



## **The First AlexandriaU-CRCICA Pre-Moot for the Willem C. Vis and International Commercial Arbitration Conference**

March 2020  
Alexandria, Egypt

## I. SPONSORSHIP PACKAGES

Packages	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Pricing	<b>200,000 EGP (Sole Sponsor)</b>	<b>75,000 EGP</b>	<b>50,000 EGP</b>	<b>35,000 EGP</b>
Benefits	25	20	15	9
Dedicating one of the Conference panel discussions to discuss an arbitration topic directly related to the sponsor's business sector or main area of practice	✓	—	—	—
At least one speaker in one of the Conference panel discussions on an arbitration topic directly related to the sponsor's business sector or main area of practice (approval of speaker is required from the OCs)	✓	—	—	—
Access to the database of the Pre-Moot participants and the Conference attendees (in light of their pre-consent)	✓	—	—	—



Special positioning as “Platinum Sponsor” and headline sponsor in all advertising and communication materials	✓	—	—	—
Sponsor's description on the Event website and social media channels	✓	—	—	—
Booth granted at the BACC to display promotional materials and services	✓ (Strategic separate booth)	✓ (Non-separate booth)	—	—
Keynote speaking slot in the Opening Ceremony (Partner/CEO/Director level is strongly recommended and approval of speaker is required from the OCs)	✓ (Seven minutes, in addition to the availability of the visual data-show)	✓ (Four minutes)	—	—
Roll-up banners in any desired location	✓ (Two Rolls)	✓ (Only one Roll)	—	—
Inclusion of the sponsor’s logo on promoting stands among the Event	✓	✓	—	—
Inclusion of the sponsor’s logo in communication and correspondence documents	✓	✓	—	—
Inclusion of the sponsor’s logo on the Moot certificates	✓ (Notable visibility)	✓	✓	—
Distribution of sponsor’s promotional materials within the Conference welcome bags and the Teams’ and Arbitrators’ Moot bags	✓ (Any promotional materials)	✓ (Flyers and business cards only)	✓ (Flyers only)	—



Displaying sponsor's promotional flyers at the registration and information desks	✓	✓	✓	—
Strategic on-site visibility: the sponsor's name and logo will appear on signage at the BACC entrance	✓	✓	✓	—
Visibility of the sponsor's logo on screens during the Opening Ceremony and Conference Sessions	✓ (Foremost visibility)	✓ (Notable visibility)	✓	—
Acknowledgment at the official opening speech	✓	✓	✓	—
Acknowledgment at the official closing speech	✓	✓	✓	✓
Inclusion of the sponsor's logo on the Event website, in the section of the sponsor's package, with a hyperlink to the sponsor's website	✓	✓	✓	✓
Visibility of the sponsor's logo on the outdoor huge poster in the BA Plaza	✓ (Foremost visibility)	✓ (Notable visibility)	✓	✓
Inclusion of the sponsor's logo on the Conference welcome bags and the Teams' and Arbitrators' Moot bags	✓ (Foremost visibility)	✓ (Notable visibility)	✓	✓
Colored advertisement page in the Event handbook (approval from the OCs is required)	✓ (Two pages between the book's main pages)	✓ (One page between the book's main pages)	✓ (One page in the sponsors' section in the book)	✓ (Half page in the sponsors' section in the book)



Inclusion of the sponsor's name on the Moot T-Shirts	✓	✓	✓	✓
Invitations for attending the Conference	✓ (Six invitations)	✓ (Four invitations)	✓ (Four invitations)	✓ (Two invitations)
Access to the oral pleading sessions of the Pre-Moot (approval from the Organizing Team is required)	✓ (All sessions)	✓ (All sessions)	✓ (Elimination and General Rounds only)	✓ (General Rounds only)
Social media promotion through the Event social media channels	✓	✓	✓	✓

#### Definitions and Abbreviations

- The Event: The First AlexandriaU-CRCICA Pre-Moot and International Commercial Arbitration Conference;
- The Pre-Moot /Moot/Competition: The AlexandriaU-CRCICA Pre-Moot, for the Willem C. Vis and Willem C. Vis (East) International Commercial Arbitration Moots;
- The Conference: The AlexandriaU-CRCICA International Conference on International Commercial Arbitration and International Trade Law;
- EGP: Egyptian Pounds;
- The OCs: The Organizers Committees constituted by each of the two hosting and organizing Institutions to supervise the Event and decide on the technical matters;
- The BA: The Bibliotheca Alexandrina;
- The BACC: Bibliotheca Alexandrina Conference Center



## II. PARTNERS, SUPPORTERS, AND OTHER SPONSORS

### a.) Strategic Partners

Pricing: N/A

Description: The Strategic Partners are expected to morally support the Event, besides promoting and circulating it among the partner's contacts, if possible. Monetary funds and in-kind contributions are subject to the partner's discretion.  
The Strategic Partner could not be a firm or a company; it could be only for instance: an international organization, international association, government agency, arbitration center, foreign government agency, non-governmental, or non-profit organization.

Benefits:

1. Inclusion of the partner's logo on the Event website, in the strategic partners section, with a hyperlink to the partner's website;
2. Booth granted at the BACC to display promotional materials and services (upon the availability);
3. Visibility of the partner's logo on the outdoor huge poster in the BA Plaza;
4. Inclusion of the partner's logo in the printed materials including the Conference agenda and flayers;
5. Social media promotion through the Event social media channels

### b.) Supporting Institutions

Pricing: 16,000 EGP

The Supporting Institutions are also expected to promote the Event and circulating it among the institution's contacts, if possible. In-kind contributions may be provided.

