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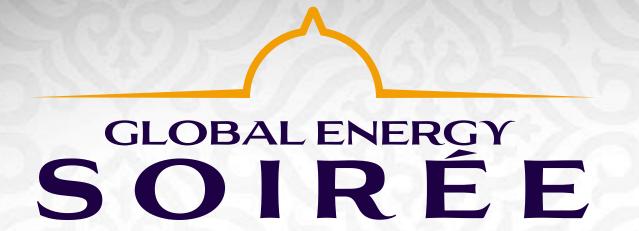
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INTRODUCING THE GLOBAL ENERGY SOIRÉE

AN EXCLUSIVE EVENING FOR GLOBAL ENERGY LEADERS

Upright Digital is proud to announce its next high-level gathering: **the Global Energy Soirée**, **taking place Tuesday, November 4, 2025, at the Emirates Palace Mandarin Oriental,** one of the world's only seven-star hotels, in Abu Dhabi. Coinciding with ADIPEC, the world's largest and most influential energy conference, this invitation-only experience is designed for senior executives and key stakeholders across the global energy sector.

Hosted on the beach at Sand & Koal, with breathtaking views of the Persian Gulf, ADNOC headquarters, and Etihad Towers, the Soirée offers a rare opportunity to step away from the lively week and connect in an elegant, private setting. Guests will enjoy a culinary showcase from Chef Jack Jarrott, the visionary behind Sand & Koal's acclaimed menu, known for bold creativity and a deep reverence for local ingredients.

The evening will also feature live music and immersive Middle Eastern entertainment, setting the tone for a night your guests will remember and talk about long after the week ends. One of the signature features of the evening will be the private luxury cabanas, and only nine companies will have the opportunity to secure one. Positioned just steps from the water, each cabana offers a high-visibility, fully branded space to entertain top clients, spark meaningful conversations, and make a bold statement. It is your personal base inside the most exclusive setting of the week. When the right people are all in one place, presence matters, and this is where yours will be felt. This will be one of the hardest tickets to secure during an action-packed week in Abu Dhabi, and a night you will never forget. The only way to fully guarantee your place is through sponsorship.



ABOUTTHE VENUE



A landmark of luxury in the heart of Abu Dhabi, Emirates Palace Mandarin Oriental is widely regarded as one of the most iconic hotels in the world. Often referred to as a seven-star destination, the palace blends traditional Arabian grandeur with world-class hospitality and cutting-edge amenities.

From dignitaries and royalty to global business leaders, Emirates Palace is where the most influential figures stay, meet, and celebrate. With its palatial architecture, private marina, and pristine beach front, it offers a setting that is both awe-inspiring and unmistakably elite. It is the perfect backdrop for an event of this caliber. Located directly on the beach within Emirates Palace, Sand & Koal is a modern grill concept that redefines beachfront dining. Helmed by Chef Jack Jarrott, the restaurant is known for its flame-fired dishes, bold creativity, and deep connection to regional ingredients.

The ambiance is chic yet grounded. Low-lit cabanas, coastal breezes, and panoramic views of the **Persian Gulf** create an atmosphere that is as sophisticated as it is relaxed. **Sand & Koal** is not just a restaurant; it is an experience. During the **Global Energy Soirée**, it becomes the stage for an unforgettable night of food, music, and connection.



At **Upright Digital**, our clients are at the center of everything we do. As a holistic marketing, content, and event agency, we craft tailor-made strategies which align with your immediate goals and long-term vision, helping you grow with purpose and precision. Led by seasoned entrepreneurs with deep industry experience, our team specializes in building brands, creating bold content, and delivering high-touch experiences that drive meaningful connections. From strategy to execution, we don't just deliver, we elevate.

We've helped shape and grow some of the energy industry's most exclusive and high-impact events. Upright Digital is the agency behind the **THRIVE Energy Conference** and the **Daniel Energy Partners Permian Basin BBQ Cookoff,** supporting every aspect from creative direction and marketing to sponsorship, production, and guest experience.

We have also produced events in collaboration with Merit Advisors, Pickering Energy Partners, LAGCOE, and the Energy Workforce & Technology Council, delivering strategic execution and measurable results for clients who expect more than just a standard event.

Beyond events, **Upright Digital** is a full-scale content studio producing original podcasts that amplify the voices of leaders across energy, tech, and business. Our lineup includes **Energy Espresso**, **In-Basin Observations**, **Energy in Transition**, **The IT Crowd**, **Highly Capable**, **Oilfield360**, **PetroNoia**, **and Street Smart**. Each is designed to spark conversation, build influence, and position our clients at the center of the dialogue.

