

SERA 2026 Annual Events Program

Financial Overview & Budget Summary

EXECUTIVE SUMMARY			
Category	Events	Budget (SAR)	% of Total
Q1 Events (Jan-Mar)	9	1,298,897	20.7%
Q2 Events (Apr-Jun)	8	1,145,170	18.3%
Q3 Events (Jul-Sep)	8	1,345,040	21.5%
Q4 Events (Oct-Dec)	16	1,530,019	24.4%
Sports Events	3	367,333	5.9%
Weekly Newsletters	52	580,865	9.3%
GRAND TOTAL (Excl. VAT)	44 + 52 issues	6,267,324	100%
VAT (15%)		940,099	
GRAND TOTAL (Incl. VAT)		7,207,423	



KEY HIGHLIGHTS		
Total Annual Events	41 events + 3 sports + 52 newsletters	
Total Attendance (Est.)	~9,000+ participants across all events	
Major Gala Events	7 (Annual Meeting, Eid x2, National Day, Summer, Year-End)	
Agency Commission	15% on all events and activities	
Price Validity	90 days from proposal date	

Q1 & Q2 Events Detail (January - June 2026)

#	Event Name	Arabic	Date	Category	Pax	Budget (SAR)
Q1 EVENTS						
1	Annual Meeting 2026	██████████ ██████████	February 3	Corporate Conference	300	329,475
2	Founding Day	████ ██████████	February 22	National Celebration	300	72,565
3	Employee Appreciation Day	████ █████████ ██████████	March 2	Recognition Gala	300	256,450
4	International Women's Day	██████ ████████████████████	March 8	Awareness/Celebratio	150	132,538
5	Saudi Flag Day	████ █████████ ████████████	March 11	Patriotic Celebratio	300	75,210
6	Ramadan Iftar	██████ █████████	Mid-March	Corporate Iftar	300	245,870
7	Mother's Day	████ ██████	March 21	Appreciation Event	130	86,164
8	Saudi Green Initiative	██████████ ████████████████████	██████████	Sustainability Aware	250	52,325
	Q1 SUBTOTAL					1,298,897
9	Ehsan Philanthropy Campaign	████ █████████	March	CSR/Charity	200	48,300
Q2 EVENTS						
10	Eid Al-Fitr Celebration	██████████ █████ ██████████	Early April	Major Gala	300	332,925
11	Creativity & Innovation Day	████ ████████████████████	April 21	Professional Develop	200	202,400
12	International Tea Day	██████ ████████████████████	May 21	Social/Wellness	250	55,200
13	Joy Clothing Drive	██████ █████	May	CSR/Charity	200	50,600
14	World No Tobacco Day	████████ ████████████████████	May 31	Health Awareness	200	67,390
15	Blood Donation Day	████ ████████████████████	June 14	CSR/Health	120	34,845
16	Father's Day	████ ██████	June 15	Appreciation Event	160	86,135
17	Eid Al-Adha Celebration	██████████ █████ ██████████	Mid-June	Major Gala	300	315,675

Q2 SUBTOTAL					1,145,170
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Q3 & Q4 Events Detail (July - December 2026)

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35	Universal Children's Day	██	November 20	CSR/Family	200	100,050
36	Volunteer Day	████████████████	December 5	CSR Activity	80	34,040
37	Anti-Corruption Day	██	December 9	Awareness	200	54,625
38	Transformation Activities	██	Q4 TBD	Digital Transformati	200	72,450
39	Ideal Office Competition	██	Q4 TBD	Internal Competition	200	59,225
40	Arabic Language Day	██	December 8	Cultural Celebration	200	92,575
41	Year-End Celebration	██	Late December	Major Gala	300	409,975
	Q4 SUBTOTAL					1,530,019

Sports (3)	367,333	
Newsletters (52)	580,865	
GRAND TOTAL (Excluding VAT)	6,267,324	
VAT (15%)	940,099	
★ GRAND TOTAL (Including VAT)	7,207,423	