



PARTNERSHIP PROPOSAL LIWA FESTIVAL

DECEMBER 11, 2026 – JANUARY 2, 2027

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



A Moment of National Unity

Held under the patronage of His Highness Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in the Al Dhafra Region, **Liwa Festival** is one of the UAE's most established and culturally significant national events.

Each year, the Festival brings together Emirati heritage, national pride, adventure and entertainment in Al Dhafra, a region deeply connected to the history and identity of the nation. It also receives significant attention from the UAE's leadership, with members of the Royal Family attending annually and recognising the contribution of the event's partners.

Following a challenging year, Liwa Festival 2026/27 will become an important moment for the country to come together, celebrating the resilience, unity and shared sense of belonging that define the UAE.

As **the Partner of Liwa Festival**, your brand will stand alongside the nation's leadership, communities and leading businesses, demonstrating a visible and meaningful commitment to the country that millions of people and companies proudly call home.



Why Your Brand Should Be There

Liwa Festival offers leading UAE brands a unique opportunity to combine national contribution with powerful visibility at one of the country's most important legacy events.



Stand alongside the Nation

Demonstrate your commitment to the UAE, its people and the values that unite its communities.



Express gratitude to the UAE Leadership

Use the partnership platform to recognise the leadership's continued support for the nation, its communities and its heritage.



Strengthen national brand credentials

Position your organisation as a responsible UAE business contributing beyond commercial objectives.



Become part of the UAE legacy

Associate your brand with an established event rooted in Emirati heritage, culture and national identity.



Engage an extensive national audience

Connect with 700,000+ Emirati, GCC and international attendees through a shared celebration of the UAE.



Receive meaningful partnership rights

Benefit from prominent visibility, Festival integration, activation opportunities and partnership storytelling.



LIWA FESTIVAL: 2026/27 EDITION



Liwa Festival Activities

A grand desert stage where motorsport, Emirati heritage, family entertainment, and destination tourism come together across Al Dhafra desert.



Motorsport & Off-Road Competitions

Dune climbs, drifting, racing, and off-road championships.



Emirati Heritage & Cultural Experiences

Falconry, crafts, souks, and authentic Emirati culture.



Family Entertainment

Kids' attractions, carnival rides, and family experiences.



Retail & F&B

Markets, local vendors, restaurants, cafes, and food stalls.



Adventure Attractions

Ziplines, maze challenges, skill games, and thrill activities.



Night Shows, Fireworks & Drone Shows

Evening shows, fireworks, drone shows, and visual spectacles.



Camping & Hospitality Infrastructure

Desert camp setting, guest hospitality, accommodations.



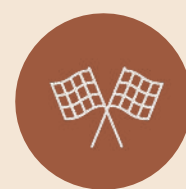
Destination Tourism Across Al Dhafra

Forts, landmarks, scenic routes, and desert tourism.

Attendance & Demographics

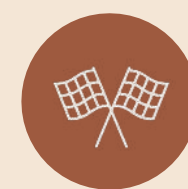
Liwa Festival is one of the UAE's most significant cultural and entertainment destinations, attracting a wide and diverse audience from across the GCC, including members of the Royal Family, underscoring its national importance and prestige.

In 2025/26, Liwa Festival welcomed more than 700,000 visitors, reflecting its strong and growing regional and international appeal, attracting a diverse audience of families, motorsport enthusiasts, culture seekers, and adventure lovers who come together to experience a unique blend of heritage, sport, and large-scale entertainment in the heart of the Liwa desert.



700,000+

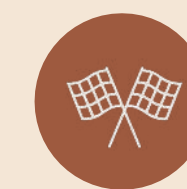
Liwa Festival footfall in 2025/26 edition.



79% / 21%

Males

Females



40%

of all Liwa Festival traffic funnels through Liwa Village.

Marketing & PR Campaign 2025/26

Media performance achieved strong reach and engagement, reflecting high campaign visibility and growing audience interaction across channels.