ENERGY MOVES WITH UPRIGHT DIGITAL

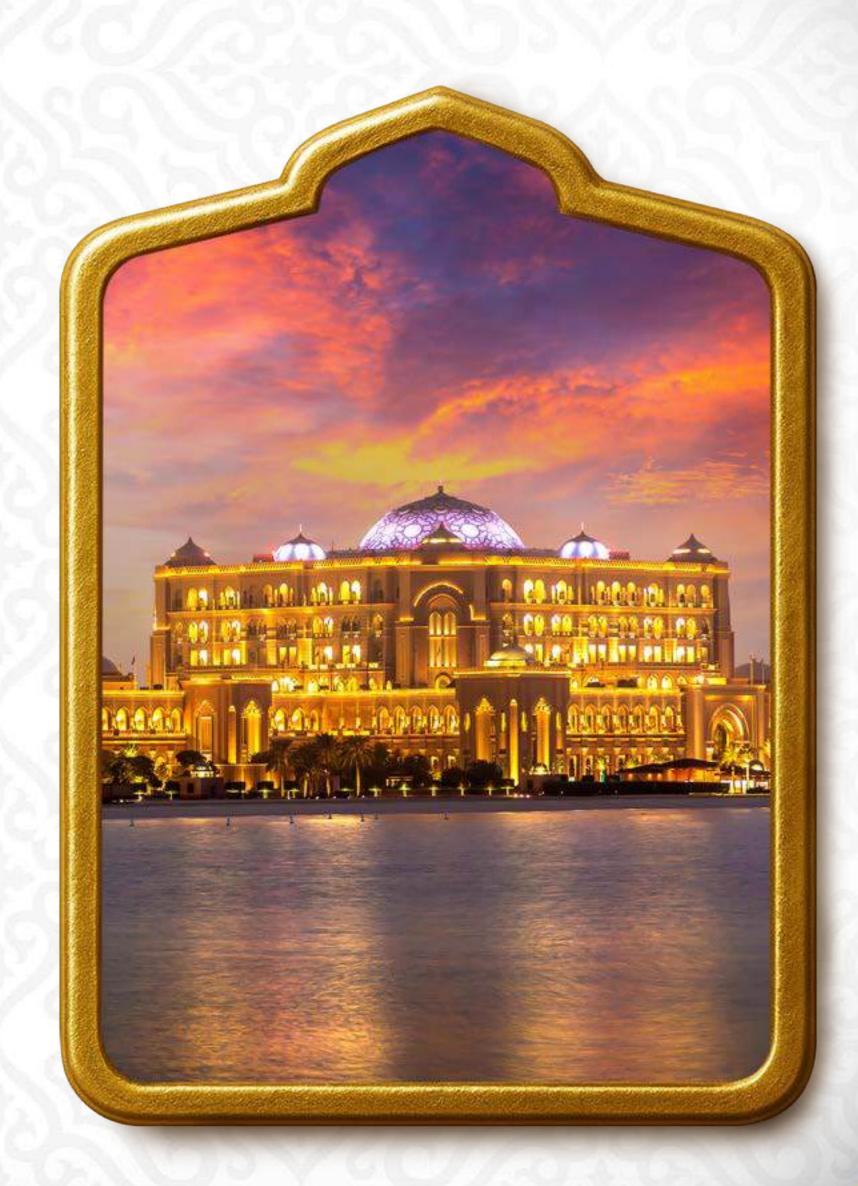


WHY SPONSOR THE GLOBAL ENERGY SOIRÉE?

The **Global Energy Soirée** isn't just another reception. It is a curated beachfront experience designed to bring senior energy professionals together in a private, elevated setting. It is where real conversations happen, relationships deepen, and your brand stands out in front of the people who matter.

Sponsorship is not just about visibility; it is about creating the kind of presence that leaves a lasting impression. Whether you're looking to host top clients, engage hard-to-reach prospects, or simply align your brand with a premium executive audience, the Soirée delivers meaningful access in an unforgettable setting.

While our private beach cabanas offer the ultimate hosting opportunity, we also offer a range of other sponsorship options, including **branded activations**, **VIP experiences**, and **custom integrations**. Each is designed to meet your goals and ensure your company is seen, remembered, and talked about.



BENEFITS OF SPONSORING

Branded Hospitality

From private cabanas to curated activations, choose the experience that aligns best with your goals.

Private Access

A high-touch environment where conversations flow, connections form, and deals begin.

