



Sponsorships & Partnerships

Dubai Award for Sustainable Transport (DAST)

14th Edition Brochure for Sponsors and Partners

rta.ae



جائزة دبي للنقل المستدام
Dubai Award for Sustainable Transport

Fourteenth Edition

الدورة الرابعة عشرة



About DAST



Vision

Leading the journey towards sustainable mobility.



Mission

Dubai Award for Sustainable Transport empowers tomorrow's mobility solutions and helps build better, more connected journeys for all – sustainable, inclusive, and innovative.

Objectives



Drive innovative mobility solutions



Encourage sustainable transportation practices



Promote accessibility for urban space



foster a culture of safety within the mobility ecosystem



Why join DAST?

Becoming part of DAST's sponsor and partner network provides organisations with an opportunity to:

-  Receive recognition under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of the Executive Council
-  Enhance brand visibility through exclusive logo placement and social media features
-  Showcase cutting-edge technologies that support sustainable mobility and align with national and global sustainability objectives
-  Build long-term connections with industry leaders through 1:1 engagement

Our platform and reach

DAST is more than an award – it is a platform to drive the future of sustainable transport, with the mission to Move, Sustain, and Innovate. Organised by the Roads and Transport Authority (RTA) under the esteemed patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence, and Chairman of The Executive Council of Dubai, DAST provides unparalleled visibility and industry influence.



Who can participate?

DAST's sponsor and partners network welcomes all organisations that show a commitment to advancing sustainable, inclusive, and innovative mobility solutions. Organisations may choose to support DAST as sponsors or partners:



Sponsor

Organisations that provide funding for DAST in exchange for defined benefits defined in the sponsorship package.



Partner

Organisations that contribute expertise, technology, or services to enhance DAST without direct financial investment in exchange for defined benefits in the partnership package.



Sponsor and partner structure

Sponsor

Strategic	迪 600,000
Platinum	迪 450,000
Gold	迪 300,000
Silver	迪 150,000
Bronze	迪 100,000

Partner



Academic

Strengthen industry connections with students and researchers.



Innovation

Support winning ideas by providing pathways for incubation.



Event

Provide end-to-end support in planning and coordinating the event ceremony, ensuring a seamless and well-managed experience.



Communications

Amplify exposure through media, digital storytelling, and influencer collaborations.



Global outreach

Extend the award's international visibility through access to global platforms and networking circles.



Transportation

Elevate the award's global accessibility, ensuring seamless travel for international attendees.



Sponsorship benefits

		Strategic	Platinum	Gold	Silver	Bronze
Category Sponsorship & Recognition	Receiving a trophy during awarding ceremony	✓	✓	✓	✓	✓
	Sponsorship of award categories (sponsor's name & logo on the screen)	2 Categories	1 Category	1 Category	1 Category	✗
Brand Visibility	Feature logos across physical and digital assets, subject to availability. Higher-tier sponsors receive prioritized and prominent placement*	Maximum Coverage	Very High Coverage	High Coverage	Medium Coverage	Low Coverage
	Dedicated press release featured on website and social media	✓	✗	✗	✗	✗
	Interviews conducted in event's press space	✓	✓	✓	✓	✓
	Feature sponsor through an editorial on the website and a social media testimonial	✓	✓	✓	✓	✓
	Gain access to a "social media toolkit"	✓	✓	✓	✓	✓
	Honourable mention of sponsor in DAST's advertisements	✓	✓	✗	✗	✗
	MoU signing during pre-event ceremony, featured in press release	✓	✓	✓	✓	✓
Event Exclusives	Opportunity to give a keynote address in the opening ceremony, subject to approval	✓	✗	✗	✗	✗
	Recognition during the Opening and Closing Ceremony by the Master of Ceremony	✓	✓	✗	✗	✗
	Opportunity to participate in a panel discussion, subject to approval	✓	✓	✓	✓	✓
	Receive VIP invitations to the event (for C-level executives)	20 VIP Passes	15 VIP Passes	10 VIP Passes	10 VIP Passes	5 VIP Passes
	Exclusive booth in exhibition area	18 sqm	9 sqm	6 sqm	3 sqm	3 sqm
	VIP networking lounge access, subject to availability	✓	✓	✓	✓	✓
	Gala dinner invitation, subject to availability	3 VIP tables (20 guests)	2 VIP tables (15 guests)	1 VIP table (10 guests)	10 guests	5 guests
Ongoing Engagement	Exclusive annual invitations to select RTA-hosted conferences	3 conferences	3 conferences	3 conferences	1 conference	1 conference
	Feature sponsor's branding in DAST's booths at global activations**	✓	✗	✗	✗	✗
	Gain invitation to annual DAST Majlis Talks, convening sponsors, partners, and a network of winners	20 guests	15 guests	10 guests	10 guests	5 guests
	Gain exclusive invitation to RTA's innovation labs at its Mobility Research and Innovation Centre at the University of Birmingham	✓	✓	✗	✗	✗
Price		600K	450K	300K	150K	100K

*Examples include: (1) Main stage LED screens (2) Entrance and exhibition area banners (3) Registration area kiosks (4) Campaign announcements and printed brochures (5) DAST intro & wrap-up videos and digital ads

