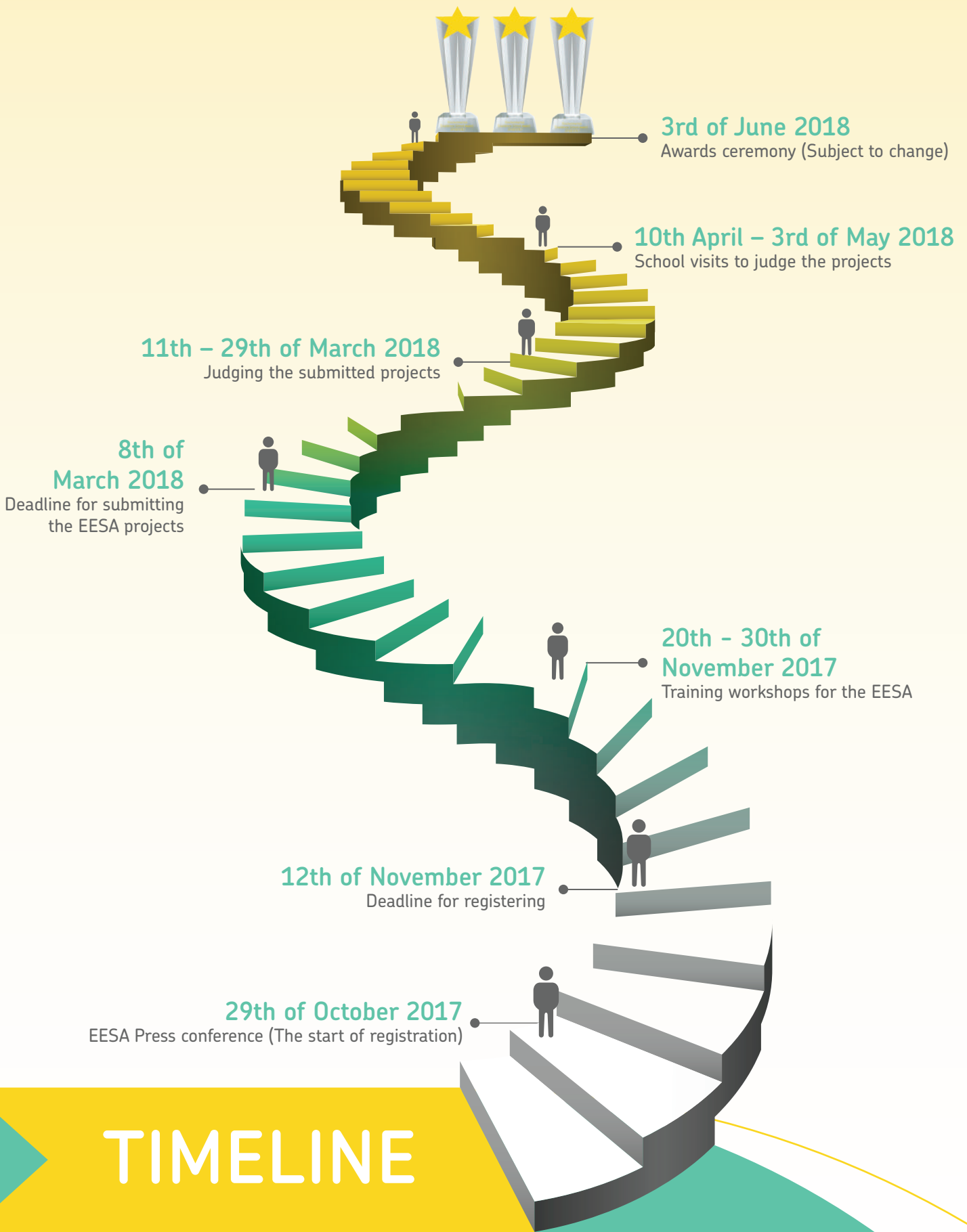
- Paper comes from trees
- Plastic comes from petroleum
- Electricity in the UAE comes from gas power plants
- Water in UAE comes from desalination plants

We need to act now, because we will not be able to depend on these natural resources for a long time.



Categories and cash prizes:

Grade	Category	Project Description	Prize
KG - Grade 2	Best Environmental Science Experiment	Teachers can share their environmental knowledge by teaching the students how to conduct environmental science experiments	1st place 15,000 AED 2nd place 10,000 AED 3rd place 5,000 AED
Grades 3 - 5	Best Environmental Film	Students can embrace a lighter and more fun way to communicate environmental messages by creating either a movie or a documentary that sends a powerful message to its audience	1st place 20,000 AED 2nd place 10,000 AED 3rd place 5,000 AED
Grades 6 - 9	Best Environmental Prototype	Reduce the problem through an innovative prototype	1st place 20,000 AED 2nd place 10,000 AED 3rd place 5,000 AED
Grades 10 -12	Best Environmental Invention	Reduce the problem through an innovative green invention	1st place 25,000 AED 2nd place 15,000 AED 3rd place 10,000 AED
Teacher (3 winners)	Outstanding Individual Achievement	The Outstanding Teacher leads by example, encourages action, and has a desire for all his/her students to possess the required knowledge for bettering the environment	1st place 15,000 AED 2nd place 10,000 AED 3rd place 5,000 AED
Student (3 winners)	Outstanding Individual Achievement	The Outstanding Student shows strong leadership skills, encourages action, and motivates their peers to get involved in the quest to preserve Mother Nature	1st place 10,000 AED 2nd place 7,000 AED 3rd place 5,000 AED



TIMELINE

EESA Sponsorship Packages

Presentation of Awards Ceremony

On Sunday June 3rd 2018, an awards ceremony will be held to present the Environmental Excellence School Awards and to congratulate all the participants.