Premium Visibility

Brand presence across event signage, digital platforms, and in one of the most exclusive venues of the year.

Unmatched Opportunity

During one of the most active weeks in global energy, this is your chance to rise above the noise.

Trusted Positioning

Show your clients you don't just attend — you host.

If you're ready to create momentum, build real relationships, and elevate your presence in front of a highly influential audience, this is your moment.



SIGNATURE SPONSORSHIPS

Each sponsorship level is inspired by a meaningful symbol of Emirati heritage, carefully selected to reflect the values and tone of the Global Energy Soirée.

These tiered sponsorships are ideal for companies looking to participate meaningfully in the event without committing to a branded activation or physical presence like a cabana. **Signature Sponsorships** offer a clear path to brand visibility, recognition, and executive access at one of the most exclusive gatherings of the week.

Each level includes benefits tailored to your desired presence, making this a streamlined way to be part of the experience without the added logistics or costs of a built-out footprint.



THE FALCON | \$40,000

TOP-TIER EXCLUSIVE SPONSORSHIP

The Falcon represents power, precision, and vision. It is the pinnacle of leadership in Emirati culture. As the Falcon Sponsor, your brand becomes the signature presence of the Global Energy Soirée. This exclusive package delivers unmatched visibility, access, and influence across every touchpoint of the event.

- Recognition as the exclusive Presenting Sponsor of the Global Energy Soirée.
- Recognition during the event toast and remarks as the Falcon Sponsor.
- Option for one company representative to appear on stage during the event toast.
- Top billing on all event branding, with your logo appearing first and most prominently.
- Largest and most sought-after beachfront cabana with premier placement.
- One (1) 10–30 second video or static ad displayed in rotation on the beachfront screen.
- Logo placement in the website header featured on every page.
- Banner ad featured on the homepage of the event website.
- Priority brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (12) twelve guests (additional passes may be arranged).



THE PEARL \$15,000

EXECUTIVE-LEVEL SPONSORSHIP

The Pearl symbolizes rarity, refinement, and lasting value — qualities deeply rooted in Emirati heritage. Once the backbone of the region's economy, pearls represent both tradition and prestige across the Gulf. As a Pearl Sponsor, your brand will be prominently featured throughout the event, offering meaningful visibility among senior industry professionals. It's a strategic opportunity to elevate your presence within an exclusive, high-impact setting.

- Recognition as one of the Pearl Sponsors of the Global Energy Soirée.
- Recognition during the event toast and remarks as a Pearl Sponsor.
- Priority brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (4) four passes.



THE PALM \$10,000

SUPPORTING SPONSORSHIP

The Palm — a symbol of prosperity, resilience, and hospitality — has long held cultural importance across the Emirates. Deeply rooted in the region's history, it represents sustenance, generosity, and enduring growth. As a Palm Sponsor, your company will receive meaningful visibility while supporting the overall experience — a subtle but important presence among an exclusive gathering of industry leaders.

- Recognition as one of the Palm Sponsors of the Global Energy Soirée.
- Recognition during the event toast and remarks as a Palm Sponsor.
- Priority brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two passes.



THE CRESCENT MOON | \$7,500

INVITATION - TIER SPONSORSHIP

The Crescent Moon symbolizes renewal, reflection, and quiet influence — qualities that hold deep cultural significance in the Emirates. As a Crescent Moon Sponsor, your brand presence is subtle yet strategic, offering rare access to one of the most exclusive nights of the year. This tier provides full access to the evening's networking and relationship-building opportunities — a meaningful way to engage in an environment where access is everything.

- Recognition as one of the Crescent Moon Sponsors of the Global Energy Soirée.
- Recognition during the event toast and remarks as a Crescent Moon Sponsor.
- Priority brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.