From Old Liwa to New Liwa

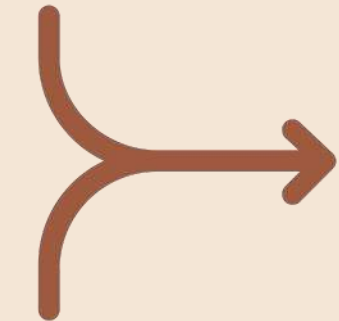
Liwa began as a grassroots motorsport gathering built around the challenge of Tal Moreeb and the passion of local racers. Over time, it has evolved into a much broader festival experience, one that still celebrates adrenaline, authenticity and Emirati heritage, while also welcoming families, children, expats and international visitors through culture, entertainment, food and lifestyle experiences.



OLD LIWA

A motorsport-led gathering built around the challenge of Tal Moreeb and the passion of local racers.

-  Tal Moreeb climb
-  Motorsport and dune racing
-  Local racing community



*The same spirit,
the broader
experience*



NEW LIWA

A major winter destination combining motorsport, heritage, culture, family entertainment, F&B, retail & live experiences.

-  Families and children
-  Emiratis, expats & international visitors
-  Liwa Village
-  Live entertainment and F&B
-  Heritage and tourism platform

The Growth of Liwa Festival

A timeline of how Liwa Festival evolved from a local racing tradition into one of Abu Dhabi’s most prominent cultural and tourism events. Built on the spirit of Tal Moreeb and the passion of the desert racing community, the Festival has expanded into a broader destination experience for families, visitors and motorsport fans. Today, Liwa combines heritage, adventure, entertainment and tourism — reflecting the growing role of Al Dhafra as a key winter destination in the UAE.

2001

THE BEGINNING

Local racers began gathering organically at Tal Moreeb, climbing the dune in bikes and cars and creating the spirit that would define Liwa’s early identity.

2004

OFFICIAL LAUNCH

The Abu Dhabi Motors Club (now Liwa Sport Club) was established to regulate the sport and formally launch the Liwa International Festival.

2010s

THE EVENT BROADENS

What began as a motorsport-led gathering gradually expanded into a wider visitor experience, adding more sports, entertainment and cultural elements.

2023

A NEW CHAPTER

DCT introduced Liwa Village, bringing a stronger family and lifestyle layer to the festival. By January 2023, the event had attracted 283,988 attendees, 114,442 vehicles and 271.5M social media views.

2025

SCALE ACCELERATES

The festival expanded into a massive 23-day event featuring massive events like Monster Jam and the Tal Moreeb Car Championship, reaching 676,889 total visitors.

2026

RECORD BREAKING LIWA

The festival broke records, attracting over 700,000 visitors to the Al Dhafra Region, driven by a 47% increase in global race participation and a 26% increase in Liwa Village foot traffic

LIWA FESTIVAL IN NUMBERS		Total Visitors		Number of Vehicles		Liwa Village Visitors	
			CAGR		CAGR		CAGR
2024	302,577	+53%		165,639	+14%	109,484	+58%
2025	676,889			205,786		217,536	
2026	706,351			214,743		274,400	

LIWA 2027

INTERNATIONAL
FESTIVAL

1. Liwa Village

2. Tal Moreeb

5. Tall Moreeb Market

3. Liwa Walk

4. Moreeb Dune Park

6. ADNOC Energy Camp



The Liwa Festival 2026/27 layout is subject to change.

Liwa Festival Zones

9 key destinations across the festival footprint, each offering distinct audience appeal, programming context, and sponsorship potential.

From family and lifestyle hubs to heritage sites, motorsport destinations, and community zones.



1

Liwa Village



Family, entertainment, retail and F&B hub - the heart of the Festival.

2

Tal Moreeb



Main motorsport and desert competition destination.

3

Liwa Walk



Lifestyle walkway with shops, F&B and activations.

4

Moreeb Dune Park



Family zone with play areas, markets and stage atmosphere.

5

Tal Moreeb Market



Retail and convenience destination.

6

ADNOC Energy Camp



Sustainability, innovation and community activation zone.

7

Sports Amenities



Courts, fields and family sports facilities.

