



8 – 10 December 2025

Bridging the New Global Media Ecosystem

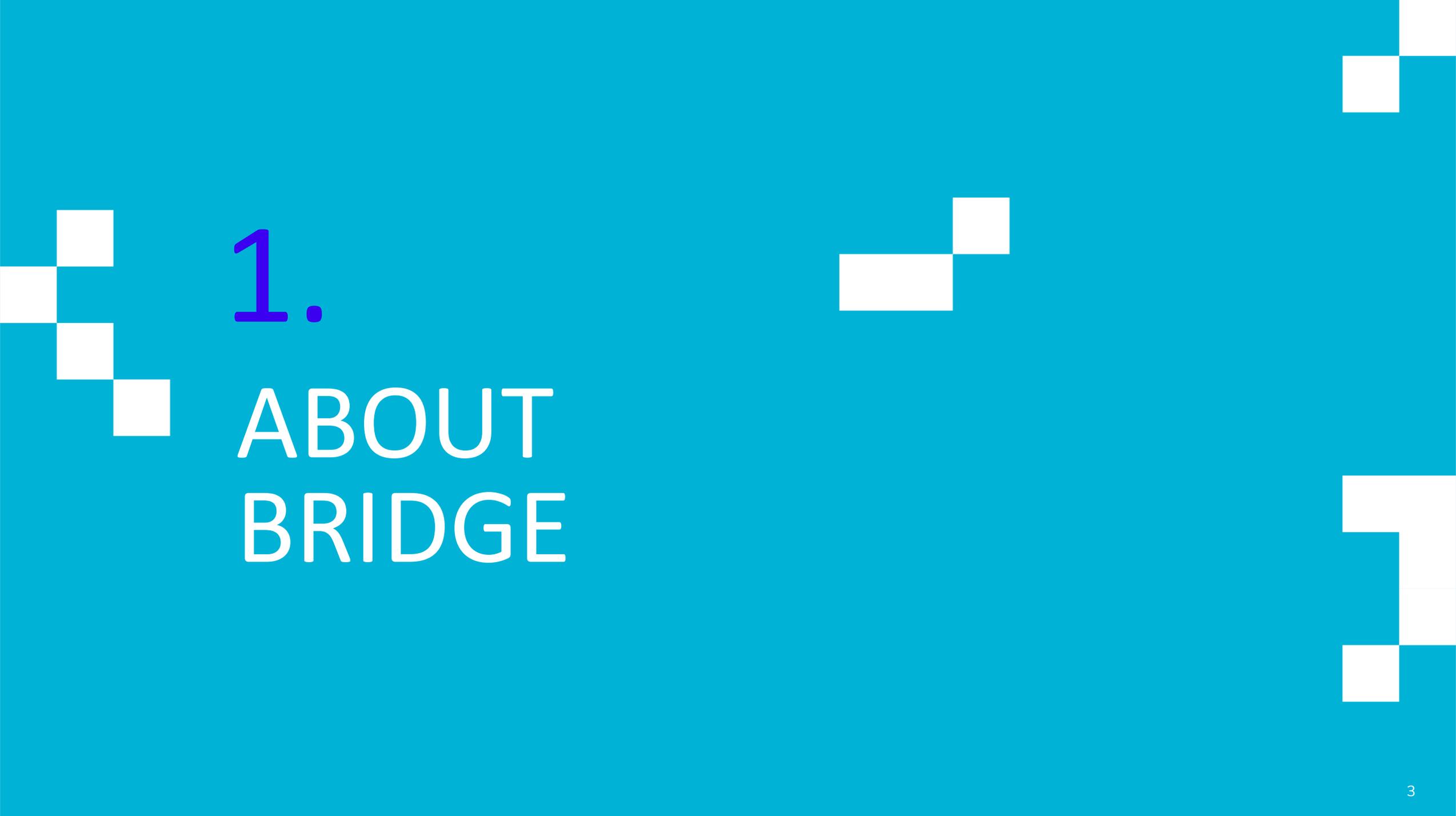
ADNEC Centre, Abu Dhabi, UAE

Your Invitation to Partner at the BRIDGE Summit

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A blue background with several white squares scattered across it. On the left, there is a cluster of five squares. In the upper right, there are two squares. In the middle right, there is a horizontal row of two squares with a single square above the right one. On the far right, there is a vertical column of three squares.

1.