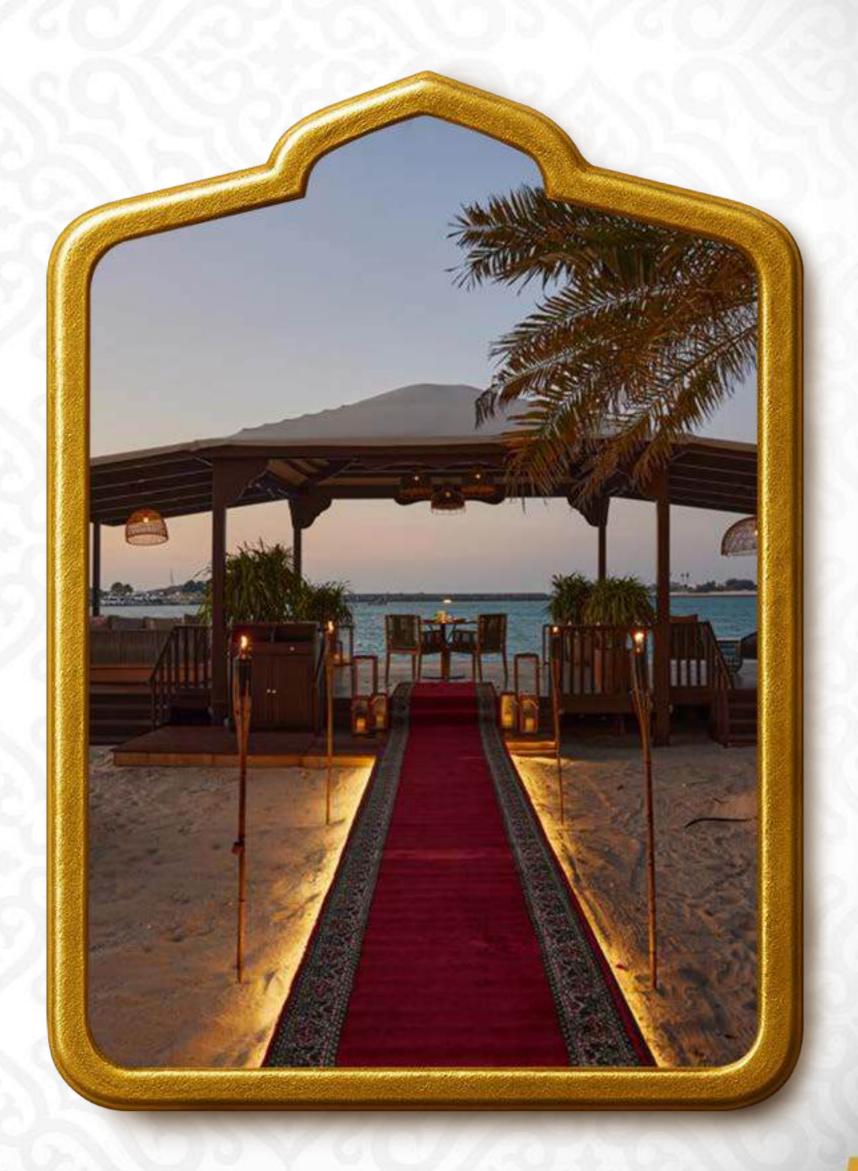


HOSTING EXPERIENCES

For companies looking to create a strong presence and host meaningful conversations, our **Hosting Experiences** provide exclusive spaces designed for high-impact interaction. Whether you're entertaining clients or connecting with peers, each option offers a premium environment tailored for visibility, comfort, and access.

These experiences are what will set the **Global Energy Soirée** apart. More than just reserved seating, they are immersive environments within the event where sponsors can design and personalize their space to match their brand and guest needs. Each hosting opportunity offers **all-day access**, allowing sponsors to meet with clients one-on-one in a private setting well before the reception begins. It is a rare opportunity to entertain existing relationships and cultivate new ones, all in one of the most exclusive and talked-about settings of the week.