8

Liwa Sign



Iconic landmark for photo moments and branded content.



Liwa Village: The Heart of the Festival

Liwa Village is the heart of the festival, celebrating authentic Emirati heritage through a vibrant program of activities. It stands as the ultimate family destination in Al Dhafra Region, offering a rich mix of cultural shows, family carnivals, and creative workshops, along with restaurants and cafes serving the best of Emirati and international cuisines.

Visitors can enjoy zipline adventures, maze, and classic car exhibitions, along with shows and live music – all within an atmosphere that beautifully blends heritage and modernity, offering a memorable family experience that stands out as one of the season's most exciting destinations.



Liwa Village Snapshot

The village features six main zones full of life – Liwa Souk, Auto, Meydan, Adrenaline, Shams Liwa and Wanasah – each offering a variety of daily activities and entertainment, including stage performances, interactive games, escape rooms, kids’ areas, and Emirati craft workshops.



1

Shams Liwa



Liwa’s first Ferris wheel takes visitors on a panoramic journey over the golden desert dunes, offering breathtaking views and unforgettable moments.

2

Adrenaline



A zone of pure action and challenge - featuring Maze Runner, ziplines for both kids and adults, and pulse-racing experiences that keep the excitement high from start to finish.

3

Meydan



The high-energy zone for thrill seekers, home to skill games, RC car challenges, horror rooms, and a kids 4x4 track, offering nonstop fun and friendly competition for teenagers aged 12-18.

4

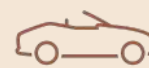
Souk



A celebration of Emirati culture and craftsmanship, where visitors can explore artisans’ workshops alongside local dining and shopping experiences blending heritage with modern flair.

5

Auto



A zone for car enthusiasts of all ages! Featuring a classic car museum hosting a rotating selection of 30 iconic cars, a remotecontrol car activation and mini jeep obstacle track.

6

Wanasa



A lively family zone filled with creativity and excitement - featuring age-appropriate activities for children aged 1-12, bringing families together through play, creativity, and unforgettable moments.

Audience Profile 2025/26



274,440

Attendees



70%

Families



62% / 38%

Male / Female

Media Impact 2025/26



4,000M

PR Reach



AED 56M

PR Value



847M

Impressions

Tal Moreeb: The Home of Desert Motorsport

Tal Moreeb is one of the most iconic desert destinations in the region, known for its dramatic dune landscape and high-energy motorsport atmosphere. As the home of Liwa's most thrilling desert competitions, it brings together off-road enthusiasts, drivers, families and spectators for an unforgettable experience. Visitors can enjoy the excitement of dune racing, motorsport showcases and adrenaline-filled activities, all set against the breathtaking backdrop of Moreeb Dune. Tal Moreeb stands as a true symbol of adventure, competition and desert spirit, making it a must-visit destination within Liwa Festival.



**Tal Moreeb
Car Championship**



**Liwa Nightly
Shows**



**Bike Drag
Racing**



**Fireworks &
Drone shows**



**Sand Show
Championship**



**New Year's Eve
Celebration**



Liwa Walk: The Lifestyle Spine of the Festival

Liwa Walk is a unique and vibrant destination, featuring well-known shops and a marketplace showcasing top brands. Visitors can enjoy a leisurely stroll along the walkway, soaking in the lively atmosphere. It runs alongside a bustling food court, offering a diverse selection of restaurants with a wide range of food and drink options. Liwa Walk also hosts various events and competitions, making it the perfect spot for individuals and families to enjoy fun-filled moments and make unforgettable memories.



**Top Brand
Shops**



Marketplace



**Lifestyle
Walkway**



Foodcourt



Moreeb Dune Park: The Family Playground of the Dunes

This lively park features a stage for competitions and events, along with outdoor seating that captures the charm of traditional heritage markets. It offers comfortable gathering areas and a dedicated space for families and children, where kids can play freely in a safe environment. This welcoming atmosphere blends fun with the making of lovely memories.