ABOUT BRIDGE

Visionary Leadership



His Excellency Sheikh Abdulla Bin Mohamed Bin Butti Al Hamed,
Chairman of the National Media
Office, UAE &
Chairman, BRIDGE Alliance

A highly respected leader and public servant, H.E. Sheikh Abdulla brings decades of senior government experience and institutional leadership across media, healthcare, foreign affairs, and investment. In addition to his role as Chairman of the BRIDGE Alliance, H.E. Sheikh Abdulla Bin Mohamed Bin Butti Al Hamed holds a wide range of senior leadership positions across the media, investment, education, and development sectors in the UAE. These include serving as Chairman of the UAE Media Council and Emirates News Agency (WAM), Vice Chairman of Modon Holding, and Board Member of Abu Dhabi Developmental Holding Company (ADQ), among others.

Educated in the U.S. and at NYIT, and further trained at Harvard, Oxford, and Singapore's Civil Service College, H.E. Sheikh Abdulla brings a globally informed perspective and deep institutional insight to his leadership roles.

His Vision:

*"Through **BRIDGE**, we aim to revolutionize global media through pioneering collaboration, cutting-edge innovation, and a steadfast commitment to create a more inclusive global media ecosystem."*

BRIDGE IS NOT AN EVENT, IT'S AN *ECOSYSTEM*

At its core, BRIDGE is a collaborative space for dialogue, co-creation, and action.

Our North Star:

BRIDGE serves as a premier global platform uniting leaders, innovators, and visionaries from media, technology, diplomacy, philanthropy, academia, and entertainment.

Through collaboration, dialogue, and innovation, BRIDGE amplifies impactful storytelling, drives social change, and fosters international cooperation.

BRIDGE Outcomes



Bridging
Cross-Cultural
Divides



Championing
Media
for Good



Empowering
Future
Generations



Redefining
an Inclusive
Media
Landscape



Building
Connections
Between Media &
Policymakers

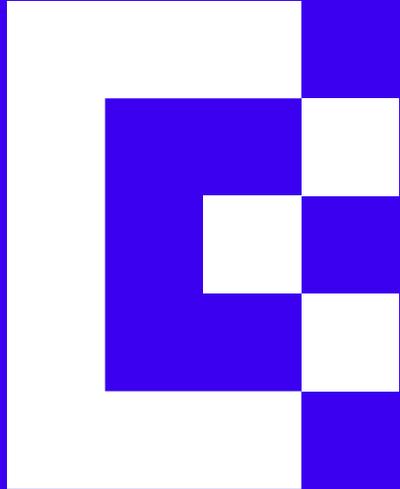
BRIDGE Alliance

The BRIDGE Alliance is an Abu Dhabi based nonprofit entity dedicated to creating meaningful connections across media, technology, and society.

The Alliance is the host of the Inaugural BRIDGE Summit, a key gathering for stakeholder engagement.

The Alliance sets the strategic vision for the BRIDGE Ecosystem, facilitates international collaboration, & supports initiatives using media as a catalyst for positive change.