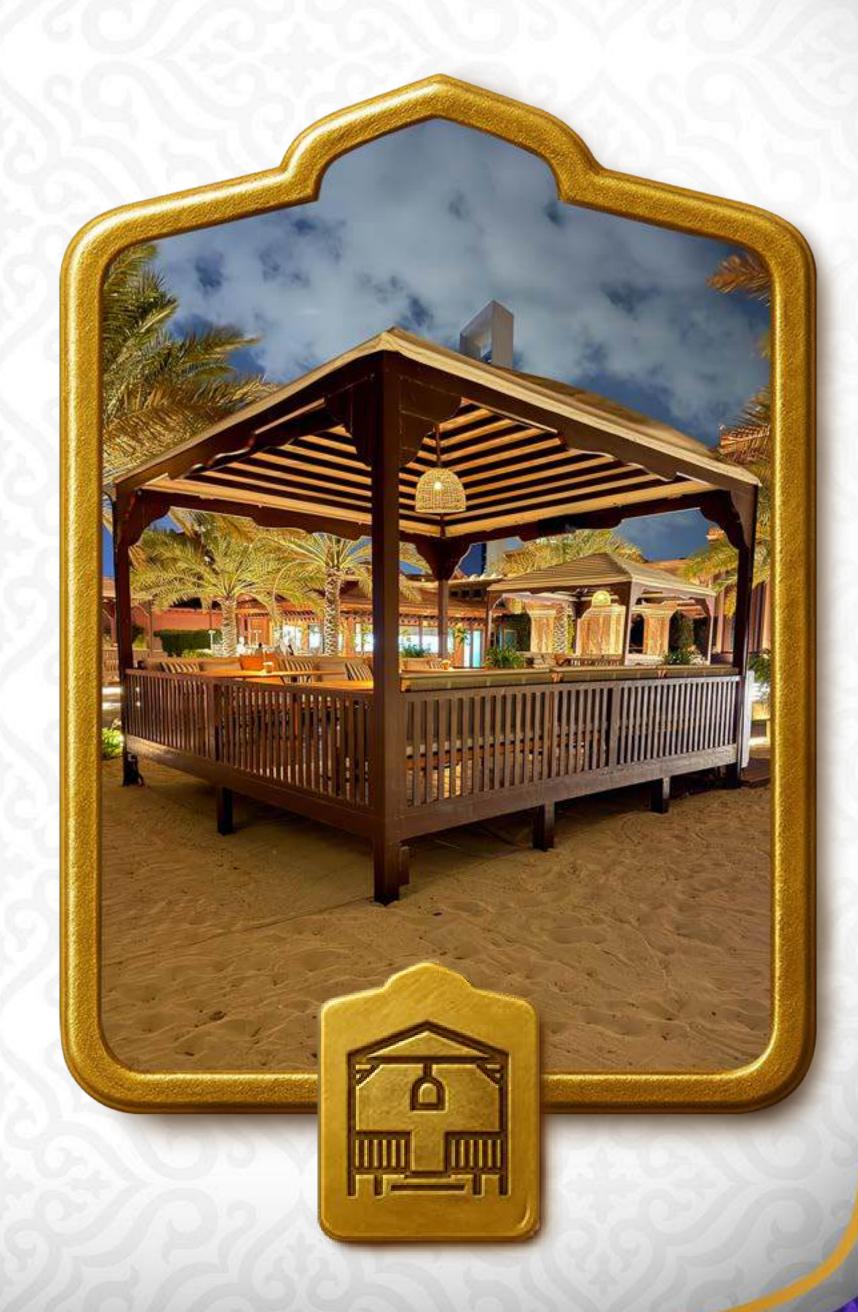


PRIVATE BEACH CABANAS | \$17,500

ULTIMATE HOSPITALITY EXPERIENCE - LIMITED TO NINE (9)

Positioned along the shoreline with views of the Persian Gulf, the Private Beach Cabanas offer the most exclusive hosting experience of the Global Energy Soirée. Each comes beautifully furnished, but can be customized to match your brand, aesthetic, or guest experience goals. Whether used for client meetings, private hospitality, or as an all-day base of operations, the cabana is your canvas. Sponsors will have the ability to cater throughout the day and into the evening, creating a seamless environment for entertaining clients, holding one-on-one conversations, and cultivating new relationships in the most sought-after space of the week.

- Exclusive use of a beachfront cabana with all-day access and full evening hosting rights.
- Option to decorate, furnish, and cater your cabana to reflect your brand and hospitality style.
- Prime placement in the center of the event area for high guest traffic and visibility.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo included in the pre-event email invitation sent to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (8) eight guests.

