

Fatima Bint Mubarak Ladies Sports Academy (FBMA)

Request-for-Proposals for commercial partnership and event delivery of 2024 FBMA International show jumping cup in AI Ain

Background on FBMA

FBMA was established in October 2010 by H.H Sheikha Fatima Bint Hazaa Bin Zayed Al Nahyan. FBMA's role is to promote, develop and facilitate women's sports in the UAE from the capital, Abu Dhabi, to create a safe and culturally adequate environment for Emirati women to train and practice sports in, to inspire behavioral change amongst the community in favor of an active lifestyle with, and through sports and finally to assure Abu Dhabi's image and status as a women's sports hub, regionally and globally.

For more information on FBMA please visit: www.fbma.ae

The FBMA International Show Jumping Cup

The FBMA International Show Jumping Cup (FBMASJ), is an international event that happens once every year. Rides from all around the world are participating in this event.

The whole family will be enjoying an activity zone accompanying the Cup. The family-friendly activities include equestrian inspired games and pony rides, all geared towards a fun day out that encourage children and youth to engage with horse-riding. Live music, food trucks, art displays and market stalls will also provide leisure and entertainment for all throughout the Cup.

Pitch Overview and what FBMA expects from agency

The RFP technical response should be a maximum of 25 pages. The successful agency will need to demonstrate and propose the following;

- Event contract set-up
- Theme for the equestrian village (Traditional theme for this year)
 - Floor plan
 - Decorative elements
 - Registration disk
 - Booth designs for the vendors
 - Children's activities ideas
 - Recommendation 1. Carousel 2. Making clay
 - Branding for the village
 - Live music area
- Staffing
- Lighting
- Production
- Risk Management
- Mall advertisement setup
- Rider Tent
- Show Office Tent

Village requirements

- 12 shops – booths
- 2 tents for food trucks
- Stage – Kids Zone
- Carousel
- Jumping Casel tent
- Arch event tent
- Arch tent for dining
- Out door furniture
- Find food truck
- Find vendors

List of requirements

- Wifi
- Generator

Role of FBMA

- Event Permit

Points for agency consideration

- Al Ain Equestrian, Shooting and Gold Club has been identified as the host facility
- Event Date: 18,19,20,21 Jan 2023
- Understand and appreciate FBMA'S working hours – Monday to Friday 9am to 3pm

Date of final submission at FBMA's office	10 November 2023
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Contacts of Inquiries

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