

# SPONSORSHIP PACKAGES

**GIRCS** 2024  
GULF INTERNATIONAL RESTAURANT & CAFÉ SHOW  
معرض الخليج الدولي للمطاعم والمقاهي


February 29 to March 2, 2024  
GULF CONVENTION CENTRE | Manama, Kingdom of Bahrain





# UNLOCK OPPORTUNITIES WITH BRANDING AND SPONSORSHIP

We invite you to elevate your brand's presence and seize unmatched opportunities through our dynamic range of branding and sponsorship options. Unleash your brand's potential with our comprehensive branding and sponsorship opportunities. Let's work together to achieve your brand's objectives at the Gulf International Restaurant & Café Show!

-  **Lead the Conversation:** Position your brand as a thought leader and gain valuable recognition as an industry trailblazer. Be at the forefront of discussions, as your brand becomes synonymous with innovation and excellence.
-  **Maximize Visibility:** Stand out in the bustling culinary and coffee landscape, capturing the attention of a diverse and influential audience. Our diverse sponsorship packages offer unparalleled visibility and reach, providing your brand with a platform to shine.
-  **Tailored Solutions:** We understand that every brand is unique. That's why we offer customizable sponsorship packages to cater to your specific objectives and budget. Craft a sponsorship that aligns perfectly with your brand's identity and goals.

**CODE: GRICS-SPO-001**  
**DIAMOND SPONSOR (EXCLUSIVE)**

**Your Investment:**  
**BHD7,500**

Elevate your brand to the pinnacle of culinary and coffee excellence with the prestigious GIRCS Diamond Sponsorship! This exclusive opportunity positions your company at the forefront of the event, demonstrating your dedication to innovation and industry leadership. Enjoy unrivaled visibility and the privilege of hosting a premium booth at the heart of the exhibition floor. As a Diamond Sponsor, you'll play a pivotal role in shaping the future of the culinary and coffee industries making an enduring impact on this pioneering event. Let your brand radiate as a symbol of excellence at GIRCS!

A snapshot of your entitlements as a Diamond Sponsor:

- Prominent pre-event marketing exposure, including website and emails.
- Exclusive press releases and permission to use them on sponsor platforms.
- Sponsor Spotlight on event social media.
- Inclusion in countdown posts, featuring social media handles and hashtags.
- Collaboration on an interactive social media campaign.
- Logo on the event website and in email campaigns.
- Display on the official mobile app and show catalog.
- Exclusive sponsorship of lanyards for all event attendees.
- Complimentary 18 sq m stand (on 'Space Only' basis) with option to upgrade for an additional cost.

**CODE: GRICS-SPO-002**  
**TITANIUM SPONSOR (Open to 2)**

**Your Investment:**  
**BHD3,500**

As a Titanium Sponsor of the inaugural Gulf International Restaurant & Café Show, you're stepping into the spotlight of culinary and coffee excellence. This exclusive sponsorship opportunity, limited only to two (2) forward-thinking companies, places your brand at the forefront of an event dedicated to innovation and industry leadership. A snapshot of your entitlements as a Titanium Sponsor:

- Exclusive sponsorship opportunity at GIRCS.
- Live coverage of sponsor's activities with two interviews.
- Enhanced logo visibility in the exhibition.
- Seminars or workshops, with branding customization.
- Inclusion in post-event press releases and recognition in recap materials.
- Complimentary 9 sq m stand (on 'Space Only' basis) with option to upgrade for an additional cost.



**CODE: GRICS-SPO-003**

## **PREMIERE SPONSOR (Open to 3)**

**Your Investment:**

**BHD3,000**

As a Premiere Sponsor of the inaugural Gulf International Restaurant & Café Show, you're joining an exclusive group of visionary companies dedicated to culinary and coffee excellence. With only three (3) coveted spots available, this sponsorship opportunity positions your brand prominently at the heart of an event focused on innovation and industry leadership. A snapshot of your entitlements as a Premiere Sponsor:

- Exclusive sponsorship opportunity with 3 available spots.
- Live coverage of sponsor's activities with one interview.
- Enhanced logo visibility in the exhibition.
- Seminar or workshop opportunity with branding customization.
- Inclusion in post-event press releases and recognition in recap materials.
- Complimentary 9 sq m stand (on 'Space Only' basis) with option to upgrade for an additional cost.