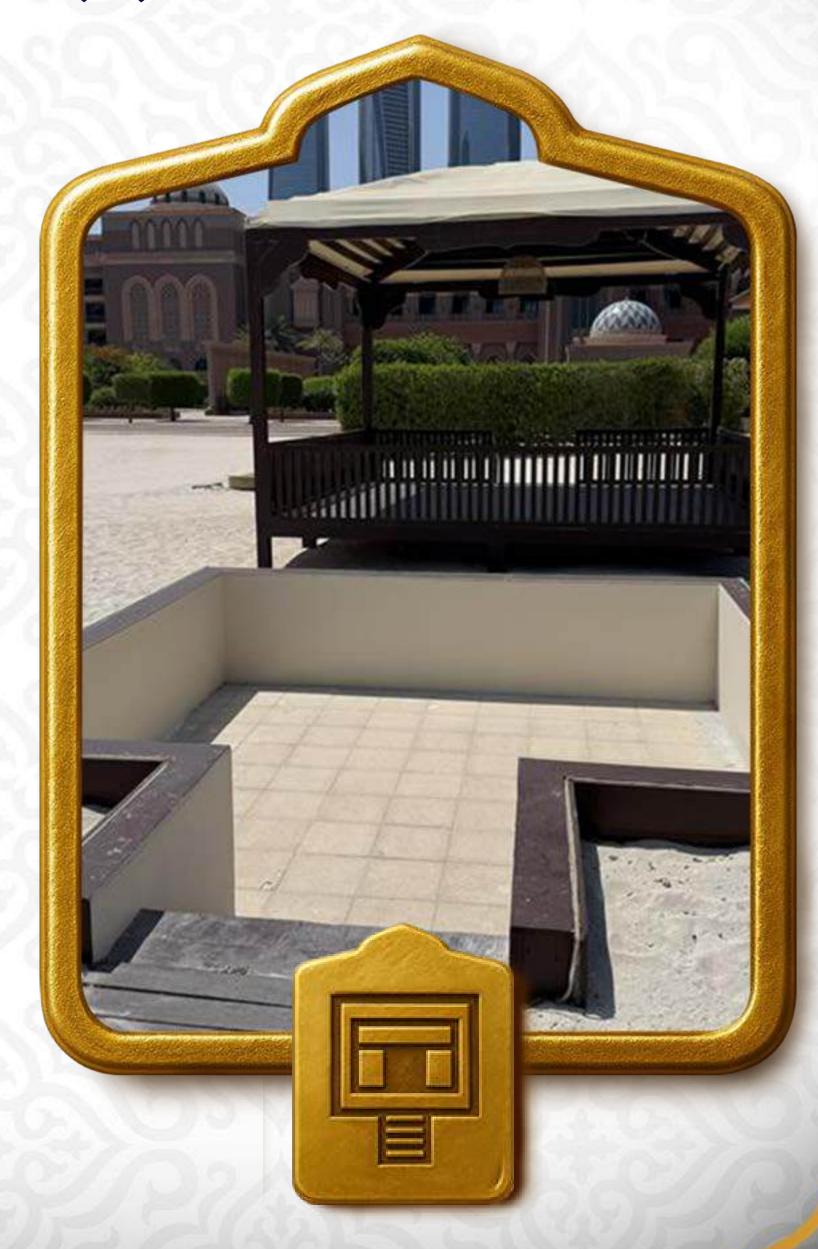


SAND BUNKERS | \$10,000

DISTINCTIVE MID-LEVEL HOSPITALITY - TWO (2) AVAILABLE

Tucked beside the cabanas and sunken directly into the sand, the Sand Bunkers offer a bold and memorable way to stand out. With built-in seating and an open-air layout, these spaces strike the perfect balance between a casual atmosphere and premium access. Each bunker can be styled and catered to your preferences, with the option to add overhead covering for a more immersive setup. Whether used for all-day hosting or evening connections, the Sand Bunkers offer a distinctive platform to engage clients and spark conversations in one of the coolest setups of the night.

- Exclusive use of a custom-configurable Sand Bunker with built-in seating.
- Option to add overhead covering, décor, and branded elements.
- Flexible catering access throughout the day and evening.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (4) four guests.



VIP SEATING AREAS | \$10,000+

RESERVED PREMIUM HOSPITALITY

VIP Seating Areas offer a relaxed yet elevated way to host your team and guests throughout the evening. Spread throughout the venue, these reserved spaces range from intimate tables to plush lounge setups, allowing for both comfort and sophistication without the need for a full buildout. Ideal for smaller groups or focused client engagement, each area provides a seamless way to enjoy world-class food, drinks, and entertainment in a highly curated setting. Whether you're entertaining key clients or simply offering your team a premium place to gather, these spaces deliver a high-touch experience with just the right amount of exclusivity.

- Reserved VIP seating or lounge area tailored to your group size and hosting preferences.
- Premium guest experience without the responsibilities of a private activation.
- Strategic placement throughout the event space for both ambiance and access.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials based on selected package size.



A LA CARTE SPONSORSHIPS

These targeted opportunities allow your brand to align with key elements of the **Global Energy Soirée experience**.

From culinary features to guest touchpoints, each sponsorship delivers focused visibility and meaningful connection with one of the evening's standout moments.



DINNER SPONSOR | \$15,000

ULTIMATE HOSPITALITY EXPERIENCE

As the Dinner Sponsor, your brand will be prominently associated with the evening's culinary centerpiece. This includes recognition alongside Chef Jack Jarrott's menu presentation, premium signage at food stations, and an opportunity to collaborate on a branded dish or signage integration. It's a high-impact way to position your company as a generous host in front of a discerning, executive-level audience.

