

WELL-BEING WEEK

2026

Elevate Life

Tue, April 7 to
Wed, April 15

Sponsorship Package



A celebration of Health and Well-being

ORGANIZED BY CAMPUS AND COMMUNITY



THE KAUST
SCHOOL

In partnership with



Event Details



April 7 to 15, 2026 | Daily 6:00 a.m. to 10:00 p.m.



Various Venues around KAUST

1,000+
participants



Partnerships Power Possibilities

- **Merchandise** Branding and logo on merchandise
- **Well-being corner** promoting service at TKS Tidal Wave (2,000+ attended)
- **Access** to all Well-being Week initiatives for your staff
- **Communicates** specific Social Media posts and news item in post event comms
- **Promotion** branding and logo on Well-being Week webpage on cc.kaust.edu.sa website
- **A memorable experience** enhancing well-being for all

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Partner With Us

Be part of KAUST's Well-being Week and access various initiatives to enhance your Well-being! Sponsoring Well-being Week 2026 positions your brand at the heart of diversity, inclusion and community engagement

Unmatched Visibility

Your brand showcased across the Well-being platform, the KAUST communication channels, banners, and digital platforms before, during, and after the event

Direct Engagement

Connect with families, professionals, like-minded community members and influencers in a friendly and mindful setting.

Positive Brand Association

Align with values of community, wellbeing, education, and cultural heritage

High-Impact Marketing

Targeted exposure to a diverse, engaged audience

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Target Audience

All united by values of community, well-being, education, culture, and social impact

- Families and children
- Professionals and working adults
- Community leaders
- Cultural groups and international communities
- Service provider staff
- Members of our surrounding communities
- Students
- Nannies

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Your contribution powers

- Well-being merchandise
- Cultural performances and entertainment
- Booth construction for Well-being corner at the TKS Tidal Wave
- Marketing and print campaign
- Engaging well-being initiatives for the whole KAUST community and surrounding communities to enjoy

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Exclusive Sponsorship Benefits

Up to SAR 30,000 **PRESENTING PARTNER**

- Event naming rights
- Highlighted on the Well-being Week webpage
- Logo on all merchandise and marketing materials
- Priority access to venue space
- Dominant logo placement on stage, entrance, and all event media
- Prime branded booth as part of the Well-being corner
- Featured recognition post-event

Up to SAR 15,000 **SUPPORTING PARTNER**

- Medium logo on key marketing materials
- Featured as a supporting partner on the Well-being Week webpage
- Flyer placement in Well-being Week venues
- Social media mentions and thank you post
- Post-event recognition



Let's
celebrate and
enhance
Well-being
together!

CONTACT



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