

**ABAYA  
RALLY**  
**QATAR EDITION** ///

**Be Seen.  
Be Remembered.**

Join the region's most elegant movement for women and brands alike.

**BECOME A SPONSOR**



# Abaya Rally Qatar

DATE & LOCATION

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**Date:** May 24, 2025

**Time:** 6 pm - 9 pm

**Location:** Lusail International Circuit, Qatar

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



## MORE THAN A RALLY

Abaya Rally is the Middle East's first all-women drive — where tradition meets ambition and cars become a symbol of empowerment. Over 150 women in abayas come together to break barriers, celebrate identity, and drive change.

From supercars to SUVs, each vehicle tells a story of pride and progress.

Founded by Orbit Events, the rally has made headlines across the GCC and holds a Guinness World Record for digital empowerment.







## FUN DRIVE

An exhilarating all-women drive and rally, celebrating adventure and empowerment.



## PHOTOSHOOT

Glitz and elegance with our exclusive red carpet and photoshoot



## PANEL TALK

Engaging panel discussion exploring 'Women Empowerment'.



## AWARDS

Highlighting 15 remarkable women across various backgrounds for their extraordinary achievements.



## MODEST FASHION

Show dedicated to the latest Abaya Collections in Modest Fashion.



# POWER IN PARTNERSHIP



As a sponsor, your brand will:

- Gain exposure to a **high-value female audience** (ages 25–55, culturally engaged, aspirational)
- Be associated with women's empowerment, luxury, and innovation
- Reach **1M+ digital impressions**, through a high-profile media and influencer campaign
- Be present at **Qatar's top motorsports venue**, alongside government, corporate, and lifestyle figures
- Participate in an event that aligns with progressive social values and national development goals

# VISIBILITY. REACH. INFLUENCE.

1M+

Digital Reach and PR

300+

Expected Attendees

100+

Women Participants

15

Honorees Celebrated

## Audience Profile

### Attendees:

Female professionals, entrepreneurs, creatives, motorsport fans

### Diversity:

Qatari nationals & expats across GCC

### Spending Power:

Middle–high income brackets

### Values:

Empowerment, innovation, fashion, culture, community

## Sponsorship Visibility

### Digital & Social Media:

Logo placement, shoutouts, tagged content (IG, FB, YouTube, LinkedIn)

### Media Coverage:

Features on TV, online, print press

### Physical Branding:

Logo on rally cars, flags, banners, certificates

### On-Stage Recognition:

MC mentions, PR quotes, stage mentions

### Activations:

Booths, car showcases, branded gifts, influencer collabs

## Media Partners & Influencers

### Media Coverage:

Pre-event press, live event reporting, post-event highlights

### Influencer Integration:

Regional fashion, motorsport & empowerment figures

### Livestream Options:

Via social media platforms for wider GCC/global reach

### Content Creation:

Co-branded videos, behind-the-scenes reels, interviews



SPONSORSHIP PACKAGES

|  | PLATINUM<br>limited partnership slots available | GOLD       | SILVER     |
|--|---|------------|------------|
| Investment   | QAR 100,000                                     | QAR 50,000 | QAR 25,000 |
| LOGO<br>size/placement                                   | Large   | Medium     | Small      |
| Screen<br>av/logo  | Yes   | Logo       | Logo       |
| Branding<br>flags/banners onsite                         | 5   | 3          | 2          |
| Social media<br>Instagram, Facebook                      | Yes   | Yes        | Yes        |
| Google ads   | Yes   | Yes        | Yes        |
| Highlight video  | Yes   | Yes        | Yes        |
| Branded gift distribution                                | Yes   | Yes        | Yes        |
| Invitations<br>for drive experience                      | 20  | 10         | 5          |
| Activation<br>database collection                        | Yes   | Yes        | -          |
| Sponsor-branded<br>contest opportunity                   | Yes   | Yes        | -          |
| Booth  | 3 x 3 m   | 3 x 3 m    | -          |
| Speaking opportunity                                     | Yes   | -          | -          |
| Logo on Rally car  | Yes   | -          | -          |
| Special award  | Yes   | -          | -          |
| EXCLUSIVITY<br>Exclusive branding, lead<br>partner title | Yes   | -          | -          |

Need something tailored to your brand? Custom packages available upon request.



