



SERA 2026 Annual Events Program

Financial Overview & Budget Summary

EXECUTIVE SUMMARY			
Category	Events	Budget (SAR)	% of Total
Q1 Events (Jan-Mar)	9	1,503,595	20.3%
Q2 Events (Apr-Jun)	8	1,393,570	18.8%
Q3 Events (Jul-Sep)	8	1,553,190	21.0%
Q4 Events (Oct-Dec)	16	1,902,733	25.7%
Sports Events	3	451,191	6.1%
Weekly Newsletters	52	589,950	8.0%
GRAND TOTAL (Excl. VAT)	44 + 52 issues	7,394,229	100%
VAT (15%)		1,109,134	
GRAND TOTAL (Incl. VAT)		8,503,363	



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	الاجتماع السنوي ٢٠٢٦	February 3	Corporate Conference	300	353,625
2	Founding Day	اليوم التأسيسي	February 22	National Celebration	300	81,190
3	Employee Appreciation Day	اليوم العالمي للتقدير	March 2	Recognition Gala	300	338,100
4	International Women's Day	اليوم العالمي للمرأة	March 8	Awareness/Celebration	150	156,112
5	Saudi Flag Day	اليوم الوطني للمملكة العربية السعودية	March 11	Patriotic Celebration	300	75,210
6	Ramadan Iftar	الإفطار في شهر رمضان	Mid-March	Corporate Iftar	300	265,420
7	Mother's Day	اليوم العالمي للأم	March 21	Appreciation Event	130	99,676
8	Saudi Green Initiative	مبادرة السعودية الخضراء	March 15	Sustainability Awareness	250	76,762
Q1 SUBTOTAL						1,503,595
9	Ehsan Philanthropy Campaign	حملة إحسان الخيرية	March	CSR/Charity	200	57,500
Q2 EVENTS						
10	Eid Al-Fitr Celebration	عيد الفطر	Early April	Major Gala	300	422,625
11	Creativity & Innovation Day	اليوم العالمي للابتكار والابداع	April 21	Professional Development	200	254,150
12	International Tea Day	اليوم العالمي للشاي	May 21	Social/Wellness	250	55,200
13	Joy Clothing Drive	حملة الار蹙ان	May	CSR/Charity	200	50,600
14	World No Tobacco Day	اليوم العالمي بدون تبغ	May 31	Health Awareness	200	69,690
15	Blood Donation Day	اليوم العالمي للتبرع بالدم	June 14	CSR/Health	120	34,845
16	Father's Day	اليوم العالمي للآباء	June 15	Appreciation Event	160	101,085
17	Eid Al-Adha Celebration	عيد الأضحى	Mid-June	Major Gala	300	405,375



	Q2 SUBTOTAL						1,393,570
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Q3 & Q4 Events Detail (July - December 2026)

#	Event Name	Arabic	Date	Category	Pax	Budget (SAR)
Q3 EVENTS						
18	Summer SERA	الصيفي SERA	July 20	Seasonal Family Event	500	476,100
19	SERA Winter	الشتوي SERA	August 19	Seasonal Indoor Event	300	181,700
20	World First Aid Day	اليوم العالمي لـ First Aid	September 11	Health Awareness	200	77,050
21	Skills Development (دورة تطوير مهارات)	دورة تطوير مهارات	September	Professional Development	200	135,125
22	World Alzheimer's Day	اليوم العالمي للzheimer	September 21	Health Awareness	200	47,725
23	What's Our Role (دورنا)؟	دورنا؟	September	Internal Engagement	200	65,090
24	Saudi National Day (96th)	اليوم الوطني للمملكة العربية السعودية (الذكرى ٩٦)	September 23	National Celebration	300	454,825
25	Environment Week	نеделя البيئة	Q3 TBD	Sustainability Awareness	250	115,575
Q3 SUBTOTAL						1,553,190
Q4 EVENTS						
26	International Coffee Day	اليوم العالمي للقهوة	October 1	Social/Wellness	250	53,188
27	Breast Cancer Awareness	اليوم العالمي للسرطان	October TBD	Health Awareness	200	69,000
28	Cybersecurity Exhibition	اليوم العالمي للبيئة	October TBD	Professional/Awareness	250	265,938
29	World Mental Health Day	اليوم العالمي للصحة العقلية	October 10	Health Awareness	200	77,625
30	World Savings Day	اليوم العالمي لـ Savings Day	October 31	Financial Awareness	200	63,250
31	Quality Day	اليوم العالمي للجودة	November 10	Professional Development	180	115,690
32	Flu Vaccination Campaign	اليوم العالمي لـ Flu Vaccination	November 15	Health Campaign	250	67,562
33	World Diabetes Day	اليوم العالمي للسكري	November 14	Health Awareness	200	67,850
34	International Men's Day	اليوم العالمي للرجل	November 19	Appreciation Event	200	107,525



35	Universal Children's Day	[REDACTED]	November 20	CSR/Family	200	123,050
36	Volunteer Day	[REDACTED]	December 5	CSR Activity	80	42,780
37	Anti-Corruption Day	[REDACTED]	[REDACTED]	Awareness	200	70,725
38	Transformation Activities	[REDACTED]	[REDACTED] BD	Digital Transformation	200	101,200
39	Ideal Office Competition	[REDACTED]	Q4 TBD	Internal Competition	200	75,325
40	Arabic Language Day	[REDACTED]	[REDACTED]	Cultural Celebration	200	106,375
41	Year-End Celebration	[REDACTED]	Late December	Major Gala	300	495,650
Q4 SUBTOTAL						1,902,733



Sports Events & Newsletters

Sport	Arabic	Participants	Budget (SAR)
Football Tournament	██████████	150	195,500
Padel Tournament	██████████	20	68,241
Walking Challenge & SERA Friday	██████████ + ████████	200	187,450
SPORTS TOTAL			451,191

52 WEEKLY NEWSLETTERS

Item	Issues/Year	Budget (SAR)
Content Writing (AR/EN), Design, Editorial, Distribution, Print	52	589,950

FINAL BUDGET SUMMARY

SERA 2026 COMPLETE BUDGET		
Category	Amount (SAR)	
All Events (41)	6,353,088	



Sports (3)	451,191	
Newsletters (52)	589,950	
GRAND TOTAL (Excluding VAT)	7,394,229	
VAT (15%)	1,109,134	
★ GRAND TOTAL (Including VAT)	8,503,363	