



شعارات المشاركة
SHARJAH LOGOS



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Sharjah Logos 2011
The Emirate's World Record Breaking Display of its
Economic Growth





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CELEBRATING SHARJAH'S UNPARALLELED ECONOMIC CLIMATE

AND

SETTING A NEW WORLD RECORD WITH SHARJAH'S ULTIMATE LOGO BOARD



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The Vision & Concept

In line its recent achievement of the world's most populated billboard with 1233 logos (An Accredited Guinness World Record), Sharjah Logos Organizer's propose the following record breaking activities:

The new world record with 1500 logos of Sharjah based companies.

The new world record will display logos of all companies that participate in this ground breaking initiative.

The participation fee generated from the initiative will be utilized for the noble cause of 'Hajj Badal' for the residents of 'Sharjah Home for the Elderly'



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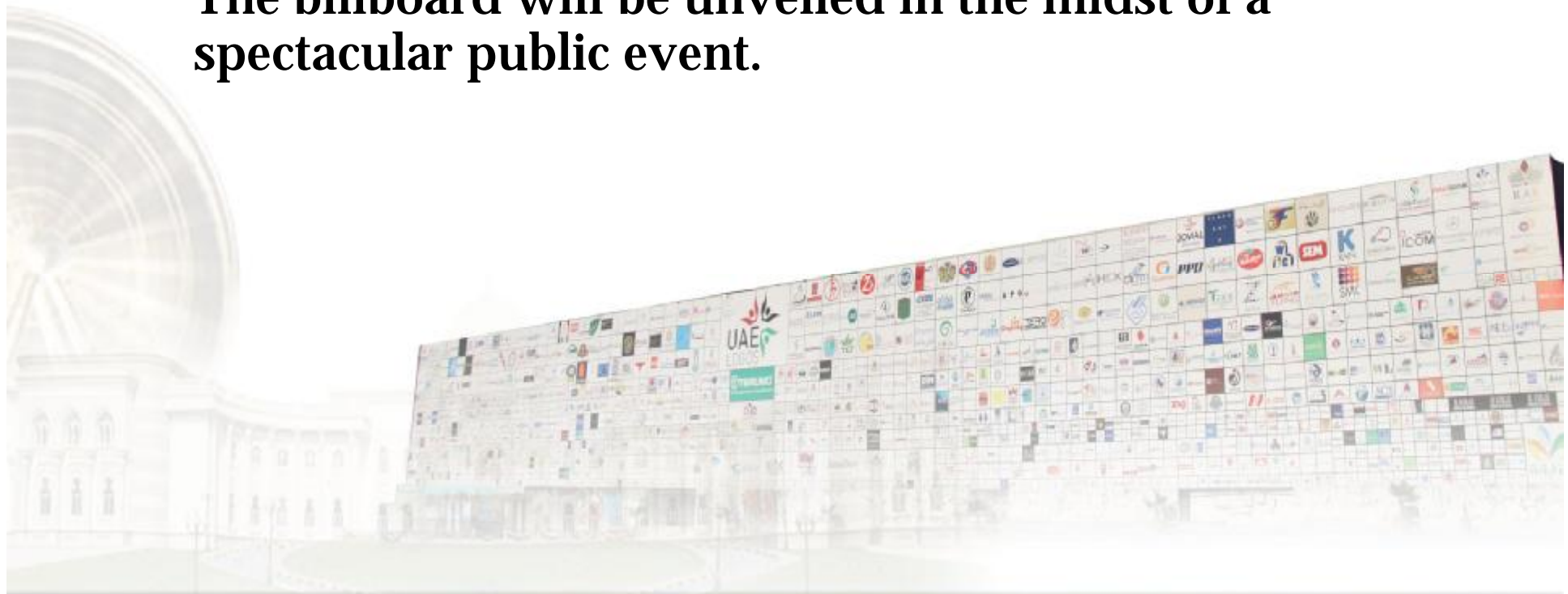




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- The magnificent billboard will be erected at Sharjah's most popular venue Al Qasbah.
- The billboard will be unveiled in the midst of a spectacular public event.





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The Format

The world record breaker will be erected at al Qasbah.

The billboard will be unveiled during a public ceremony along with the announcement of 'Hajj Badal' for the aged residents of 'Sharjah Home for the Elderly.'



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The Objectives

To highlight the emirate's favorable economic climate

To pay reverence to the Country's heritage by offering 'Hajj Badal' for the elderly

To offer all participants an opportunity to benefit from the Emirate's most notable public event.



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The Promotion

A National Media Visibility Program

An extensive PR drive across global mediums to communicate the great national achievement, its content and strategy.





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The Promotion

Advertising

A Print, Radio, TV & Electronic campaign will be organized to announce event dates and details of this unique initiative.





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***We invite the world to
The Ultimate Record Breaking Experience***





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