**CODE: GRICS-SPO-004**

## **ELITE SPONSOR (Open to 5)**

**Your Investment:**

**BHD2,500**

As an Elite Sponsor of the inaugural Gulf International Restaurant & Café Show, you're part of a select group of companies dedicated to advancing the world of culinary and coffee excellence. With just five (5) coveted spots available, this sponsorship provides your brand with a notable presence at an event that champions innovation and industry leadership. A snapshot of your entitlements as an Elite Sponsor:

- Exclusive sponsorship opportunity with 5 available spots.
- Live coverage of sponsor's activities with one interview.
- Enhanced logo visibility in the exhibition.
- Inclusion in post-event press releases and recognition in recap materials.
- Complimentary 9 sq m stand (on 'Space Only' basis) with option to upgrade for an additional cost.



# INDIVIDUAL PRODUCT SPONSORSHIPS

Our individual product sponsorships provide added visibility and prestige beyond securing a stand at GIRCS. This exclusive sponsorship avenue allows your brand to spotlight specific products, reaching a discerning and diverse audience of industry professionals and enthusiasts. With your logo prominently featured alongside your sponsored product, you not only enhance your brand's visibility but also highlight your commitment to excellence within the culinary and coffee industry.

• EXHIBITOR BADGE (Exclusive)	GRICS-SPO-005	BHD500
• ECO-BAG   TOTE BAG (Exclusive)	GRICS-SPO-006	BHD500
• REGISTRATION DESK BRANDING (Exclusive)	GRICS-SPO-007	BHD500
• BREW BAR ESPRESSO SPONSOR (Open to 6)	GRICS-SPO-008	BHD250
• BREW BAR BAKED GOODS SPONSOR (Open to 6)	GRICS-SPO-009	BHD250

## OTHER BRANDING OPPORTUNITIES

### BRAND MAXIMIZER PACKAGE

• LOGO EXPOSURE ON FLOORPLAN (Limited)	GRICS-SPO-010	BHD100
• VISITOR PASSPORT (Limited)	GRICS-SPO-011	BHD100
• COLUMN CLADDING TOWER BOX (Limited)	GRICS-SPO-012	BHD500
• LOOPING VIDEO ON DIGITAL WALL ENTRANCE (5 Looping Video Ads per Day)	GRICS-SPO-013	BHD250

### CATALOGUE ADVERTISEMENT

• OUTSIDE BACK COVER (Exclusive)	GRICS-SPO-014	BHD500
• INSIDE FRONT COVER (Exclusive)	GRICS-SPO-015	BHD400
• INSIDE BACK COVER (Exclusive)	GRICS-SPO-016	BHD400
• FULL PAGE ADVERTISEMENT (Limited)	GRICS-SPO-017	BHD300
• HALF PAGE ADVERTISEMENT (Limited)	GRICS-SPO-018	BHD200

### BUSINESS PACKAGES

• BASIC BUSINESS PACKAGE (Limited)	GRICS-SPO-019   BHD350
• ENHANCED BUSINESS PACKAGE (Limited)	GRICS-SPO-020   BHD500

### SEMINAR SLOTS (Limited)

GRICS-SPO-021 | BHD200 per slot

# GULF BARISTA CHAMPIONSHIP - BAHRAIN

## Sponsorship Packages

CODE: GBC-SPO-001

### TITLE SPONSOR (Exclusive)

Your Investment:  
**BHD2,500**

The Title Sponsorship of the inaugural Gulf Barista Championship - Bahrain is an extraordinary and exclusive opportunity for your brand to take centre stage in coffee excellence. As the sole sponsor, you'll enjoy unparalleled recognition and visibility, placing your brand at the very heart of this groundbreaking event. Elevate your presence and engage with a passionate and diverse audience as we celebrate the artistry and innovation within the Kingdom's coffee industry. This exclusive sponsorship exemplifies your commitment to excellence and a pivotal role in shaping the future of the Kingdoms' coffee community, leaving an indelible mark on the event. Join us in making history and let your brand shine as the ultimate symbol of coffee distinction at the Gulf Barista Championship in Bahrain.