Benefits:

1. Inclusion of the supporter's logo on the Event website, in the supporting institutions section, with a hyperlink to the partner's website;
2. Visibility of the supporter's logo on the outdoor huge poster in the BA Plaza;
3. Inclusion of the supporter's logo in the printed materials including the Conference agenda and flayers;
4. Inclusion of the supporter's logo on the Conference welcome bags and the Teams' and Arbitrators' Moot bags
5. Social media promotion through the Event social media channels



### c.) Catering Sponsor

The catering sponsor could be either the service provider and could be a sponsor who will cover all expenses paid to the service provider.

1. Inclusion of the partner's logo on the Event website, in the catering sponsor section, with a hyperlink to the partner's website;
2. Visibility of the partner's logo on the outdoor huge poster in the BA Plaza;
3. Inclusion of the partner's logo in the printed materials including the Conference agenda and flayers;
4. Social media promotion through the Event social media channels

### d.) Community Partners

The Community partners are expected provide the needed services and in-kind contributions. Besides promoting the Event and circulating it among the entity's contacts, if possible.

Benefits:

1. Inclusion of the partner's logo on the Event website, in the community partners section, with a hyperlink to the partner's website;
2. Visibility of the partner's logo on the outdoor huge poster in the BA Plaza;
3. Inclusion of the partner's logo in the printed materials including the Conference agenda and flayers;
4. Social media promotion through the Event social media channels

### e.) Media Partners

The Media Partners are responsible for: The media coverage of the Event before, during, and after taking place; Covering the Event via photographing including photos and videos; Promotion of the Event extensively in the related digital media outlets and in print; Promotional posts on the social media platforms; Interviewing participants and arbitrators in coordination with the Organizing Team (subject to interviewees' approval).

Benefits:

1. Inclusion of the partner's logo on the Event website, in the community partners section, with a hyperlink to the partner's website;
2. Visibility of the partner's logo on the outdoor huge poster in the BA Plaza;
3. Inclusion of the partner's logo in the printed materials including the Conference agenda and flayers;
4. Social media promotion through the Event social media channels



### **III. METHODS OF PAYMENT**

**The grants and funds could be received either through:**

- Certified Cheque

To be issued in the name of	The Cairo Regional Centre for International Commercial Arbitration
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- Direct Bank Transfer

Account Name (Beneficiary)	The Cairo Regional Centre for International Commercial Arbitration
Beneficiary Bank	Qatar National Bank Al Ahli (QNB AL AHLI), Al Kamel Mohamed Branch
Branch Address	2 Al-Kamel Mohamed St., Zamalek, Cairo, 11211, Egypt
Branch Code	00062
Account Number (EGP)	00062-20315452429-72
Account Number (USD)	00062-20310212424-73
Account Number (EUR)	00062-20310212422-79
Swift Code	QNBAEGCX
Reference	1st ALEXUNIV-CRCICA PRE-MOOT 2020

- Cash Payment

To	The Cairo Regional Centre for International Commercial Arbitration
The Centre's Address	1 Al-Saleh Ayoub St., Zamalek, Cairo, 11211, Egypt
Telephone	+(202) 273 51 333 / +(202) 273 51 335 / +(202) 273 51 337



## **IV. NOTES AND INFORMATION**

### **Important Notes regarding the methods of payment:**

- Kindly note that the *Cairo Regional Centre for International Commercial Arbitration* is receiving the funds in its capacity as the Treasurer Institution by the virtue of the Protocol of Cooperation entered into between the two organizing institutions, *i.e.* *Alexandria University* and the *Cairo Centre*, on initiating the *AlexandriaU-CRCICA International Pre-Moot and Conference*; and which has been signed on December 23<sup>rd</sup>, 2019 and went into effect on December 24<sup>th</sup>, 2019.
- Please make sure that the aforementioned reference is inserted in all bank transfers (Direct Bank Transfer Table, page 7, last row).
- In case of Direct Bank Transfer, please make sure that the bank transfer expenses are not deducted from the total transferred amount, and we will much appreciate providing the *Event Executive Committee* ([info@alexucrcica.com](mailto:info@alexucrcica.com)) and the *Treasurer's Financial Controller* ([tamer.el-kharadly@crcica.org](mailto:tamer.el-kharadly@crcica.org)) with a copy of the bank transfer order to check with our Bank and confirm the receipt to you.
- Kindly note that in its capacity as an international organization working in Egypt, the *Cairo Centre* is exempted from all direct taxes by virtue of the Presidential Decree No. 399/1987.

### **For further details please contact:**

The Executive Committee of the AlexandriaU-CRCICA Int'l Pre-Moot and Conference

- E-mail Address: [info@alexucrcica.com](mailto:info@alexucrcica.com)
- Phone Numbers: +(20) 114 40 66 349 ; +(20) 114 98 76 336 | Fax: +(203) 59 10 720
- Website: [www.alexucrcica.com](http://www.alexucrcica.com)
- Facebook Page: [facebook.com/AlexandriaU.CRCICA](https://facebook.com/AlexandriaU.CRCICA)
- LinkedIn Page: [linkedin.com/company/alexandriau-crcica](https://linkedin.com/company/alexandriau-crcica)
- Address: Alexandria University Faculty of Law, Academic Bldg. 2F, Social Sciences Campus,  
2 Ali Mostafa Mosharafah Street (Soter), El-Shatby,  
Alexandria, Alexandria Governorate, 21526, Egypt