# BOOTH

Showcase your brand, engage with guests, and create an unforgettable in-person experience.

Size - 5 x 5 m  
Price - QAR 10,000

Size - 3 x 3 m  
Price - QAR 5,000

## Includes:

- Prime location in activation area
- Table, chairs, and basic power access
- Option for product sampling / branded décor
- Mention in venue map and rally guide

Limited spots available – secure yours early.



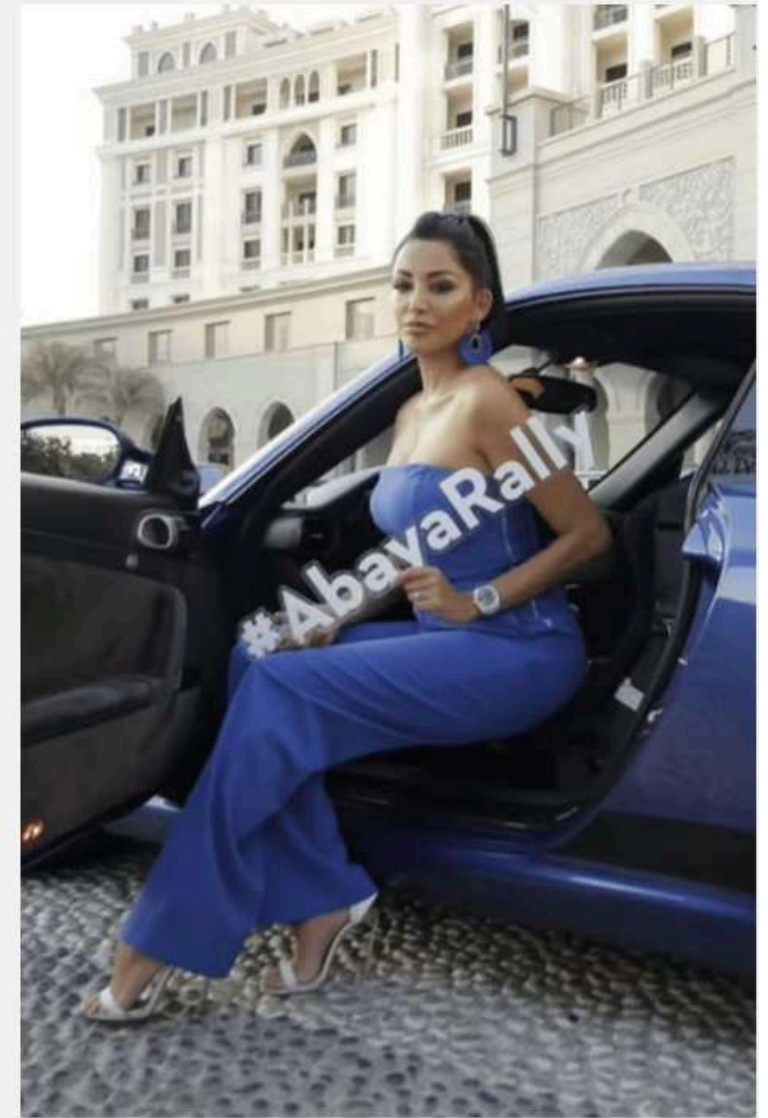


Real exposure. Real engagement. From media walls to merchandise, see how our sponsors connect with the audience at every touchpoint.

# Spotlight on Our Partners













# Behind the Movement

Join the movement — stand with those shaping the future of empowered women.







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# Let's Build This Together

Your partnership isn't just a sponsorship — it's a STATEMENT.  
Let's celebrate women in motion, innovation in action, and a future powered by purpose.

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