**Kids Play
Zone**



**Family Gathering
Areas**



**Heritage
Market**



**Outdoor
Activities**



Tal Moreeb Market: The Festival Retail Destination

Tal Moreeb Market is your one-stop destination for all essential supplies. It offers everything visitors to Liwa International Festival might need, from camping gear and clothing to kitchen accessories, phone accessories, and more. At Moreeb Market, you will find all the essentials to ensure a complete and enjoyable experience throughout the festival.



**Camping
Gear**



Clothing



**Festival
Essentials**



Accessories



ADNOC Energy Camp: The Future-Focused Community Zone

ADNOC Energy Camp captures the essence of national identity and the spirit of sustainability and innovation, offering an experience that reflects ADNOC's vision of honoring the past while embracing the future.

Through educational and interactive pavilions celebrating our Emirati culture, visitors embark on a journey that blends energy, knowledge, and community connection, showcasing ADNOC's role as a proud partner in fostering national pride and shaping a future deeply rooted in the values of the UAE. ADNOC Energy Camp in Liwa, where community activations meet the spirit of our nation.



**Educational
Pavilions**



**Interactive
Experiences**



**Community
Activations**



**Sustainability
Activities**



Sports Amenities: The Festival's Active Recreation Hub

The management of the Liwa International Festival places great importance on providing all means of entertainment, while also prioritizing the health and well-being of its visitors. Therefore, a large area has been dedicated to a variety of sports fields and facilities to meet the needs of the public. This area includes courts for padel tennis, football, volleyball, and basketball, as well as a dedicated children's and family area, and a gymnasium, offering visitors the opportunity to exercise and enjoy a comprehensive experience that combines entertainment and physical activity.



**Padel
Courts**



**Basketball
Court**



**Football
Field**



**Volleyball
Courts**



Liwa Sign: The Iconic Arrival & Photo Landmark

Experience the magic surrounding the Liwa Sign, where excitement and celebration come together in the heart of Al Dhafra Region.

Enjoy a lively atmosphere with F&B stands, spectacular fireworks illuminating the sky during the opening ceremony and New Year's Eve, and a daily laser show that brings the Liwa Sign to life in a dazzling display of colour and light.



**Photo
Opportunity**



Fireworks



**Food & Beverage
Stands**



**New Year's Eve
Celebration**





PARTNERSHIP OPPORTUNITIES



Partnership Tiers

Tailored partnership opportunities designed to maximise brand visibility, audience engagement and long-term association across both Liwa Festival and Liwa Village assets.

From headline positioning across the wider festival to focused ownership within Liwa Village zones, each tier gives brands a clear role in the overall visitor journey - connecting with families, youth and high-value audiences through visibility, activations, hospitality and media exposure.

1

PRESENTING PARTNER



Title association as "Presented by" partner across both events.



Maximum brand exposure across all event platforms and media.



Category exclusivity across all included events assets.

2

NATIONAL UNITY PARTNER



Exclusive presenting rights for a selected zone within both events.



High visibility and exposure among target audiences.



Strong national brand credentials

3

OFFICIAL PARTNER



Strong brand presence across both events collaterals.



Association with a prestigious national festival destination.



Dedicated activation spaces across both Liwa Festival and Liwa Village.

4

EVENT PARTNER



Brand visibility across selected event touchpoints.



Engagement with thousands of visitors and participants.



Flexible partnership options tailored to your objectives.

Liwa Festival Rights + Liwa Village Rights



To ensure the full delivery of PR, marketing, and digital benefits, it is essential that all required partner assets are submitted a minimum 10 weeks in advance of event dates. Delays in receiving these assets may result in the inability to activate certain benefits as planned.



Presenting Partner

AED 15,000,000

Liwa Festival Rights



IP & DESIGNATION

- Presenting Partner designation.
- Zone's Takeover right.
- Logo's and Name integration into the Festival and Village logos in all communications.
- Right to use Liwa Festival and Liwa Village logos.
- Right to create and use co-branded logos.
- Right to use Festival & Village IP's for promotional purposes.
- Category exclusivity across the entire Festival.