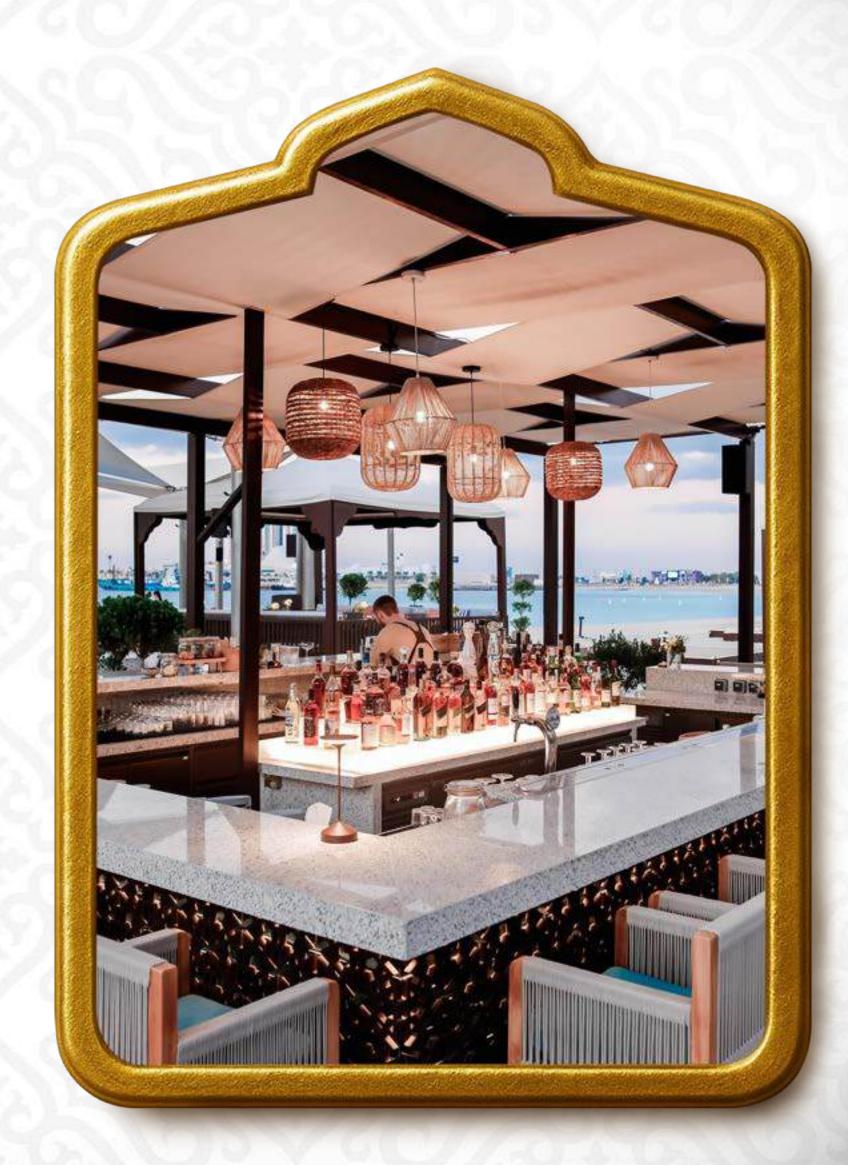
- Recognition as the exclusive sponsor of the Dinner Sponsor.
- Recognition alongside Chef Jack Jarrott's menu presentation.
- Premium signage at food stations.
- Opportunity to collaborate on a branded dish or signage integration.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.



MAIN BAR SPONSOR | \$15,000

The Main Bar is where guests naturally gather throughout the night, making it one of the most visible activations of the evening. Includes branded bar signage, cocktail napkins or menu inserts, and optional signature cocktail collaboration. Raise your profile with every pour.

- Recognition as the exclusive sponsor of the Main Bar Sponsor.
- Branded bar signage and optional cocktail menu inserts.
- Opportunity to collaborate on a signature cocktail name.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.



LANYARD SPONSOR | \$12,500

Make sure your brand is seen from the moment guests arrive. As the Lanyard Sponsor, your logo will appear on every credential worn by attendees—offering high-frequency, event-long visibility in photos, conversations, and check-in moments.

- Recognition as the exclusive sponsor of the event lanyards.
- Logo featured on every attendee lanyard.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.

BADGE SPONSOR | \$10,000

This sponsorship offers another critical touchpoint—one that's literally in every guest's hand. As the Badge Sponsor, your logo will be featured on the credentials that remain with attendees throughout the event.