** Subject to sponsor's onboarding

Partnership benefits

		Global Outreach	Academic	Communications	Sustainability	Innovation	Transportation	Event
Recognition	Receiving a trophy during awarding ceremony	✓	✓	✓	✓	✓	✓	✓
	Feature logo on physical and digital assets*	✓	✓	✓	✓	✓	✓	✓
	Logo featured on stage during panel discussions	✗	✗	✓	✗	✗	✗	✗
	Feature sponsor name and logo in all attendees' travel communication	✗	✗	✗	✗	✗	✓	✗
	Naming rights to panel discussion agenda (Powered by *Communications Partner*)	✗	✗	✓	✗	✗	✗	✗
	Opportunity for sponsors to contribute to thought leadership or case studies featured in event materials or post-event publications	✓	✓	✗	✓	✓	✗	✗
Brand Visibility	Exclusive foreword opportunity in thought leadership	✓	✗	✗	✗	✗	✗	✗
	Co-brand the official Sustainability Impact Report of the event	✗	✗	✗	✓	✗	✗	✗
	Interviews conducted in event's press space	✓	✓	✓	✓	✓	✓	✓
	Feature partner through an editorial on the website and an exclusive social media testimonial	✓	✓	✓	✓	✓	✓	✓
	MoU signing during pre-event ceremony, featured in press release	✓	✓	✓	✓	✓	✓	✓
	Gain access to a "social media toolkit"	✓	✓	✓	✓	✓	✓	✓
Event Exclusives	Opportunity to headline final ceremony day	✓	✗	✗	✗	✗	✗	✗
	Opportunity to participate in a panel discussion, subject to approval	✓	✓	✓	✓	✓	✓	✓
	Receive VIP invitations to the event	5 VIP Passes	5 VIP Passes	5 VIP Passes	5 VIP Passes	5 VIP Passes	5 VIP Passes	5 VIP Passes
	Exclusive booth in exhibition area	18 sqm	3 sqm	3 sqm	3 sqm	3 sqm	3 sqm	3 sqm
	Exhibition area and VIP networking lounge access, subject to availability	✓	✓	✓	✓	✓	✓	✓
	Gala dinner invitation, subject to availability	✓	✓	✓	✓	✓	✓	✓
Ongoing Engagement	*Exclusive annual invitations to select RTA-hosted conferences	✓	✓	✓	✓	✓	✓	✓
	Gain invitation to annual DAST Majlis Talks, convening sponsors, partners, and a network of winners	✓	✓	✓	✓	✓	✓	✓
	Gain exclusive invitation to RTA's innovation labs at its Mobility Research and Innovation Centre at the University of Birmingham	✓	✓	✗	✓	✓	✗	✗
	Co-brand global visibility activations, such as industry roundtable webinars	✓	✗	✗	✗	✗	✗	✗
	Co-branded incubation program for winners	✗	✗	✗	✗	✓	✗	✗

*Examples include: (1) All campaign announcements and brochures (2) DAST intro video and wrap up video

Award categories

- 12 Mutually exclusive awards.
- Trend-aligned, future-ready awards.
- 1 Flagship award introduced.

Awards:

-  Flagship award trophy
-  Award trophy
-  Award certificate
-  60K / 40K / 20K

Elite

1. Elite

The elite award represents the pinnacle of excellence among applicants. It is bestowed upon those who achieve the highest score across all awards.



Sustainable

2. Pioneering Sustainable Cities

Best city-wide policy/project that promotes sustainable transport.



3. Outstanding Sustainable Fleet

Best project that contributes towards emission/net zero reduction.



4. Clean Energy for Mobility

Breakthroughs in hydrogen, biofuels, or other sustainable fuels for transport.



5. Urban Changemakers

Best mobility project (including PPPs) that improves climate readiness.



Inclusive

6. Best Solutions for Mobility

Recognising projects that ease congestion and enable smart multimodal connections.



7. Safe Transport

Best project that reduces transport-related injuries or deaths.



Innovative

10. Best AI & Technology

Innovation in Transport

Honouring innovations that lead progress in the year's priority mobility theme.



11. Outstanding Student Solutions

Youth-led contributions to mobility problems (ideas, prototypes).



8. The First and Last Mile

Honouring micromobility projects that enhance short trips and walkable, connected cities.



9. Transport for All

Best solutions to improve equity and accessibility in transportation.



12. NextGen for Mobility

University and PhD student-led contributions to mobility problems (ideas, prototypes).



Previous sponsors

Strategic

هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority



Platinum

بلدية دبي
Dubai Municipality



الامارات للمزادات
EMIRATES AUCTION

Gold

DP WORLD



Al Naboodah



Silver

جامعة حمدان بن محمد الذكية
Hamdan Bin Mohammed Smart University



ذاتي سدة العرب
Arabia Taxi



KPMG

Let's be part of
the future of mobility
together!

We welcome all interested sponsors and partners to join this transformative initiative. Let's advance sustainable mobility, drive innovation, and create lasting industry impact.

For further details, get in touch via:

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