MEDIA RIGHTS

- Radio mentions of Partnership.
- Logo inclusion in OOH campaign.
- Logo inclusion in digital publications and campaigns.
- Press-release about Partnership.
- Logo inclusion on logo panels on footer website.
- Three (3) dedicated publications across social media channels.
- Three (3) dedicated social media stories coverage of Partnership.
- Right to have a Speaker at the Opening Ceremony.



ACTIVATION RIGHTS

- Activation space at the venue (10x10m - TBC).
- Opportunity to take-over the roundabout at the entrance.
- Opportunity to have retail or F&B stand at the venue.
- Right to organise private camping site (size is TBC, all costs are to be borne by the Partner).
- Standard VIP tent.



ON-SITE BRANDING

- Branding on the Helipad (costs to be borne by the Partner).
- Dedicated ads on the Main Stage LED screens if applicable (40% of allocation).
- Rotation logo inclusion on the Main Stage if applicable (40% of allocation).
- Logo inclusion on the light towers, Flags, Pedestrian barriers, Entrance & Exit areas, Media Walls (40% of allocation).
- Rotation logo inclusion on the Digital screens and Signage (40% of allocation).
- Brand integration into the Projection Shows.
- Brand integration into the Opening Ceremony (TBC).



LIWA VILLAGE

- Activation space in the Village (10x10m).
- Logo inclusion in OOH campaign.
- Liwa Village Zone's takeover right.
- Branding on the Ferris wheel entrance totem.
- Logo inclusion on the Village's entrance & exit, digital screens, ticketing booth, maps, flags and pedestrian barriers.
- One hundred (100) passes for the event.
- Ten (10) regular tickets to each concert.
- Six (6) VIP tickets to each concert.
- Ten (10) regular tickets to Arena shows.

AED 2,000,000

Liwa Village Rights

Total Partnership Fee

AED 16,600,000

AED 400,000 incentive applied on the package if proceeding with both assets.
Each asset can be acquired individually,
depending on the partner's objectives and budget.

National Unity Partner

AED 2,000,000

Liwa Festival Rights



IP & DESIGNATION

- Premium Partner designation.
- Zone's Takeover right.
- Logo's and Name integration into the Zone name in all communications.
- Right to use Liwa Festival and Liwa Village logos.
- Right to create and use co-branded logos.
- Right to use Festival & Village IP's for promotional purposes.



MEDIA RIGHTS

- Logo inclusion in OOH campaign.
- Logo inclusion in digital publications and campaigns.
- Press-release about Partnership.
- Logo inclusion on logo panels on footer website.
- Two (2) dedicated social media stories coverage of Partnership.



ACTIVATION RIGHTS

- Activation space at the venue (8x8m - TBC).
- Opportunity to have retail or F&B stand at the venue.
- Right to organise private camping site (size is TBC, all costs are to be borne by the Partner).
- Standard VIP tent.



ON-SITE BRANDING

- Dedicated ads on the Main Stage LED screens if applicable (30% of allocation).
- Rotation logo inclusion on the Main Stage if applicable (30% of allocation).
- Logo inclusion on the light towers, Flags, Pedestrian barriers, Entrance & Exit areas, Media Walls (30% of allocation).
- Rotation logo inclusion on the Digital screens and Signage (30% of allocation).



LIWA VILLAGE

- Activation space in the Village (6x6m).
- Logo inclusion in OOH campaign.
- Liwa Village Zone's takeover right.
- Logo inclusion on the Village's entrance & exit, digital screens, ticketing booth, maps, flags and pedestrian barriers.
- Eighty (80) passes for the event.
- Six (6) regular tickets to each concert.
- Four (4) VIP tickets to each concert.
- Six (6) regular tickets to Arena shows.

AED 750,000

Liwa Village Rights

Total Partnership Fee

AED 2,600,000

AED 250,000 incentive applied on the package if proceeding with both assets.
Each asset can be acquired individually,
depending on the partner's objectives and budget.