BRIDGE Alliance



- Board of Trustees
- Board Members
- Advisory Board

THE ECOSYSTEM

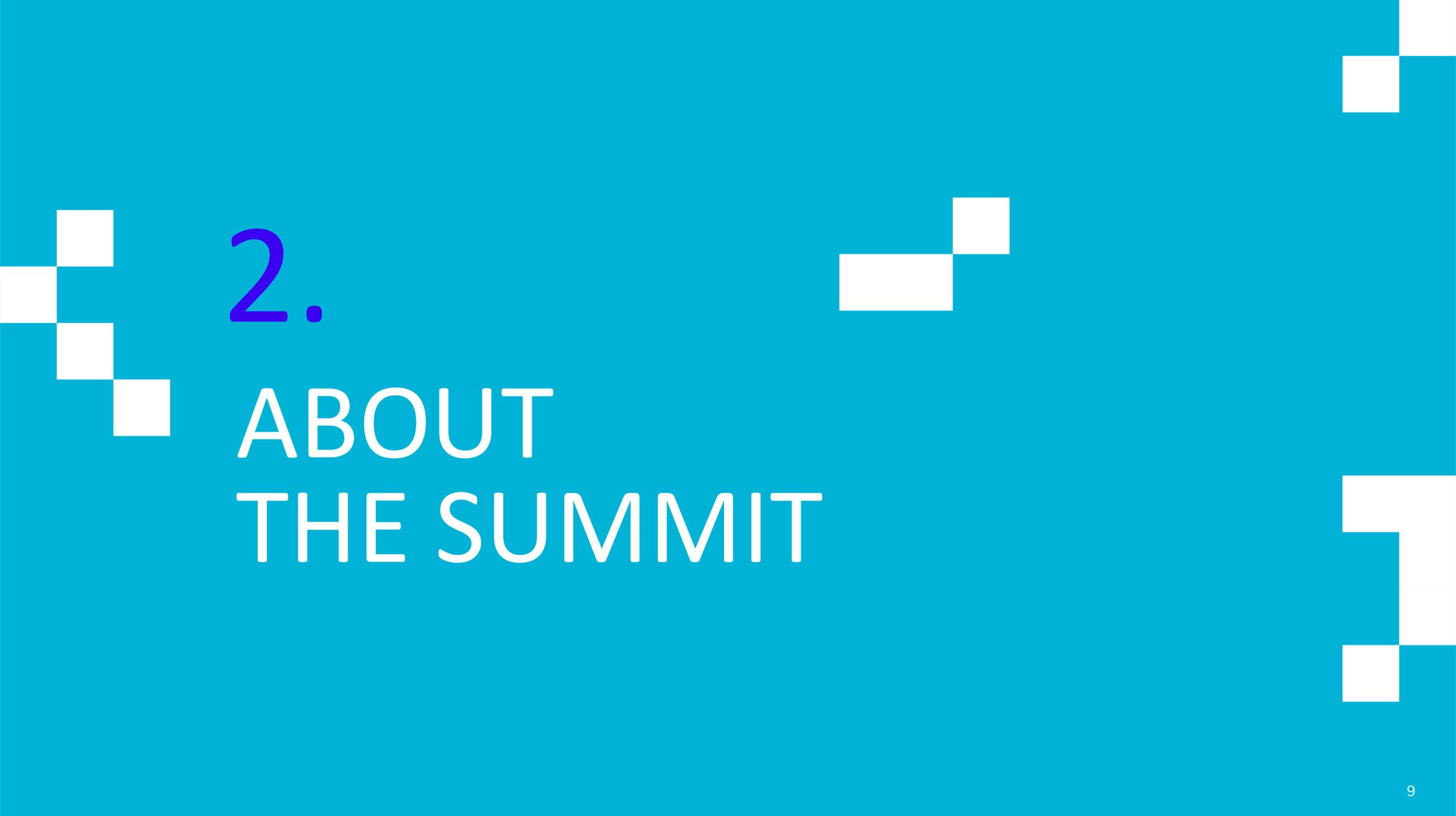
- Outcome from BRIDGE Academy to be launched into an initiative
- Outcome from BRIDGE Diplomacy to be launched into an initiative
- Outcome from BRIDGE Forum to be launched into an initiative
- Outcome from BRIDGE Impact to be launched into an initiative
- Outcome from BRIDGE Spotlight to be launched into an initiative
- BRIDGE Fund
- BRIDGE Network Club
- BRIDGE Media Awards
- BRIDGE Summit

THE SUMMIT ZONES

- BRIDGE Academy
- BRIDGE Diplomacy
- BRIDGE Forum
- BRIDGE Marketplace
- BRIDGE Impact
- BRIDGE Spotlight

THE ANNUAL INITIATIVES OF BRIDGE

- E.g., Scholarship Programs
- E.g., Partnership with the Munich Security Conference
- E.g., Online Seminars & Masterclasses
- E.g., Partnership with a Philanthropic Foundation which supports Media for Good
- E.g., Partnership with a Celebrity Association

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2.

