

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	██████████ ██████████	February 3	Corporate Conference	300	353,625
2	Founding Day	████ ██████████	February 22	National Celebration	300	81,190
3	Employee Appreciation Day	████ █████████ ██████████	March 2	Recognition Gala	300	338,100
4	International Women's Day	██████ ████████████████████	March 8	Awareness/Celebratio	150	156,112
5	Saudi Flag Day	████ █████████ ████████████	March 11	Patriotic Celebratio	300	75,210
6	Ramadan Iftar	██████ █████████	Mid-March	Corporate Iftar	300	265,420
7	Mother's Day	████ █████	March 21	Appreciation Event	130	99,676
8	Saudi Green Initiative	██████████ ████████████████████	██████████████████	Sustainability Aware	250	76,762
	Q1 SUBTOTAL					1,503,595
9	Ehsan Philanthropy Campaign	████ █████	March	CSR/Charity	200	57,500
Q2 EVENTS						
10	Eid Al-Fitr Celebration	██████████ █████ ██████████	Early April	Major Gala	300	422,625
11	Creativity & Innovation Day	████ ████████████████████	April 21	Professional Develop	200	254,150
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	69,690
15	Blood Donation Day	████ ████████████████████	June 14	CSR/Health	120	34,845
16	Father's Day	████ █████	June 15	Appreciation Event	160	101,085
17	Eid Al-Adha Celebration	██████████ █████ ██████████	Mid-June	Major Gala	300	405,375

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

[illegible]

35	Universal Children's Day	██	November 20	CSR/Family	200	123,050
36	Volunteer Day	████████████████	December 5	CSR Activity	80	42,780
37	Anti-Corruption Day	██	December 9	Awareness	200	70,725
38	Transformation Activities	██	Q4 TBD	Digital Transformati	200	101,200
39	Ideal Office Competition	██	Q4 TBD	Internal Competition	200	75,325
40	Arabic Language Day	██	December 8	Cultural Celebration	200	106,375
41	Year-End Celebration	██	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	