Why Sponsor the EESA?

- Enhancing CSR which puts your message into action thus enhancing your brand reputation.
- Associate your Brand to a noble cause
- Enhancing brand image and position through branding on all material including posters, press releases, BSOE website, and award ceremony.
- The competition reaches an increased number of teachers and students every year, teachers are potential clients while students are future customers, clients and consumers, suppliers and stakeholders and having a positive image of your responsible brand is the best investment you can make for your company's future.
- Create, Develop and Enhance Credibility
- Highly Targeted Marketing
- Brand Awareness & Recognition
- Generate NEW Sales & Form NEW Business Partnerships
- Community Involvement and Giving Back
- Distribute Samples or Trial Offers
- Heightened visibility due to positive publicity through the media
- Differentiate Your Firm/Company From the Pack
- Amplifies your message, by providing a setting of heightened receptiveness

Platinum Sponsor (AED 100,000)

Pre-event Exposure

- Bee'ah School of Environment Social Media campaigns (Facebook and Instagram posts)
- Mention in the press release once the sponsor comes on board
- Advertising on 200 of the Bee'ah recyclers
- Mention in a lesson plan, which is one of the environmentally learning resources we have on the Bee'ah School of Environment website
- Accompanying the team during the judging period for the school visits to judge the projects
- Logo on the VIP invitation

Event Exposure

- Branding on all ceremony materials including posters, roll-ups, pop-ups, and flyers
- Logo on the award's screen and powerpoint
- Kiosk for sponsor
- A logo on Bee'ah School of Environment giveaways
- Company logo on the ceremony agenda placed inside the giveaways bags
- A chance to offer giveaways to the ceremony participants
- Sponsor will have a chance to present trophy on stage to one of the winning schools
- Television coverage throughout the event
- VIP seats in the VIP section
- Bee'ah School of Environment Social media campaigns (Facebook and Instagram posts)

Post-event Exposure

- Featured in a section of the Bee'ah School of Environment "Green Generation" magazine - Green Generation Magazine: 3,000 copies are issued on a bi-annual basis
- Mention in the press release after the awards ceremony
- Photogallery to be present on the Bee'ah School of Environment website
- BSOE social media campaigns (Facebook and Instagram posts)

Gold Sponsor (AED 75,000)

Pre-event Exposure

- Bee'ah School of Environment Social Media campaigns (Facebook and Instagram posts)
- Mention in the press release once the sponsor comes on board
- Mention in a lesson plan, which is one of the environmentally learning resources we have on the Bee'ah School of Environment website
- Accompanying the team during the judging period for the school visits to judge the projects
- Logo on the VIP invitation

Event Exposure

- Branding on all ceremony materials including posters, roll-ups, pop-ups, and flyers
- Logo on the award's screen and powerpoint
- Kiosk for sponsor
- A logo on BSOE giveaways
- Company logo on the ceremony agenda placed inside the giveaways bags
- A chance to offer giveaways to the ceremony participants
- Sponsor will have a chance to present a trophy on stage to one of the winning schools
- Television coverage throughout the event
- VIP seats in the VIP section
- BSOE Social media campaigns (Facebook and Instagram posts)

Post-event Exposure

- Featured in a section of the Bee'ah School of Environment "Green Generation" magazine
 - Green Generation Magazine: 3,000 copies are issued on a bi-annual basis
- Mention in the press release after the awards ceremony
- Photogallery to be present on the Bee'ah School of Environment website

Silver Sponsor (AED 50,000)

Pre-event Exposure

- Bee'ah School of Environment Social Media campaigns (Facebook and Instagram posts)
- Mention in a lesson plan, which is one of the environmentally learning resources we have on the Bee'ah School of Environment website

Event Exposure

- Branding on all ceremony materials including posters, roll-ups, pop-ups, and flyers
- Logo on the award's screen and powerpoint
- A chance to offer giveaways to the ceremony participants
- Company logo on the ceremony agenda placed inside the giveaways bags
- Sponsor will have a chance to present a trophy on stage to one of the winning schools
- BSOE Social media campaigns (Facebook and Instagram mentions)
- VIP seats in the VIP section
- Television coverage throughout the event

Post-event Exposure

- Featured in a section of the Bee'ah School of Environment "Green Generation" magazine
 - Green Generation Magazine: 3,000 copies are issued on a bi-annual basis

Bronze Sponsor (AED 25,000)

Pre-event Exposure

- Bee'ah School of Environment Social Media campaigns (Facebook and Instagram posts)

Event Exposure

- Logo on the award's screen and powerpoint
- A chance to offer giveaways to the ceremony participants
- Company profile in a flyer in the giveaways bags
- Sponsor will have a chance to present a trophy on stage to one of the winning schools
- BSOE Social media campaigns (Facebook and Instagram mentions)
- VIP seats in the VIP section
- Television coverage throughout the event

Post-event Exposure

- Featured in a section of the Bee'ah School of Environment "Green Generation" magazine
 - Green Generation Magazine: 3,000 copies are issued on a bi-annual basis

Vendor Sponsor:

- Logo on the award's screen
- Featured in a section of the Bee'ah School of Environment "Green Generation" magazine
 - Green Generation Magazine: 3,000 copies are issued on a bi-annual basis
- Mention in the press release once the sponsor comes on board
- BSOE Social media campaigns (Facebook and Instagram mentions)
- Mention in the internal communication about the event



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