ABOUT
THE SUMMIT

BRIDGE Summit 2025

Setting the Stage of the Inaugural Edition of the BRIDGE Summit 2025



Dates

December 8-10,
2025



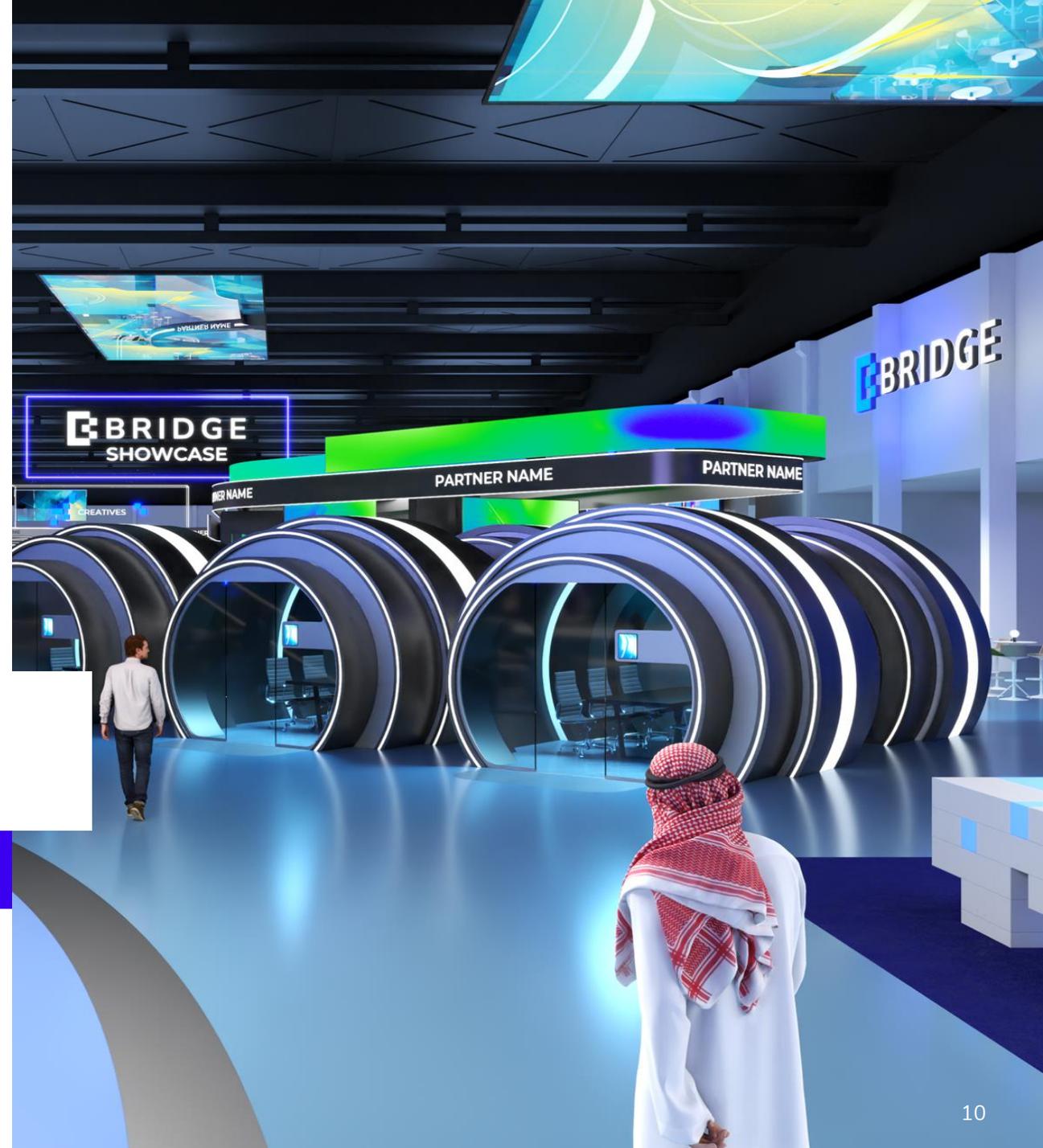
Location

ADNEC Centre,
Abu Dhabi, UAE



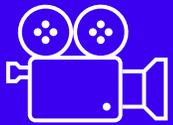
Theme

“Bridging the New
Global Media
Ecosystem”



BRIDGE Summit 2025

Event Highlights:



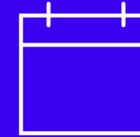
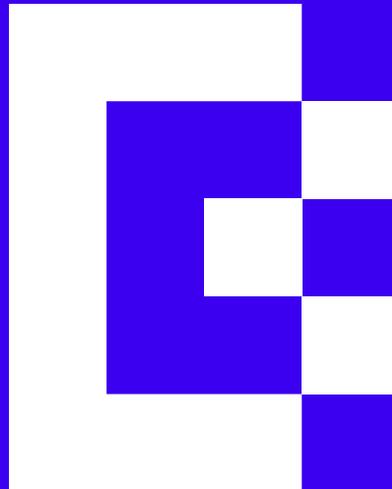
**Global
Media**
Coverage



60,000
Attendees



200
International
Influential Speakers



3 Days
8-10 December 2025



**Private
Roundtables**
with Policymakers, Media & Investors
Subject to approval



300
Exhibitors in the Marketplace

Who Will You Be Engaging With?

A unique gathering of global media ecosystem stakeholders, including:



Ministers & Governments
Representatives



Global Executives, Fortune 500
CEOs



AI & Technology Innovators



Philanthropic Foundations & Social
Change Agents



200 International
Influential Speakers



Cultural Leaders, Celebrities &
Social Influencers



Academics, Think Tanks & Policy
Makers



Investors, VC's &
Fund Managers



Creative Agencies &
Content Studios



NGOs, Foundations &
Youth Voices

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3.

WHY PARTNER WITH US

How Partnerships Power the BRIDGE Ecosystem

WHY IS BRIDGE A LIVING NETWORK FOR CHANGEMAKERS?