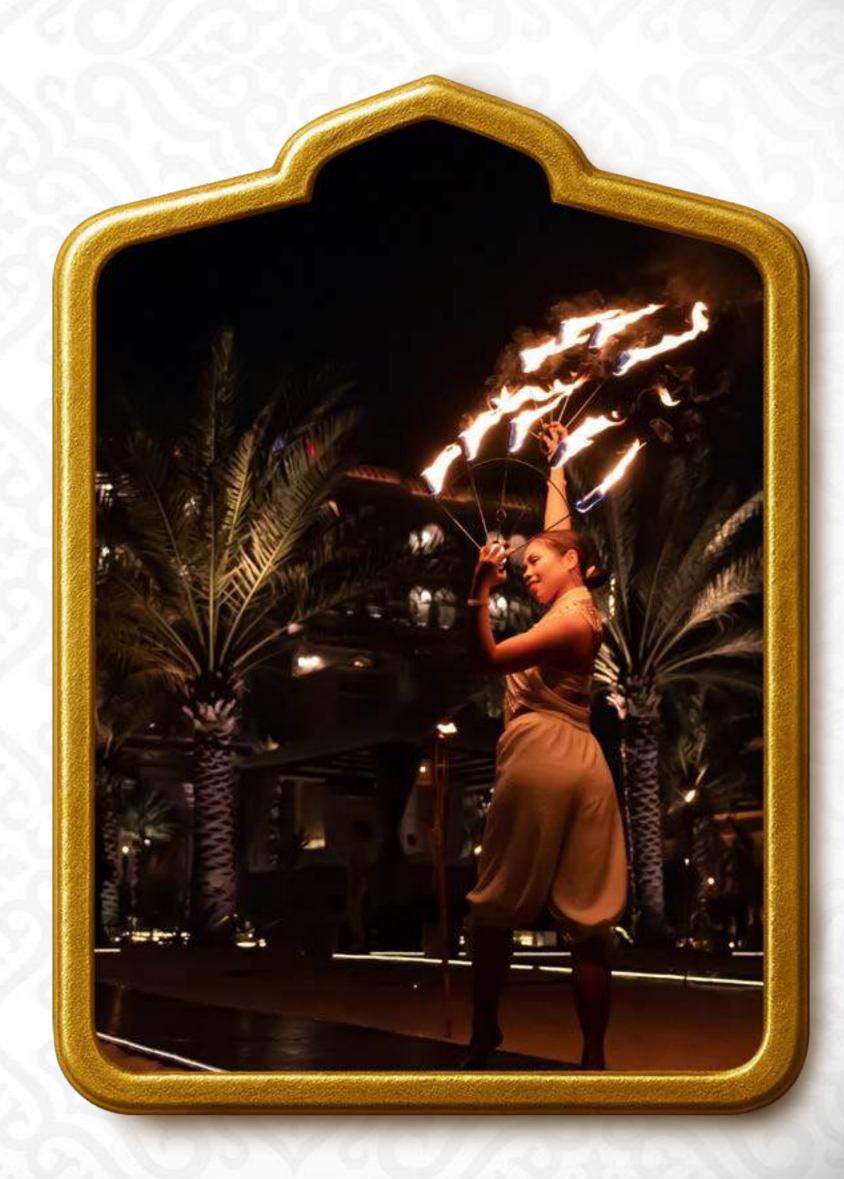
- Recognition as the exclusive sponsor of the event badges.
- Logo included on event badges carried by all guests.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.

ENTERTAINMENT SPONSOR | \$10,000+

Align your brand with one of the night's most talked-about experiences.

You'll receive recognition in stage announcements, signage near performance areas, and visibility on entertainment-related media or screens. Perfect for brands that want to shine during a high-energy, cultural moment.

- Recognition as the exclusive sponsor of the Event Entertainment.
- Verbal recognition during stage announcements.
- Branded signage near performance area.
- Visibility on entertainment-related media or digital screens.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.



WELCOME CHAMPAGNE SPONSOR \$7,500

As the **Welcome Champagne Sponsor**, your brand sets the tone from the moment guests arrive. With branding on custom champagne tags or welcome signage, you'll be associated with the event's first celebratory impression.

- Recognition as the exclusive sponsor of the champagne welcoming of all guests.
- Branding on custom champagne tags or welcome signage.
- Brand placement on the entrance structure, welcoming all guests.
- Hyperlinked logo featured on the official event website.
- Logo inclusion in the pre-event email invitation distributed to all attendees.
- Visual recognition on the beachfront jumbo screen throughout the evening.
- Featured in select pre- and post-event marketing and media.
- Includes general access credentials for (2) two guests.



GLOBAL ENERGY SOIR ÉE

EMIRATES PALACE
ABU DHABI