



2025



Why... EV of the year – Egypt?

The growing importance of electric mobility and its service's sectors in recent years, whether at the level of manufacturers, official agents or even importers .. and in all categories. there has become a remarkable importance to Thank and honour these companies for their investments efforts which supporting this sector in the market, especially after we noticed many successful achievements.

"**SPARK Consultancy**" and its sister company (**ARROW EVENTS**), which had the lead in presenting the idea and organizing of this elite celebration for the Egyptian market and derived from its annual event.... (Car of the Year – Egypt / registered under No. 4103 on 26. 09. 2009), since 2019.



General idea of “EV of the year - Egypt”:

The organizers of this event will honour and thank some icons of these sectors with Appreciation prizes (non-material), which granted to the most successful vehicles / Companies / figures in their categories during the previous period from the reality of local and international reports and references, and in the presence of representatives of Agents, manufacturers and importers, as well as official authorities interested in the country, other than representatives of the press and media...

The proposed timing for organizing this ceremony will be in (Q1) or (Q2) of 2025.



General Agenda:

1- PR & Media campaign before one month of the event day (covering all partners news and activities and focusing on their logos).

2- A large press conference linked all automotive media with event's partners to highlight the event activities and partners business. This conference planned to be organized 2 weeks before the event day.

3- The event day:

- 5:30 pm Welcome reception
- 6:30 pm Event start
- 7:00 pm Organizers & Main Partners welcome speech
- 7:15 pm A discussion panel about EV future in Egypt
- 8:15 pm Awards presenting to ICONS & Figures
- 9:00 pm Grand launch / reveal ceremony for new models
- 9:30 pm Dinner



Characters to be invited to the ceremony – The Invitees list:

- **Ministers**
- **Representatives of the diplomatic corps**
- **Representatives of automotive companies in the Egyptian market and their guests from the parent companies from outside Egypt.**
- **Representatives of the Egyptian Automobile Manufacturing Association (EAMA)**
- **Representatives of the Egyptian Association of Automotive Feeder Manufacturers (EAFA)**
- **Representatives of the banking sector and insurance companies**
- **Some artists**
- **Representatives of the press and media in its various categories**
- **TV representatives**



I- Proposed Vehicle Categories:

- **Passenger cars**
- **Buses**
- **Golf Cars**
- **Scooters**
- **Electric Bicycles**
- **Services (Chargers , Service Centers, ...)**

II- Special Honorary Awards - Automotive's Icons Awards - :



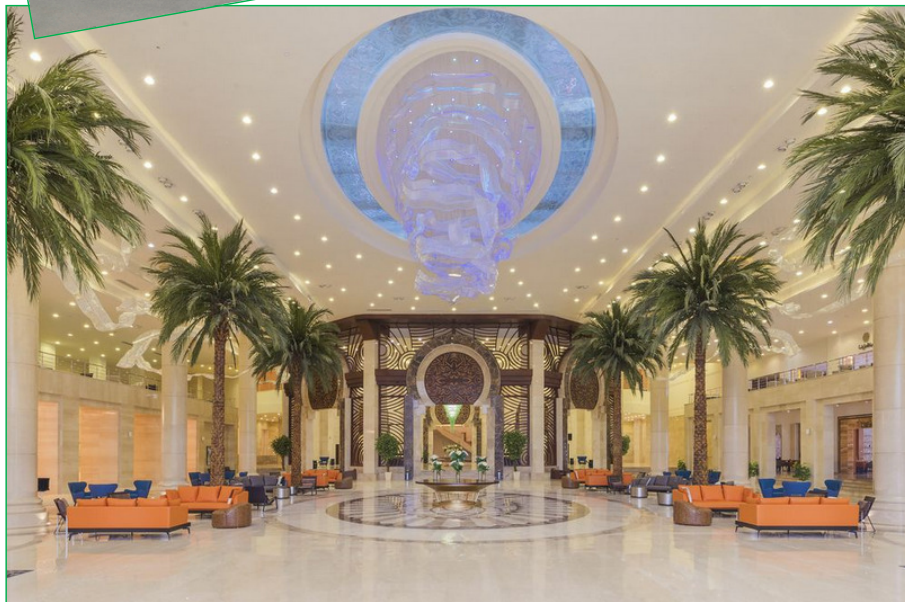
The organizer of this event Suggest to thank and honour the following categories / figures:

S.	Category	Trophy	Co.
1	P.C.	PORSCHE (Taycan) - # Sport EV	SMG
		DFM E70 pro - # Economic & fleets EV	Misr Helwan Automotive Co.
		MG 4 - # Reliable EV	AL Mansour MG
		Nissan (E Power) - # Advanced EV Technology	Nissan Egypt
		AUDI (e-tron) - # Sport Lines EV	Audi Egypt
		LOTUS ELETRE R - # Top Hyber EV in Egypt	Ezz Elarab Automotive
		Hyundai Ionic 6 – To Worldwide Ev design	GB auto
2	Buses	MCV (C120 EV) – Pioneer EV Bus	MCV
		Geyushi Buses – competitive EV Bus	Geyushi
3	Golf Cart	Raya Auto (Models) - Best selling local Manufacturers	Raya Auto
		MATGR - Best Mobility Solutions	MATGR
4	SCOOTERS	Glide (SideCar) - Best Innovation	Glide Smart mobility - Tredco
		SCOOTERS - Best Distributor	ABAZA Auto Trading
5	EV Bicycle	Glide (Bykee Electric) - Best Manufactured in Egypt	Glide Smart mobility - Tredco
6	Special Awards		Eng. Gamal Askr
			Mr. Ahmed Zein
			Mr. Tonny Latif
			Mr. Bassel ElHalawany
		www.autoagencyeg.com - Special EV Section	Eng. Firas Ewija
		AWIJA Motors - (EV - Service Center)	Dr. Allaa Al Fanagely
		RALLY Motors - (EV - Service Center)	Mr. Hossam Hasan
		LIFE EV- Best Growing EV importing Company	DR. Aly El Tayeb
Shift EV - Best EV Tecnology Company	Shams Abdelghafar		
		Infinity - Best Charges provider	
		and more	



The Official Hotel of the Event

**TRIUMPH Luxury Hotel (5 * +)
(Q1 - 2) 2025
MONACO Ballroom**





Media Activities:

Full Media Campaign for One month before the event with all media Partner:-

Official Car Supplement	Official TV Program	YouTube Channels	Official Sports Magazine	Official Arabic Magazine					
Media Partners									

- Sponsors' news and PR coverage in the same month.
- A Huge Press Conference in two weeks before the event for all sponsors.



Sample of the printed Ad. Same as **SPARK** annual event (Car of The Year Egypt)

CAR OF THE YEAR EGYPT
الأفضل

EGYPTIAN AUTOMOTIVE MARKET EVENT 2024

خالص الشكر
لكافة الجهات الراعية والداعمة للاحتفالية

www.automobile-eg.net TRIUMPH HOTELS www.spark-consultancy.co

Sponsored By:
 Auto | CHERY | JETOUR — Drive Your Future — | KASRAWY GROUP | Arabiat Egypt | KGM

Supported By:
 A.M.I.C. | 100 | LED | 5 | osom | Sports & FITNESS MAGAZINE | automobile | سيارات

Official TV Program: | **YouTube Channel:** | **Official Sports Magazine:** | **Official Arabic Magazine:** | **Official Car Supplement:**

Media Partners:
 automobile | AUTOMOBILE | الجريدة | Sayat | 24 | Shopping | Fleek | AUT | WITH US | economic | LIVE | عالم المال | P&G CARE

Preparation By: EMC | **Organized By:** automobile



The Main Exclusive Sponsor's benefits:

Publishing your logo in all communication's materials:

- Online Ads. . (with media partners)
- Printed Ads
- Banners
- Invitations
- Extra marketing items (i.e. Staff ID's, Menus, and Social media)

- * One Ad. In the official newspaper + PR
- * Two special position Ads. In the official magazine + PR
- * One Special online clickable banner in the organizer's business website.
- * An interview with one of the official event media / TV channels.
- * Thanks' Trophy for sponsoring the Event.
- * 3 min. special video on the event's official screen (throughout the event program)
- * 5 minutes speech.
- * 15 VIP invitations / 2 branded dinner Table
- * Showing 2 branding car / (Back Drop banner + Carpet + lighting).
- * Sharing your offers / Giveaways for Press and invitees.
- * Special presentation in the press conference (before the main Conference with 2 weeks).
- * Special PR in the Press conference.
- * Putting your brand specials (branding Banners / Stands / Mockups) in the Event Hall ... Care of sponsor.