The summit is the ignition point for BRIDGE.

Partners not only gain visibility, They also become part of a lasting network of influence.



WHY SHOULD PARTNERS THINK LONG-TERM?

Because every organization we bring in is not making a one-time appearance.

They are becoming foundational to a living, breathing platform that will grow year-round through initiatives.

WHY IS PARTNERSHIPS CENTRAL TO BRIDGE?

It fuels the ecosystem.

By providing Partners with strong visibility at the Summit, we lay the foundations and provide a platform for the associated initiatives – such as the Bride Academy, the Bridge Network, and others - to develop and grow.



WHY IS THE MARKETPLACE A GATEWAY?

The Marketplace is the door to deeper engagement.

It invites the Marketplace exhibitors into a broader journey one that spans diplomacy, education, investment, & impact under the BRIDGE Alliance umbrella.

WHY DOES THIS MATTER?

What we're building is not transactional.

It's transformational. Every partnership contributes to something enduring a platform for shared growth, leadership, & innovation.



How Partnerships Power the BRIDGE Ecosystem

CURATED PARTNERSHIPS, NOT SQUARE METERS

We don't sell space, we select mission-aligned partners who help shape the future of media.

STRATEGIC ACCESS, REAL INFLUENCE

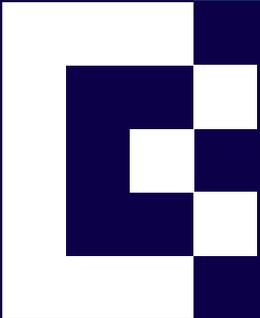
Partners co-create the experience, speak on main stages, and join private sessions with global leaders and policymakers.

CROSS-SECTOR IMPACT, NOT ISOLATED SILOS

BRIDGE connects media, tech, policy, culture, and diplomacy. This convergence unlocks shared value and long-term collaboration.

LEGACY OVER PRESENCE

BRIDGE it's a movement. Partnerships here create lasting impact, rooted in trust and vision.



REPUTATION CAPITAL, NOT JUST LOGO EXPOSURE

We focus on thought leadership and narrative alignment. Partners gain trust by associating with a credible, future-focused platform.

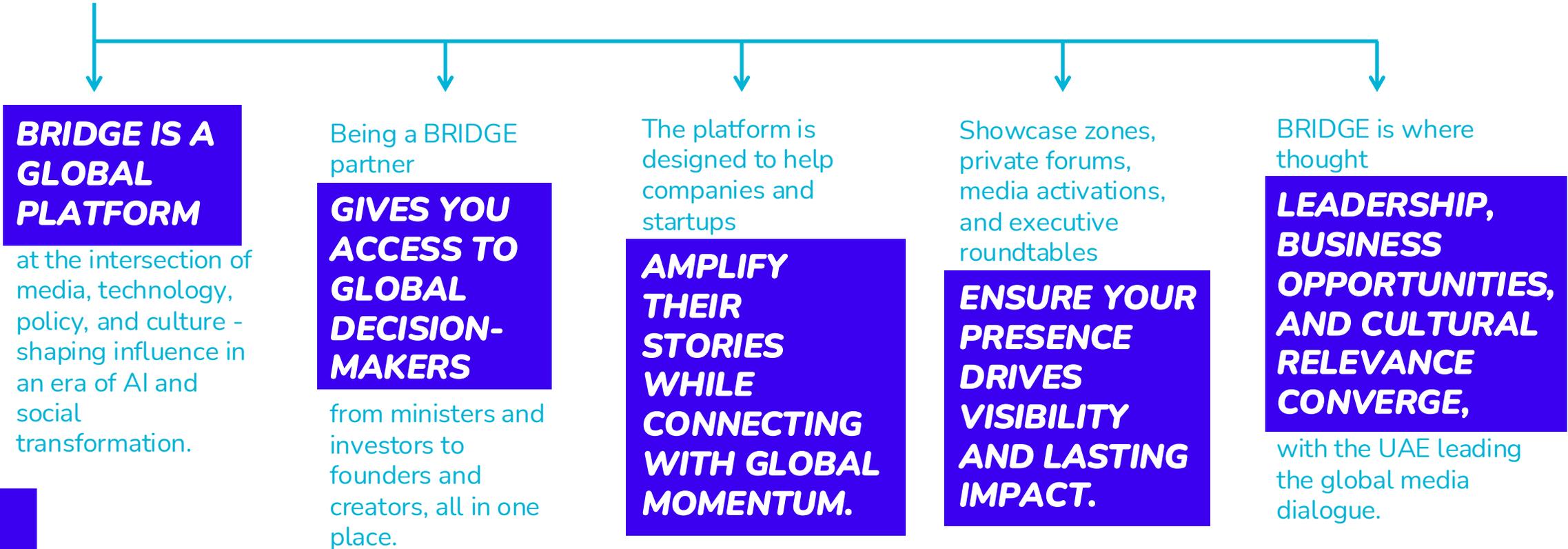
SHOWCASE WITH PURPOSE

The Marketplace is designed to spark meaningful dialogue. Brands use the space to drive engagement, not just traffic.

