



SEA Regional Licensing Opportunity



TABLE OF CONTENT

1. <u>BRIEFING</u>	4
2. <u>WHAT SEA OFFERS</u>	6
2.1 <u>FRANCHISE BRAND IDENTIFICATION</u>	8
2.2 <u>MULTIPLE STREAMS OF REVENUE</u>	9
2.3 <u>COMPREHENSIVE TRAINING</u>	10
2.4 <u>ONGOING SUPPORT</u>	12
3. <u>GOALS</u>	13



Dr. Joseph Torbey honored by H.E Mr. Raymond Audi

1. BRIEFING

SEA, the Social Economic Award event has been founded by Violette & Maroun Balaa, and has now been annually taking place in Beirut for its 4th consecutive year.

SEA is a pioneering initiative in the region that grants Awards to institutions for their CSR initiatives, in a Gala Dinner that gathers the Social & Economic Elite.

The presentation of awards is based on the idea of honoring leading Public and Private Institutions in banking, trade, industry, education and franchising for developing concepts and products that promote welfare, a better environment, create employment offer, preserve the identity, history and heritage and thus have a Positive National Impact.

We believe that recognizing the endeavors of institutions from different categories in the economic and social sectors, will improve the state of the less fortunate and positively reflect on the entire society.



With vast media coverage, this event has gained credibility and awareness to an extent which makes it possible to duplicate in the entire region.

SEA is a dynamic, multi-award winning franchise model. As a leader of the award programs industry, SEA is a regionally recognized and trusted brand.

Singer Diane O' Sullivan @ Casino du Liban - SEA 2013

2. WHAT SEA OFFERS

The SEA system is based on a proven business format. As a SEA Master Licensee you will be offered:

- **Franchise Brand Identification**
- **Multiple Streams of Revenue**
- **Comprehensive Training**
- **Ongoing Support**



Salle des Ambassadeurs At Casino du Liban - SEA 2012



2.1 FRANCHISE BRAND IDENTIFICATION

SEA is responsible for maintaining the regional brand through extensive brand management which allows you, the Master Licensee, to focus on your local area promotions.

ROCK & ROLL MEDLY CYNTHIA BROWN - *SEA 2014 Entertainment*

2.2 MULTIPLE STREAMS OF REVENUE

As a Master Licensee you have the sole and exclusive rights to operate a SEA Program in a designated geographical area. This gives you the opportunity to generate significant revenue streams from several sales and sponsorship avenues:

- **Revenue from Sponsorship:**

Your main source of revenue will be based on sponsorship opportunities offered by SEA. The sponsorship plans of SEA award are designed to give maximum exposure to the sophisticated audience of the Award event since it is covered by TV, press, and online media.

- **Revenue from Event's Catalog:**

In addition to sponsorship opportunities, a brochure is printed and distributed to the elite presence during the event. This gives the opportunity for companies that seek to get exposure at such a prominent event and yet do not have the budget to support it as a main sponsor, to be affiliated to and seen at such an event.

- **Revenue from Event's Tickets:**

The third stream of revenue is based on the tickets sold to the public that would like to attend live the event instead of merely watching it on TV.

2.3 COMPREHENSIVE TRAINING

SEA has developed a comprehensive training program which guarantees results. You will be supported by experienced trainers, training systems, procedural manuals that cover all aspects of the business including:

- Sales**
- Marketing**
- Operations**
- Customer service**
- Human resources**
- Management**
- Finances**
- Administration systems and processes**

All training material is provided via manuals and can be adapted to local environments.



Mr. Joseph Ghsoub honored by H.E Mrs. Leila El Soleh - SEA 2013

2.4 ONGOING SUPPORT

SEA is committed to developing a strong and robust regional network. As a long term partner, SEA provides ongoing support and advice in the development of your operation.

You will have access to a team of highly qualified and experienced professionals in the fields of sales, operations, administration, marketing, finance, information technology, training and management.

Securing a SEA Master License will enable you to build a successful business to achieve your lifestyle and financial goals, by using a proven business format.

3. GOALS

The main aim of the SEA resides in recognizing the endeavors and honoring these figures and institutions from all categories, public and private who have a positive national impact through their developing of projects that promote, among others:

- **Environment Preservation & Sustainable Development**
- **Preserving the Identity, History and Heritage**
- **Women Empowerment**
- **Rural Development**
- **Youth Empowerment**
- **Human Responsibility**
- **Public Awareness**
- **National Image**
- **Social Mainstreaming**
- **Innovation & Technology Application**
- **Social Responsibility (ISO 26000)**
- **Miscellaneous**

Each contestant is required to fill in the Application Form and send the necessary documents that would help in better transmitting their message during the Live Presentation in front of the Jury.

A major milestone for the SEA lies in its uniqueness as well as the great awareness and credibility it has gained through the years thanks to the vast media and press coverage of the ceremony, making it now feasible to being duplicated wherever desired within a thoughtful and complete franchising program.

Be part of a Regional Phenomenon Become a SEA Master Licensee

Contact us for more Information:

T/Fax: +961 4 722 795-6 or M: +961 3 527 796

E: franchise@socialeconomicaward.com

