

To whom it may concern

**Alexander Schönfelder**

Ambassador of the Federal Republic of Germany  
Abu Dhabi

**Sybille Pfaff**

Consul General of the Federal Republic of Germany  
Dubai

Abu Dhabi, 10<sup>th</sup> July 2023

Dear Madam, dear Sir,

It is our great pleasure to announce that we will celebrate this year's Day of German Unity on October 3, 2023. The celebration will take place at a spectacular new venue:  
The Cruise Terminal 2, Mina Port, Abu Dhabi.

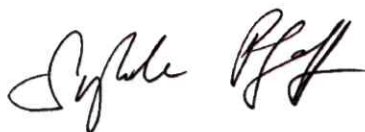
Since we have decided to hold the event again on its original date – October 3 – we were in need of an indoor location suitable to host the combined amount of guests of the Embassy and the Consulate General. The Cruise Terminal 2 is large enough for approximately 1200 guests and more beautiful than any hotel ballroom. It is known for its contemporary design, it is modern and airy and most of all – empty. This gives us, our caterer (the Beach Rotana Hotel) but also our sponsors plenty of possibilities to use this space as we wish.

As you can gather by now, in order to make this event happen, we need the support of sponsors and we were thinking that your company might be willing to contribute and to help us in representing Germany as an excellent and exciting business location.

Based on the model of previous years, we would like to offer sponsorship packages of 5.000 AED, 10.000 AED or 15.000 AED. Your contribution would include a wide range of benefits: Sponsors can add people to the guest list (depending on the amount they contribute), set up information stands and provide giveaways. In addition, they would be referred to in the e-invites and the opening address. Kindly refer to the attached overview for more details.

We are hoping for your positive response and – if interested - would appreciate your reply by e-Mail to Mrs. Anke Crawford-Reed at [L-Vz1@abud.auswaertiges-amt.de](mailto:L-Vz1@abud.auswaertiges-amt.de), preferably before August 31, 2023.

We and our teams hope to welcome you at the event and we are looking forward to working with you.

A handwritten signature in blue ink, appearing to be 'J. Reed'.A handwritten signature in black ink, appearing to be 'Anke Crawford-Reed'.

## Sponsoring of the reception marking the Day of German Unity, 3 October 2023, Abu Dhabi

Benefits of sponsoring an amount of 5.000 AED	Benefits of sponsoring an amount of 10.000 AED	Benefits of sponsoring an amount of 15.000 AED
The sponsor can provide the names of <b>5 people who are to receive an invitation</b> to the event (w/o partner or plus one)	The sponsor can provide the names of <b>10 people who are to receive an invitation</b> to the event (w/o partner or plus one)	The sponsor can provide the names of <b>15 people who are to receive an invitation</b> to the event (w/o partner or plus one)
The sponsor's <b>logo</b> will be reproduced in a restrained manner on the <b>e-invites</b> (in descending order of sponsoring amount)		
Reference to the sponsor's support in the <b>opening address</b> (in descending order of sponsoring amount)		
During the event, the sponsor can, at its own expense: <ul style="list-style-type: none"> <li>- set up an <b>information stand</b> with information material with a view to presenting Germany as a location for business and as an export nation in the sponsor's field and/or describing the historical development of the field in Germany</li> <li>- demonstrate the technical and specialist know-how of Germany by <b>exhibiting some representative samples</b> from its own range of products</li> <li>- <b>offer agricultural products</b> typical of the region as in-kind supplies</li> </ul>		
<b>The sponsor is welcome to provide a giveaway typical of its field which may be handed out to guests during the event. However, transportation to the location, storage and safety at the location of said giveaways fall into the responsibility of the sponsor.</b>		

If you would like to proceed with the sponsorship agreement, please contact Mrs. Anke Crawford-Reed at [L-Vz1@abud.diplo.de](mailto:L-Vz1@abud.diplo.de) and confirm the following by August 3, 2023:

- Name of the company
- Name of representative, contact details of representative
- Sponsoring amount
- Preference to set up an information stand / exhibit some representative samples from your own range of products / offer agricultural products typical of the region as in-kind supplies / provide a giveaway

We will then submit a draft contract and a payment request.

**The following deadlines apply:**

August 3, 2023	Kindly confirm if you like to sponsor the event
August 17, 2023	Please send us back a signed copy of the sponsoring agreement
August 31, 2023	Payments shall be due on August 31, 2023
September 8, 2023	The sponsor's logo must be submitted in order to appear on the invitations
September 8, 2023	Please provide the names of the people who are to receive an invitation