VISIBILITY BEFORE, DURING & AFTER

BRIDGE offers 360° brand exposure, from global media campaigns to immersive on-site content and post-event storytelling.

Your Brand Can Grow Through Purpose-Driven Visibility



JOIN BRIDGE TO BE PART OF THE TRANSFORMATION

Beyond a Summit: A Platform for Power Alliances

Snapshot of Benefits:



Global
Media
Leadership



Executive-
Level Brand
Visibility



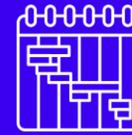
Year-Round
Brand
Exposure



Direct
Access to
Policymakers



Full Brand
Ecosystem
Integration



Influence on
BRIDGE's
Agenda



Private
High-Level
Networking



Global Reach
via
Roadshows



Multi-
Channel
Media
Coverage



Co-Branded
Content
Production

The Exclusive BRIDGE Partner Journey (Example)

BEFORE THE SUMMIT

Strategic Alignment & Pre-Event Amplification

We work with your team to connect your values to the summit's purpose and messaging

You help shape themes, sessions, and curated showcases as part of the summit's design

Benefit from inclusion in media campaigns, digital storytelling, and press coverage before the event

Connect with ministers, CEOs, creators, and media leaders from the start

Your presence is established before the stage opens, through messaging, positioning, and branding

DURING THE SUMMIT

Immersive Presence & High-Level Engagement

You don't just attend, you influence the conversations that shape tomorrow

Activate your brand through immersive spaces, ceremonies, and the Media Innovation Awards

Produce interviews, thought pieces, and behind-the-scenes moments to extend your brand's impact

Participate in private meetings with policymakers, tech leaders, investors, and cultural voices

Shape conversations and drive real outcomes through main stage access, roundtables, and strategic presence

AFTER THE SUMMIT

Sustained Influence & Ecosystem Integration

Your brand stays visible through the official event report and international content distribution

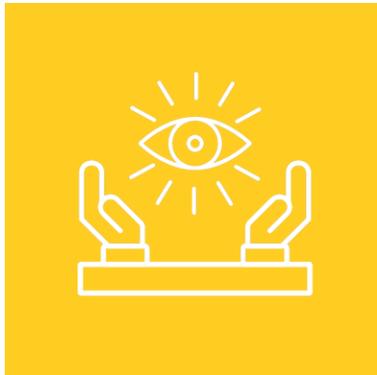
Contribute to BRIDGE Academy, the Media Fund, and long-term programs with sustained impact

Position your organization as a core member of BRIDGE's global media innovation network

Receive tailored analytics on visibility, reach, engagement, and brand positioning

Leave BRIDGE with outcomes, influence, and lasting strategic traction

Our Partners are more than Sponsors, they are the Voices of BRIDGE



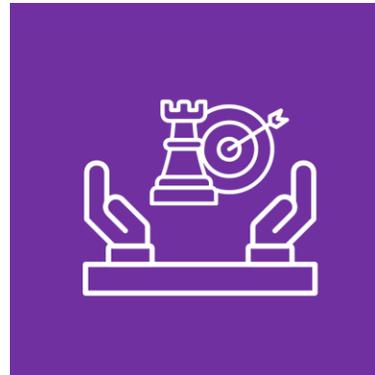
Visionary Partner

The Visionary Partner is a year-long partnership with BRIDGE for brands seeking legacy, not just presence—co-creating impactful platforms, thought leadership, and influence beyond the summit.



Premier Partner

The Premier Partner delivers maximum visibility, influence, and leadership—offering top-level access across all BRIDGE pillars with guaranteed prominence at the summit's core.



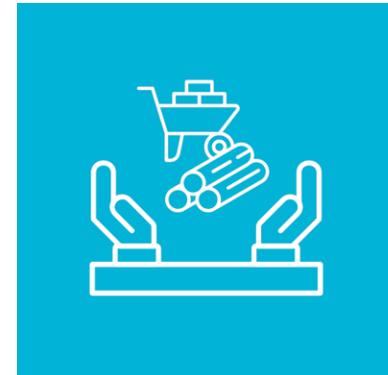
Strategic Partner

The Strategic Partner tier provides high visibility, premium recognition, and direct alignment with summit leadership for those driving meaningful engagement.



