



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

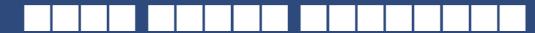


Q1 & Q2 Events Detail (January - June 2026)

#	Event Name	Arabic	Date	Category	Pax	Budget (SAR)
Q1 EVENTS						
1	Annual Meeting 2026	الاجتماع السنوي ٢٠٢٦	February 3	Corporate Conference	300	329,475
2	Founding Day	يوم التأسيس	February 22	National Celebration	300	72,565
3	Employee Appreciation Day	اليوم العالمي للتقدير	March 2	Recognition Gala	300	256,450
4	International Women's Day	اليوم العالمي للمرأة	March 8	Awareness/Celebration	150	132,538
5	Saudi Flag Day	اليوم الوطني للمملكة العربية السعودية	March 11	Patriotic Celebration	300	75,210
6	Ramadan Iftar	إفطار رمضان	Mid-March	Corporate Iftar	300	245,870
7	Mother's Day	اليوم العالمي للأم	March 21	Appreciation Event	130	86,164
8	Saudi Green Initiative	مبادرة السعودية الخضراء	March 15	Sustainability Awareness	250	52,325
Q1 SUBTOTAL						1,298,897
9	Ehsan Philanthropy Campaign	حملة إحسان الخيرية	March	CSR/Charity	200	48,300
Q2 EVENTS						
10	Eid Al-Fitr Celebration	عيد الفطر	Early April	Major Gala	300	332,925
11	Creativity & Innovation Day	اليوم العالمي للابتكار والابداع	April 21	Professional Development	200	202,400
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	67,390
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	86,135
17	Eid Al-Adha Celebration	عيد الأضحى	Mid-June	Major Gala	300	315,675



	Q2 SUBTOTAL						1,145,170
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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	418,025
19	SERA Winter	الشتوي SERA	August 19	Seasonal Indoor Event	300	135,700
20	World First Aid Day	اليوم العالمي لـ First Aid	September 11	Health Awareness	200	67,850
21	Skills Development	التنمية المهنية	September	Professional Development	200	119,025
22	World Alzheimer's Day	اليوم العالمي للzheimer	September 21	Health Awareness	200	37,375
23	– What's Our Role	– ما هي مسؤوليتنا	September	Internal Engagement	200	59,340
24	Saudi National Day (96th)	اليوم الوطني للمملكة العربية السعودية (الذكرى ٩٦)	September 23	National Celebration	300	412,275
25	Environment Week	نеделя البيئة	Q3 TBD	Sustainability Awareness	250	95,450
Q3 SUBTOTAL						1,345,040
Q4 EVENTS						
26	International Coffee Day	اليوم العالمي للقهوة	October 1	Social/Wellness	250	54,338
27	Breast Cancer Awareness Day	اليوم العالمي للسرطان	October TBD	Health Awareness	200	52,900
28	Cybersecurity Exhibition	المعرض العالمي للأمن السيبراني	October TBD	Professional/Awareness	250	203,263
29	World Mental Health Day	اليوم العالمي للصحة الذهنية	October 10	Health Awareness	200	62,100
30	World Savings Day	اليوم العالمي لـ Savings	October 31	Financial Awareness	200	51,750
31	Quality Day	اليوم العالمي للجودة	November 10	Professional Development	180	88,090
32	Flu Vaccination Campaign	حملة التطعيم ضد الإنفلونزا	November TBD	Health Campaign	250	53,763
33	World Diabetes Day	اليوم العالمي للسكري	November 14	Health Awareness	200	54,050
34	International Men's Day	اليوم العالمي للرجال	November 19	Appreciation Event	200	86,825



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



Sports Events & Newsletters

Sport	Arabic	Participants	Subtotal (SAR)	Commission	Total (SAR)
Football Tournament	Football Tournament	150	126,880	19,032	145,912
Padel Tournament	Padel Tournament	20	53,540	8,031	61,571
Walking Challenge & SERA Friday	Walking Challenge & SERA Friday	200	139,000	20,850	159,850
SPORTS TOTAL			319,420	47,913	367,333

52 WEEKLY NEWSLETTERS

Item	Subtotal (SAR)	Commission (15%)	Total (SAR)
Content Writing (AR/EN), Design, Distribution, Print	505,100	75,765	580,865

FINAL BUDGET SUMMARY

SERA 2026 COMPLETE BUDGET		
Category	Amount (SAR)	
All Events (41)	5,319,126	



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	