

UAE Sports Sponsorship Checklist

12 checks before you sign a sponsorship with a club, event or athlete

Tick each box. Every unticked box is a risk to your budget.

GOALS AND BUDGET

- ☐ **1. Is your goal written down and measurable?**
Awareness, new customers, sales or client hospitality. Without a clear goal you cannot judge an offer, or the result.
- ☐ **2. Have you kept budget for activation, not only for the rights?**
The rights alone rarely deliver. Many brands sign and then have no money left to bring the deal to life.
- ☐ **3. Do you know exactly who you want to reach?**
Emiratis, expats, families, business decision makers or tourists. Each sport and club reaches a very different crowd.

THE CLUB, EVENT OR ATHLETE

- ☐ **4. Can they prove they reach that audience?**
Ask for attendance, TV, streaming and social media figures. A big name does not always mean the right fans.
- ☐ **5. Have you compared at least three options?**
Without a comparison you cannot know whether the price is fair.
- ☐ **6. Is every asset you get written down?**
Logo positions, digital and social content, tickets, hospitality, use of images. Vague rights lead to arguments later.

THE DEAL

- ☐ **7. Is your category exclusive?**
If not, a direct competitor can sign with the same club or event next season, or even next week.
- ☐ **8. Are the length, renewal and exit terms clear?**
What happens after a relegation, a cancelled event, an injury or a scandal?
- ☐ **9. Do you know the full cost?**
Production, signage, content and activation often come on top of the fee.

RULES AND APPROVALS

☐ **10. Do you have the approvals the UAE requires?**

For example event permits, advertiser permits for paid influencer posts, and GCGRA approval for gaming brands. A missing permit can stop a campaign.

ACTIVATION AND RESULTS

☐ **11. Is there an activation plan with dates, owners and budget?**

Plans made after signing often waste the first months of the deal. Start 6 to 9 months before the season or event.

☐ **12. How and when will you measure the result?**

Agree the reporting before you sign, so you can decide on renewal with facts.

Not sure about some of the boxes?

TRIX20 helps brands choose, negotiate and activate sponsorships in the UAE. Book a short call and we will look at your plan with you.

Book a call: trix20.com/contact