Official Partner

AED 1,000,000

Liwa Festival Rights



IP & DESIGNATION

- Official Partner designation.
- Right to use Liwa Festival and Liwa Village logos.
- Right to create and use co-branded logos.
- Right to use Festival & Village IP's for promotional purposes.



MEDIA RIGHTS

- Logo inclusion in OOH campaign.
- Logo inclusion in digital publications and campaigns.
- Logo inclusion on logo panels on footer website.
- One (1) dedicated publication across social media channels.
- One (1) dedicated social media story coverage of Partnership.



ACTIVATION RIGHTS

- Activation space at the venue (6x6m - TBC).
- Opportunity to have retail or F&B stand at the venue.
- Right to organise private camping site (size is TBC, all costs are to be borne by the Partner).
- Standard VIP tent.



ON-SITE BRANDING

- Dedicated ads on the Main Stage LED screens if applicable (20% of allocation).
- Rotation logo inclusion on the Main Stage if applicable (20% of allocation).
- Logo inclusion on the light towers, Flags, Pedestrian barriers, Entrance & Exit areas, Media Walls (20% of allocation).
- Rotation logo inclusion on the Digital screens and Signage (20% of allocation).



LIWA VILLAGE

- Activation space in the Village (6x6m).
- Logo inclusion in OOH campaign.
- Logo inclusion on the Village's entrance & exit, digital screens, ticketing booth, maps, flags and pedestrian barriers.
- Sixty (60) passes for the event.
- Four (4) regular tickets to each concert.
- Two (2) VIP tickets to each concert.
- Four (4) regular tickets to Arena shows.

AED 300,000

Liwa Village Rights

Total Partnership Fee

AED 1,240,000

AED 60,000 incentive applied on the package if proceeding with both assets.
Each asset can be acquired individually,
depending on the partner's objectives and budget.

Event Partner

AED 500,000

Liwa Festival Rights



IP & DESIGNATION

- Event Partner designation.
- Right to use Liwa Festival and Liwa Village logos.
- Right to use Festival & Village IP's for promotional purposes.



MEDIA RIGHTS

- Logo inclusion on logo panels on footer website.
- One (1) dedicated social media story coverage of Partnership.



ACTIVATION RIGHTS

- Activation space at the venue (4x4m - TBC).
- Opportunity to have retail or F&B stand at the venue.
- Right to organise private camping site (size is TBC, all costs are to be borne by the Partner).
- Standard VIP tent.



ON-SITE BRANDING

- Dedicated ads on the Main Stage LED screens if applicable (10% of allocation).
- Rotation logo inclusion on the Main Stage if applicable (10% of allocation).
- Logo inclusion on the light towers, Flags, Pedestrian barriers, Entrance & Exit areas, Media Walls (10% of allocation).
- Rotation logo inclusion on the Digital screens and Signage (10% of allocation).



LIWA VILLAGE

- Logo inclusion on the Village's entrance & exit, digital screens, ticketing booth, maps, flags and pedestrian barriers.
- Ten (10) passes for the event.
- Four (4) regular tickets to each concert.

AED 175,000

Liwa Village Rights

Total Partnership Fee

AED 640,000

AED 35,000 incentive applied on the package if proceeding with both assets.
Each asset can be acquired individually,
depending on the partner's objectives and budget.

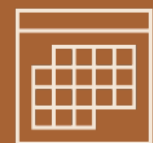
A NATIONAL MOMENT NEEDS NATIONAL PARTNERS

Liwa Festival 2026/27 will be more than an event. It will be a national platform that celebrates the heritage, resilience and unity of the UAE.

To make this year's Festival the success it deserves to be, we need to bring the right partners on board early – partners who can help elevate the experience, engage communities and stand visibly behind one of the country's most important national moments.

Early confirmation will allow us to:

- Secure your Partnership position.
- Lock in activation and zone opportunities.
- Integrate your brand into Festival planning.
- Maximise visibility across the full campaign period.



**WRITTEN
CONFIRMATION
DEADLINE**

**Presenting Partner,
National Unity Partner**

September, 11th

**Official Partner,
Event Partner**

October, 30th



Contact us:

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