

OMRAN Group Sponsorship Scorecard Part I.

Sponsorship Details	
Sponsorship for:	Sustainable Leaders Youth camp by Carbon6 (Dusit 2)
What is the value of OMRAN Group's commitment?	Financial (amount requested): OMR 2500 Services (time commitment of staff / other) No
Who will manage OMRAN Group's involvement in this sponsorship?	Individual: Or Team members: Comms & Branding & RDI
How will the sponsorship be evaluated? Please provide as many details as possible	The sponsorship will be evaluated based on the sponsorship policy and in line with OMRAN Group requirements.
Duration:	2 days (2-4 MAY 2024)

OMRAN Group Sponsorship Scorecard Part II

Pre-sponsorship Evaluation		
Scoring Item	Score	Notes
What is the main audience that will be reached? (select one)		
General public	5	12
Travel & tourism industry	5	
Real estate industry	3	
Government	3	
Local community (next to an OMRAN project)	7	
What will it cost? (select one)		
<OMR 5,000	6	6
OMR 5,000 to OMR 25,000	3	
>OMR 25,000	1	
Time commitment (select one)		
Low - Staff time/commitment	8	8
Medium - Staff time/commitment	4	
High - Staff time/commitment	2	
What exposure will OMRAN Group get as a result? (select all that apply)		
Local community	5	10
National media coverage (PR)	5	
International media coverage (PR)	2	
National advertising by event / partner	6	
International advertising by event / partner	3	
How long will the sponsorship last? (select one)		
One-off event	2	2
Multiple promotional opportunities	4	
Repeating event eg. annual	5	
Does the sponsorship... (select all that apply)		
Increase brand awareness	5	20
Promote our Respect Value	5	
Promote our Know-how Value	5	
Promote our Beyond Value	5	

Does the sponsorship promote a particular project? (select one)		
OMRAN Group Project	10	3
OMRAN Group Existing Asset	3	
JV Project	5	
Boosters (additional points can be given for the following)		
OMRAN Group as sole sponsor	5	25
Supports training / education for young Omanis	10	
Support conservation of Oman's natural environment	7	
Supports protection of Oman's natural heritage	7	
Allows opportunity for direct staff involvement	5	
Supports provision of, or provides directly, jobs to Omanis	7	
OMRAN Group Key Stakeholder	10	
Is the partner a...		
Charity or community Group (NGO)	4	4
Governmental organisation	3	
Private sector organisation	2	
Total Scorecard		88

Note: Proposals should score at least **60** points on the Pre-Sponsorship Evaluation portion of the **Scorecard** to be taken for further consideration.

Recommendation by Corporate Affairs Department:

Requirements:

- Financial Support

Benefits of the project to Oman and OMRAN Group:

- Local Media exposure through various media platforms, including social media.
- OMRAN Group logo exposure on all associated marketing and branding kits (flags and banners).
- Promoting Dusit 2 Hotel – as the hosting venue for the event.
- 5 VIP access for the bootcamp and final ceremony.

It is recommended to sponsor the event for the following reasons:

As per the sponsorship guidelines, the proposal has scored 88 points, hence it is qualified for further consideration:

- The highly anticipated event, planned in partnership with the Ministry of Culture, Sport & Youth and numerous other government and private sector entities, will take place in AL Jebel Akhdar (Dusit D2) from 2 - 4 May 2024.
- The event Will be held at the Dusit D2, and we have agreed to sponsor this event by pay (2500 OMR) which is 50% of the total cost for hosting the event at Dusit D2.
- This event is a good platform for OMRAN Group brand exposure that will add a direct return of investment.
- Dusit D2 is chosen to be the venue to hosting the event, which will enhance positioning of the asset.
- Brand exposure as hospitality partner on all promotional and marketing campaign for this event will take place on 2-4 May 2024.

CCP recommendation:

CCP recommends that OMRAN Group can sponsor this proposal with an amount of OMR 2500/- (which will be paid to Dusit D2)



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	Evaluation Member	Signature
Prepared by:	Adnan Al Ismaili	
Reviewed by:	Event & Sponsorship Lead	
Endorsed by:	Brand Expert	
Approved by:	Director of Branding & Communications	
Approved by:	CCPO	
Approved by:	CEO	
Approved by:	BOD	

Wednesday, 07 February 2024

Carbon 6 Oman

Dear Team,

Thank you for your interest in **dusitD2 Naseem Resort, Jabal Akhdar, Oman** and for giving us the opportunity to offer a quotation for your group. Having reviewed your requirements, we are delighted to submit the attached proposal for your kind consideration.

This quotation is offered on an exclusive basis and is only valid for the specific dates requested. kindly note that the space is not currently held. This proposal is valid until **15th February 2024**, which point the hotel, reserves the right to submit a revised quotation.

Once we received a confirmation of the proposal, the hotel will issue a Group Agreement and Pro-Forma Invoice to secure the booking. Once this is returned with the required deposit, the booking will be confirmed and will proceed further respectively.

We are excited at the prospect of presenting our hotel and are committed to making your event a successful one. Should you require further assistance, please do not hesitate to get in touch with us at your earliest convenience.

We thank you and look forward to the pleasure of working with you soon.

Graciously yours,

Firas Al Amri

Sales Manager

dusitD2 Naseem Resort Jabal Akhdar, Oman



GROUP PROPOSAL - REVISED

Accommodation:

Room Type	Room Rate <u>Before</u> Discount	Room Rate <u>After</u> Discount	Meals Plan	Number of Rooms Required
Single - Deluxe Room	OMR 125.000 Including Taxes	OMR 82.000 Including Taxes	Full Board	5
Double – Deluxe Room	OMR 101.000 Including Taxes	OMR 65.000 Including Taxes	Breakfast	7

***Lunch or Dinner Supplement is OMR 11.000 Net. per Person per Day.**

Meeting Package:

Day	Package	Rate Per Adult	Number of the attendees
Day 1	3 Coffee Breaks	OMR 24.000 Including Taxes	80
Day 2	2 Coffee Breaks	OMR 18.000 Including Taxes	80



Deposit and Cancellation Policy:

- Full payment is required upon signing the contract. Any cancellation beyond this period will result to 100% cancellation fees.

Kindly confirm back to us not later than **15th February 2024** to proceed and arrange your request accordingly.

Graciously yours,

Firas Al Amri
Sales Manager

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dusitD2 Naseem Resort, Jabal Akhdar, Oman