Innovation Partner

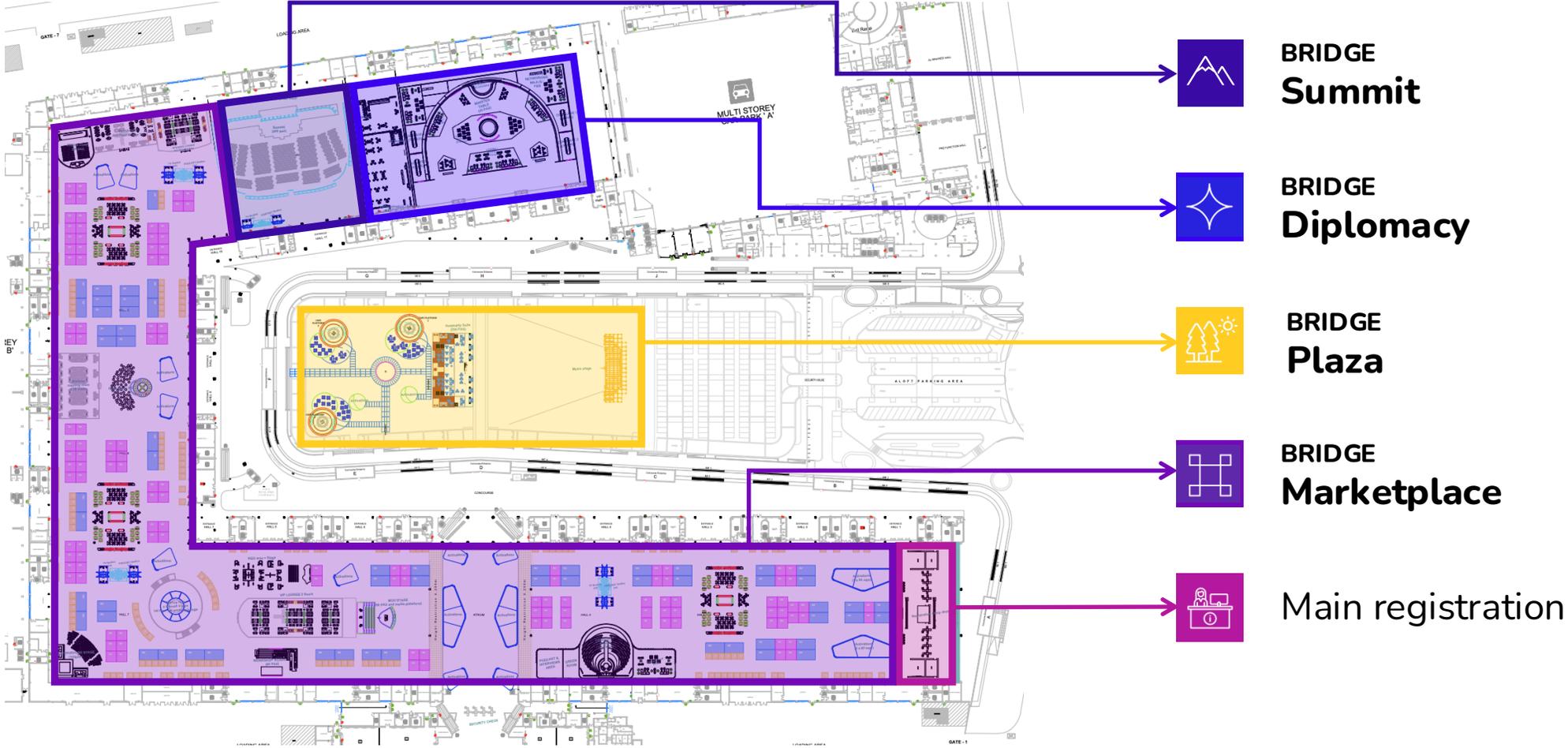
The Innovation Partner offers strategic visibility, content presence, and curated access—positioned at the intersection of media and innovation throughout the summit.