And any more approved items.....



The Platinum Sponsor's benefits:

Publishing your logo in all communication's materials:

- Online Ads. . (with media partners)
- Printed Ads
- Banners
- Invitations
- Extra marketing items (i.e. Staff ID's, Menus, and Social media)

- * **One Special online clickable banner in the organizer's business website.**
- * **One special position Ad. In the official magazine + PR**
- * **Thanks' Trophy for sponsoring the Event.**
- * **1-2 minutes speech.**
- * **8 VIP invitations / 1 branded Dinner Table**
- * **Special display area (3 X 6 m) or 1 branding car / (Back Drop banner + Carpet + lighting) Care of sponsor.**
- * **Special video about your brand (2 minutes) on the main event screen**
- * **Sharing your offers / Giveaways for Press and invitees.**
- * **Special presentation in the press conference (before the main Conference with 2 weeks).**
- * **Special PR in the Press conference.**
- * **Putting your brand specials (branding Banners / Stands / Mockups) in the Event Hall ... Care of sponsor.**

And any more approved items.....



The Golden Sponsor's benefits:

Publishing your logo in all communication's materials:

- Online Ads. . (with media partners)
- Printed Ads
- Banners
- Invitations
- Extra marketing items (i.e. Staff ID's, Menus, and Social media)

- * One prime position Ad. In the official magazine + PR.
- * Thanks' Trophy for sponsoring the Event.
- * 1-2 minutes speech.
- * 7 VIP invitations / **1** branded dinner table.
- * Sharing your offers / Giveaways for Press and invitees.
- * Special PR in the Press conference.
- * Interview in one of the event's platforms .
- * Putting your brand specials (branding Banners / Stands / Mockups) in the event Hall ... Care of sponsor.
- * Special display area (3 X 5 m) ... Care of sponsor.

And any more approved items.....



The Silver Sponsor's benefits:

Publishing your logo in all communication's materials:

- Online Ads. (with media partners)
- Printed Ads
- Banners
- Invitations
- Extra marketing items (i.e. Staff ID's, Menus, and Social media)

- * **One Ad. In the official magazine + PR**
- * **Thanks' Trophy for sponsoring the event**
- * **5 VIP invitations / dinner table**
- * **Sharing your offers / Giveaways for Press and invitees**
- * **Putting your brand special (branding Banners / Stands / Mockups) in the event Hall ... Care of sponsor.**
- * **Special display area (3 X 3 m) Or one Car display ... Care of sponsor.**

And any more approved items.....



The Sharing Sponsor's benefits:

Publishing your logo in all communication's materials:

- Printed Ads
- Banners
- Invitations
- Extra marketing items (i.e. Staff ID's, Menus, and Social media)


- * **One Ad. In the official magazine + PR**
- * **2 VIP invitations**
- * **Thanks' Trophy for sponsoring the event**
- * **Sharing your offers / Giveaways for Press and invitees**

And any more approved items.....



فئات الرعاية - Sponsors Budget

لا تشمل الأسعار المبينة الضرائب الحكومية المستحقة على الفواتير الرسمية (ض. ق. م.) Excluding VAT

	قيمة الرعاية EGP	Sponsor Category -	م
Outside Front Cover Main photo	2,000,000	Main Exclusive Sponsor	1
Outside Black Cover	1,000,000	Platinum Sponsor (1)	2
Inside front Cover	850,000	Golden Sponsor (1)	3
Inside Black Cover	700,000	Silver Sponsor (1)	4
First inside Page	600,000	Service Sponsor	5
Next inside page	300,000	Sharing Sponsors	6
Inside pages	35,000	الشركات الداعمة للاحتفالية (بعد المجلة الخاص - للصفحة الداخلية الواحدة) - Green Mobility Magazine special Issue Ad.	7



المنظم – Organizer



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Thank You