



AmCham
Saudi Arabia
SPORTS

2023 - 2024

Committee Workplan

CONNECT | GROW | PROSPER



ABOUT AMCHAM SAUDI ARABIA

The American Chamber of Commerce (AmCham) Saudi Arabia serves as a platform for the American business community to connect, grow and prosper. We analyze and provide insights on policies and structural changes impacting American business interests through our eleven sector committees that represent established industries and emerging markets in Saudi Arabia. AmCham Saudi Arabia is a Kingdom-wide organization, with headquarters in Riyadh and active chapters in the Eastern Province and Jeddah. Our sponsors and members engage in leadership roles within our committees, participate in industry panels and policy forums, network at social events, and contribute to our monthly newsletters and social media platforms. AmCham Saudi Arabia is a registered nonprofit and NGO. All sponsorships and memberships are tax-deductible within the United States. AmCham Saudi Arabia serves our chapters, committees, and members, and looks forward to welcoming you to join us.

VISION

To be the principal advocate for the American business community in Saudi Arabia.

MISSION

To provide American companies the ability to connect, grow, and prosper.

Connect | Grow | Prosper
SERVING THE AMERICAN BUSINESS COMMUNITY SINCE 1978.



ABOUT THE SPORTS COMMITTEE

Sports and Recreation are a key fixture in the relationship to a balanced quality of life and wellbeing of society. Saudi Arabia recognizes the importance of making sports accessible to its communities and is committed to grand initiatives to further build on and develop its sports infrastructure, events, and programming across the country. This creates amazing opportunities for the sports and recreation industry throughout the Kingdom. The committee promotes an integrated governmental approach linking sports and recreation to policies such as economy, investment, inclusive growth, employment, innovation, green growth, local development, and entrepreneurship. The committee cooperates closely with the Kingdom's public sector, bringing leaders from the private sector together to more effectively share knowledge and best practices and contribute to shaping Saudi's discussion on the sports and recreation sector.





ABOUT THE SPORTS COMMITTEE

MISSION

To positively impact the Saudi sports industry by linking local and international industry experts with key sports stakeholders.

VISION

To invigorate innovation and empower corporations, federations, and individuals within the Saudi sports community.





ABOUT THE SPORTS COMMITTEE

STRATEGIC PRIORITIES

- Linking local and international industry experts with key stakeholders.
- We aim to promote investment and partnership opportunities within the Saudi sports and tourism sector.
- Bring leaders from the public and private sector together to share knowledge and best practices to help shape the sports and tourism sectors.

COLLABORATION 2022 - 2023

- AmCham Saudi Arabia x American Express Golf Tournament
- AmCham Saudi Arabia x Hushood Series of Panel



ABOUT THE SPORTS COMMITTEE

PROGRAMMING 2022 - 2023

- November 30, 2022: Marine Sports and Tourism Panel
- January 20, 2023: AmCham Saudi Arabia x AMEX Ladies and Juniors Golf Tournament, KAUST
- February 2nd, 2023: The Intersection of Sports and Tourism in Saudi Arabia
- March 9th and 10th, 2023: AmCham Saudi Arabia x AMEX 27th Golf Tournament, Riyadh
- June 5th, 2023: The Evolution of eSports



ABOUT THE SPORTS COMMITTEE

COLLABORATION & PROGRAMMING 2023 - 2024

- Support through attending committee sessions
- Link networking opportunities with relevant committees
- Cross promote upcoming committee activities
- Nurture communication between committee chairs

- October 23rd, 2023: Women in Sports: Breaking Barriers and Building Legacies
- November 10th, 2023: AmCham Saudi Arabia x AMEX Golf Tournament, KAEC
- January 16th, 2024: Marine Sports Panel
- February 29th, 2024: AmCham Saudi Arabia x AMEX 28th Golf Tournament, Riyadh
- May 2024: Fly Sports Panel, Eastern Province
- June 2024: Martial Arts Panel, Jeddah

DRIVING FORCES



“As the impact of sports in Saudi Arabia gains momentum on the global stage, our committee is dedicated to fostering growth by connecting key stakeholders and championing excellence, laying the foundation for a thriving local and global sports sector.”

Maxwell Andrews
Chair, Sports Committee



“For myself, the game of golf has been a metaphor of life. Like life, you must seek balance across the skills required for success. To overcommit to improving one facet of your game will likely result in an imbalance in overall performance. And when you finally believe you’ve conquered a facet of your game, or of your life, the game of golf is there to lecture you in humility.”

Thomas Robison
Riyadh Chapter Co-Chair, Sports Committee



“Elevate your brand through the power of sports! Join hands with us as a sponsor for our AmCham Sports Committee and be part of a dynamic journey towards excellence. Your support not only fuels our commitment to promoting sports but also plays a pivotal role in driving the business of sports in Saudi Arabia. As a valued partner, you’ll be front and center in our efforts to cultivate a culture of athleticism, camaraderie, and prosperity. Let’s collaborate to score victories on the field and in the Saudi business landscape, uniting the spirit of competition with the pursuit of success!”

Sage M. Park
Champion, Sports Committee

DRIVING FORCES



Hanny Elmessiry
Riyadh Chapter Strategic Partner, Sports Committee



Zeina Alnouri
Special Projects Manager, Sports Committee

SPONSORS



Majed Sherbiny
KSA Strategic Partner, Hushood



Majed Garoub
Founder, The Law Firm of Majed Garoub



SPONSORING THE SPORTS COMMITTEE



The American Chamber of Commerce in Saudi Arabia offers Committee and Event Sponsorship opportunities whereby companies and organizations can support the business community in a way that is targeted and bespoke. Industry-specific committees are responsible for curating event programming and networking opportunities that reflect the increasing diversification efforts in Saudi Arabia. By being a Committee Sponsor, companies align with the efforts of AmCham Saudi Arabia as an accredited AmCham Affiliate of the U.S. Chamber of Commerce. Our Committee Sponsorship package allows companies to identify a sector they want to champion and to be part of an organization that unites business people of the United States and host countries to come together and promote their mutual interests.

SPORTS COMMITTEE SPONSORSHIP DELIVERABLES

\$10,000

Recognition remarks at the beginning of events



Recognition remarks at the Annual General Membership Meeting



Company logo on any marketing collateral designated as a committee event



Speaking opportunities at committee events



Right of first refusal of event sponsorship



Content Co-Creation



Social Media content highlighting establishment of relationship and coverage of events



The right to participate in Committee meetings



Committee Sponsorships are non-exclusive



AmCham
Saudi Arabia
SPORTS

FIND US ON SOCIAL



@AMCHAMKSA

CONTACT THE SPORTS COMMITTEE
SPORTS@AMCHAMKSA.COM