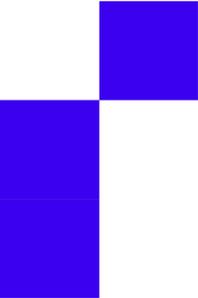
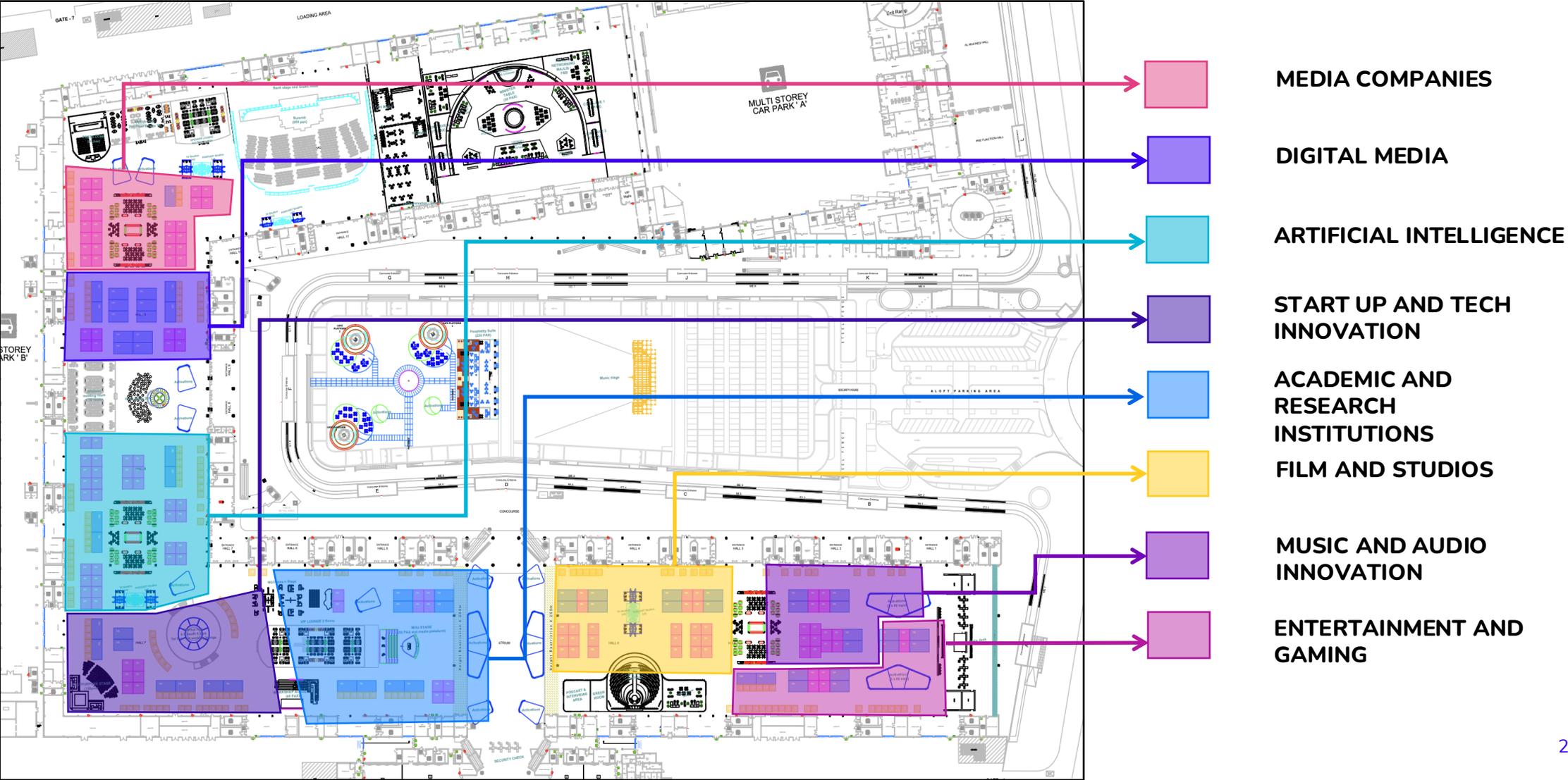
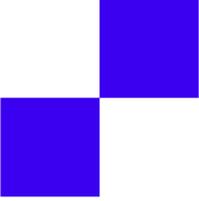
Value in kind Partner

The Value-in-Kind tier is for brands whose offerings enhance the summit—providing visibility and alignment as trusted collaborators within BRIDGE's global network.

BRIDGE Summit - The General Layout



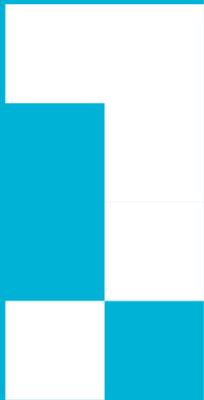
BRIDGE Summit - The Marketplace Thematic's Zoning





4.

CONTACT
US



LET'S SHAPE THE FUTURE TOGETHER



Our team is here to support your journey into the BRIDGE ecosystem from answering partnership inquiries to crafting tailored packages that amplify your brand and create lasting impact.

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