• ESPRESSO MACHINE SPONSOR (Exclusive)	GBC-SPO-002	BHD2,500
• GRINDER SPONSOR (Exclusive)	GBC-SPO-003	BHD2,500
• DAIRY/MILK SPONSOR (Exclusive)	GBC-SPO-004	BHD2,500
• WATER SPONSOR (Exclusive)	GBC-SPO-005	BHD2,500
• SYRUP & FLAVOURING SPONSOR (Exclusive)	GBC-SPO-006	BHD2,500
• COFFEE SPONSOR (Exclusive)	GBC-SPO-007	BHD2,500
• TROPHY SPONSOR (Exclusive)	GBC-SPO-008	BHD2,500



# EXPRESSION OF INTEREST

Expressing genuine interest, we are interested in taking a sponsorship for GIRCS as it aligns seamlessly with our brand values and objectives. We look forward to discussing the potential collaboration further and discovering how our partnership could be mutually beneficial. We are interested in the following sponsorship/s (please tick box/boxes):

- GRICS-SPO-001: DIAMOND SPONSOR
- GRICS-SPO-002: TITANIUM SPONSOR
- GRICS-SPO-003: PREMIERE SPONSOR
- GRICS-SPO-004: ELITE SPONSOR
- GRICS-SPO-005: EXHIBITOR BADGE
- GRICS-SPO-006: ECO-BAG | TOTE BAG
- GRICS-SPO-007: REGISTRATION DESK BRANDING
- GRICS-SPO-008: BREW BAR ESPRESSO SPONSOR
- GRICS-SPO-009: BREW BAR BAKED GOODS SPONSOR
- GRICS-SPO-010: LOGO EXPOSURE ON FLOORPLAN
- GRICS-SPO-011: VISITOR PASSPORT
- GRICS-SPO-012: COLUMN CLADDING TOWER BOX
- GRICS-SPO-013: LOOPING VIDEO ON DIGITAL WALL ENTRANCE (5 Looping Video Ads per Day)
- GRICS-SPO-014: OUTSIDE BACK COVER ADVERTISEMENT
- GRICS-SPO-015: INSIDE FRONT COVER ADVERTISEMENT
- GRICS-SPO-016: INSIDE BACK COVER ADVERTISEMENT
- GRICS-SPO-017: FULL PAGE ADVERTISEMENT
- GRICS-SPO-018: HALF PAGE ADVERTISEMENT
- GRICS-SPO-019: BASIC BUSINESS PACKAGE
- GRICS-SPO-020: ENHANCED BUSINESS PACKAGE
- GRICS-SPO-021: SEMINAR SLOTS
- GBC-SPO-001: TITLE SPONSOR
- GBC-SPO-002: ESPRESSO MACHINE SPONSOR
- GBC-SPO-003: GRINDER SPONSOR
- GBC-SPO-004: MILK/DAIRY SPONSOR
- GBC-SPO-005: WATER SPONSOR
- GBC-SPO-006: SYRUP & FLAVOURING SPONSOR
- GBC-SPO-007: COFFEE SPONSOR
- GBC-SPO-008: TROPHY SPONSOR

COMPANY:

CONTACT PERSON:

DESIGNATION:

MOBILE:  EMAIL:





# WORKSMART: YOUR EVENT MANAGEMENT PARTNER

At WorkSmart, we specialize in developing and managing diverse event activities, catering to clients on local, regional, and international scales. Our journey began in 2002 when we embarked on a mission to create exceptional business events under the Gulf Future Business Brand. A significant milestone arrived in 2007 when we proudly established the Bahrain Pavilion at a leading international information and technology exhibition, solidifying our reputation as a pioneering organization based in Bahrain.

Fast forward to the present, after more than a decade of experience in the field, we are thrilled to introduce WorkSmart as a dedicated entity exclusively committed to planning, developing, managing, and organizing business events. This transition underscores our unwavering strengths and capabilities, ensuring our clients receive top-notch event solutions and service excellence.





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For more information,  
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ORGANIZED BY:

