



جامعة الشارقة
UNIVERSITY OF SHARJAH



**Sponsorship Guide for the First
Mass Wedding Initiative for
University of Sharjah Graduates**
In Support of the Year of the Family
and Community Stability



About the University of Sharjah

The University of Sharjah holds a distinguished position among the world's leading comprehensive universities, thanks to its excellence in teaching, learning, and scientific research, as well as its high-quality, sustainable academic and professional programs. The University of Sharjah's mission is to discover, generate, and disseminate knowledge and to foster a culture of research and inquiry. The University is committed to providing its students with the highest-quality education and lifelong learning experience, encouraging innovation, creativity, and scientific and research excellence, and contributing to meeting the social, cultural, and economic needs of both the local and global community.

The Graduates' Mass Wedding

In line with UAE national directions that declared 2026 the Year of the Family, and in view of Sharjah's emphasis on the family as the cornerstone of social stability and sustainable development, there is a growing need for initiatives that support young people, especially university graduates, as they transition from academic achievement to starting a family and building a future.

Building on the University's social role and its commitment to supporting its graduates after graduation, this initiative introduces the First Mass Wedding Initiative for University Graduates as a social and humanitarian effort that helps reduce financial burdens on young people, encourages marriage, promotes the values of solidarity, and supports family stability in a way that positively benefits society as a whole.

Objectives of the Initiative

The initiative aims to achieve the following:

- Support and encourage University of Sharjah graduates to marry and build stable families.
- Help reduce the financial burden associated with marriage.
- Promote cooperation and social solidarity among members of the university community.
- Highlight the University's pioneering role in social and development initiatives.
- Build effective partnerships with community institutions and the public and private sectors.
- Celebrate University of Sharjah graduates and connect their academic journey with the beginning of their family life.



Target Group

- University of Sharjah graduates of all nationalities
- First-marriage couples, in accordance with the regulations determined by the committee
- Applicants who comply with the conditions and criteria approved by the organizing entity

Event Details

- Venue: The University of Sharjah, or another location to be determined later
- The event will be held under the patronage and in the presence of His Highness President of the University of Sharjah.
- Number of participants: 30 graduates in the first edition

Sponsorship and Contributions

We are pleased to invite the partners of the University of Sharjah to take part in this distinguished community initiative by providing financial support or sponsoring one of the event components, such as part of the event costs, including hospitality, printing, logistical expenses, gifts for the newlyweds, travel tickets, or any other services related to the event. The sponsorship categories and associated benefits are summarized in the table below.

Sponsorship Benefits

No	Benefit	Diamond Sponsor AED 1,000,000	Platinum Sponsor AED 750,000	Gold Sponsor AED 500,000	Silver Sponsor AED 250,000	Bronze Sponsor AED 100,000
Promotion and Marketing						
1	Promotion of the sponsor's logo and brand through the University's official social media accounts.	√	√	√	√	√
2	Complimentary posts to increase the sponsor's brand visibility.	√	√	√	√	
3	Inclusion of the sponsor's logo in printed promotional materials for the event, including banners, programs, brochures, and gifts.	√	√	√	√	√



4	Dedicated pages in brochures and printed materials to promote the sponsor and its products.	√	√	√		
5	Highlighting the sponsor in press releases and media reports issued by the University.	√	√	√	√	
6	Interviews with sponsor representatives as part of event media coverage.	√	√	√		
7	A dedicated space on the University website and digital platforms to promote the sponsor's logo.	√	√	√	√	√
8	Inclusion of the sponsor's logo in promotional videos published through the University's channels.	√	√	√	√	√
9	Production of a short video about the sponsor's role in the initiative and its publication on the University's channels.	√				
10	Advertising outreach for the sponsor to the University's alumni database.	√	√	√		
Recognition and Honors						
11	Certificates of appreciation and commemorative plaques bearing the University logo in recognition of the sponsor's role.	√	√	√	√	√
12	Special recognition for the lead sponsor by the University President or the University Director.	√	√	√		
13	A dedicated recognition segment during the opening or closing ceremony of the event.	√	√	√	√	√
14	A VIP table reserved in the sponsor's name at the dinner banquet.	√	√	√		

15	Inclusion of the sponsor's name and logo in the event's final report, with emphasis on its role.	√	√	√	√	√
16	Reserved VIP seating for the sponsoring institution at the opening ceremony.	7	5	3	2	1
Exhibition and Visibility Opportunities						
17	A dedicated booth or pavilion at the event to showcase the sponsor's products and engage with the audience.	√	√	√		
18	Display of the sponsor's logo on speaking backdrops, hall settings, and agreement-signing areas.	√	√	√	√	
19	Naming selected halls or accompanying activities after the sponsor during the event.	√				
20	A brief keynote address during the opening ceremony and media statements.	√	√	√		
Long-Term Partnerships						
21	Discounts of up to 20% on training courses for the sponsor's staff through the Center for Continuing Education.	√	√	√		
22	Two complimentary seats in general training courses and programs.	√	√	√		
23	Discounts of up to 15% on consulting services through the Center for Continuing Education and Training.	√	√	√	√	
24	Use of halls, theaters, or sports facilities a limited number of times per year, subject to availability and approvals.	√	√	√	√	√



25	Special discounts on translation services and language programs and courses through the Language Institute.	√	√	√		
26	Access privileges to information resources, including libraries, databases, laboratories, clubs, and sports activities.	√	√			
Engagement and Participation						
27	Opportunities for the sponsor to deliver lectures or workshops for students and graduates.	√	√	√		
28	Cooperation in employment or field training for University students.	√	√	√	√	√
29	Invitations for sponsor representatives to attend official events and occasions with dedicated VIP experiences.	√	√	√	√	√
30	Meetings with University leadership to enhance future cooperation opportunities.	√	√	√		
Strengthening Media Identity						
31	Inclusion of the sponsor as a principal supporter in media programs produced with the University, such as television or podcast content.	√	√	√		
32	Promotion of the sponsor's logo through live podcasts or digital recordings.	√	√	√	√	√
33	Inclusion of the sponsor as a supporter in promotional and advertising publications produced in collaboration with the University.	√	√	√	√	√



Gifts and Interactive Experiences						
34	Inclusion of the sponsor's products or promotional materials as gifts and giveaways for attendees.	√	√	√	√	
35	Dedicated competitions or prize draws featuring awards provided by the sponsor for attendees.	√	√	√		
36	Creation of QR codes allowing attendees to access special offers or exclusive content provided by the sponsor.	√	√	√	√	√

Contact Information

For inquiries, kindly contact:

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