



THE GRAND BALLROOM, MGM MACAU  
The 16th Inside Asian Gaming Power 50 Gala Dinner  
Friday 3 November 2023



[iagpower50.com](http://iagpower50.com)



# THE EVENT



# ABOUT

- Celebrate the announcement of the annual IAG Power 50 list
- Gather industry influencers to connect, exchange and network
- Glamorous black tie evening with fine food and quality entertainment
- Always held on the first Friday in November







# WELCOME RECEPTION





# GALA DINNER







# THIS YEAR'S BALLROOM



The Grand Ballroom, MGM MACAU



# 2023 THEME: THE TIGER ROARS AGAIN!



Macau, the Philippines, Singapore and the rest of Asia is back, and so is the Asian Gaming Power 50 Black Tie Gala Dinner! After taking the Power 50 outside of Macau and to Manila for the first time in 2022, we're returning in celebration to Macau this year with Asia's largest gaming hub pumping again after three years of lockdowns. Business volumes across the Asia-Pacific region have returned with a bang. With the industry in good shape again and the resumption of travel allowing friends new and old to become reacquainted, it's time to let the Tiger roar again, right across across the Asian continent! And what better place to celebrate than MGM Macau ...







# ENTERTAINMENT







# 2022 IAG POWER 50 RANKING ANNOUNCEMENT

- List announced throughout the night by renowned VIPs



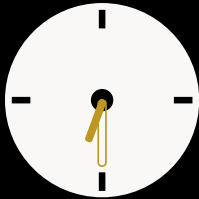
# AFTER PARTY







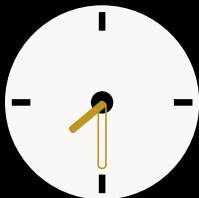
# RUNDOWN



**18:30**



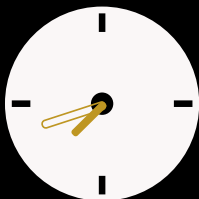
Guest reception and  
red carpet welcome  
cocktail



**19:30**



Dinner starts



**19:40**



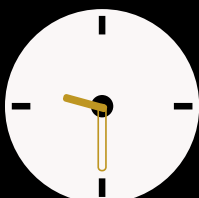
Welcome toast and  
group photos



**20:00**



Entertainment  
and performance



**21:30**



Group photos



**22:00**



After party starts

*Ranking announcements spread throughout the night*



# SPONSORSHIP





# VENUE AND VENUE SPONSORSHIP

2018	MACAU	 STUDIO CITY MACAU 新濠影滙	 MELCO 新濠
2019	MACAU	 JW MARRIOTT MACAU 澳門JW萬豪酒店	 銀娛GEG
2020	MACAU	 THE PARISIAN MACAO	
2021	MACAU	 WYNN PALACE COTAI 永利皇宮	 永利
2022	MANILA	 CITY OF DREAMS MANILA	 MELCO 新濠
2023	MACAU	 MGM 美高梅	 MGM 美高梅

- Venue sponsorship rotates annually amongst Integrated Resorts in the Asia-Pacific region
- With each property being venue sponsor just once in a many year cycle, it's a rare opportunity for the venue to showcase their event capabilities to the industry
- Venue sponsorship notionally valued at HK\$888,000 but no cash paid, all benefits given in kind



# VENUE AND VENUE SPONSORSHIP

- Suitable ballroom venue chosen by the venue sponsor
- Sponsorship “wish list” includes:
  - › Welcome cocktails area (with red carpet and installation if available)
  - › Ballroom venue tables, stages, podium, stage cupboard, table and chair dressing, cutlery and crockery, table signage and centerpieces, table and other room decorations/flowers as practical, room signage stands, gala dinner set up, green room/site office, VIP room, etc
  - › F&B for cocktails, dinner and official after party (approx 360 pax, four course gala dinner including beef/fish/vegetarian choice, beer/wine/sparkling, service staff)
  - › Audio-visual, event lighting, projectors, screens and back curtain
  - › LED wall if available
  - › Backdrops construction as practical
  - › Entertainment contribution as practical
  - › Official After Party as practical
  - › Minor items such as crew meals, cloak room staff, 2-4 host room nights, directional/human/electronic/non-electronic signage, farewell gift bag inserts, VIP table seat tent cards, etc
- Sponsorship varies slightly from year to year based upon the capabilities of each venue sponsor





# SPONSOR LOGOS



- Stage backdrop
- Sign-in backdrop



# GUEST RECEPTION AND RED CARPET WELCOME COCKTAIL



- Literature display
- Souvenir distribution
- Sponsor's greeters
- Live streaming



# FAREWELL GIFT BAGS



*\*Contents to be jointly  
agreed by IAG and  
farewell gift bag sponsor*







# ON-SITE PRINT

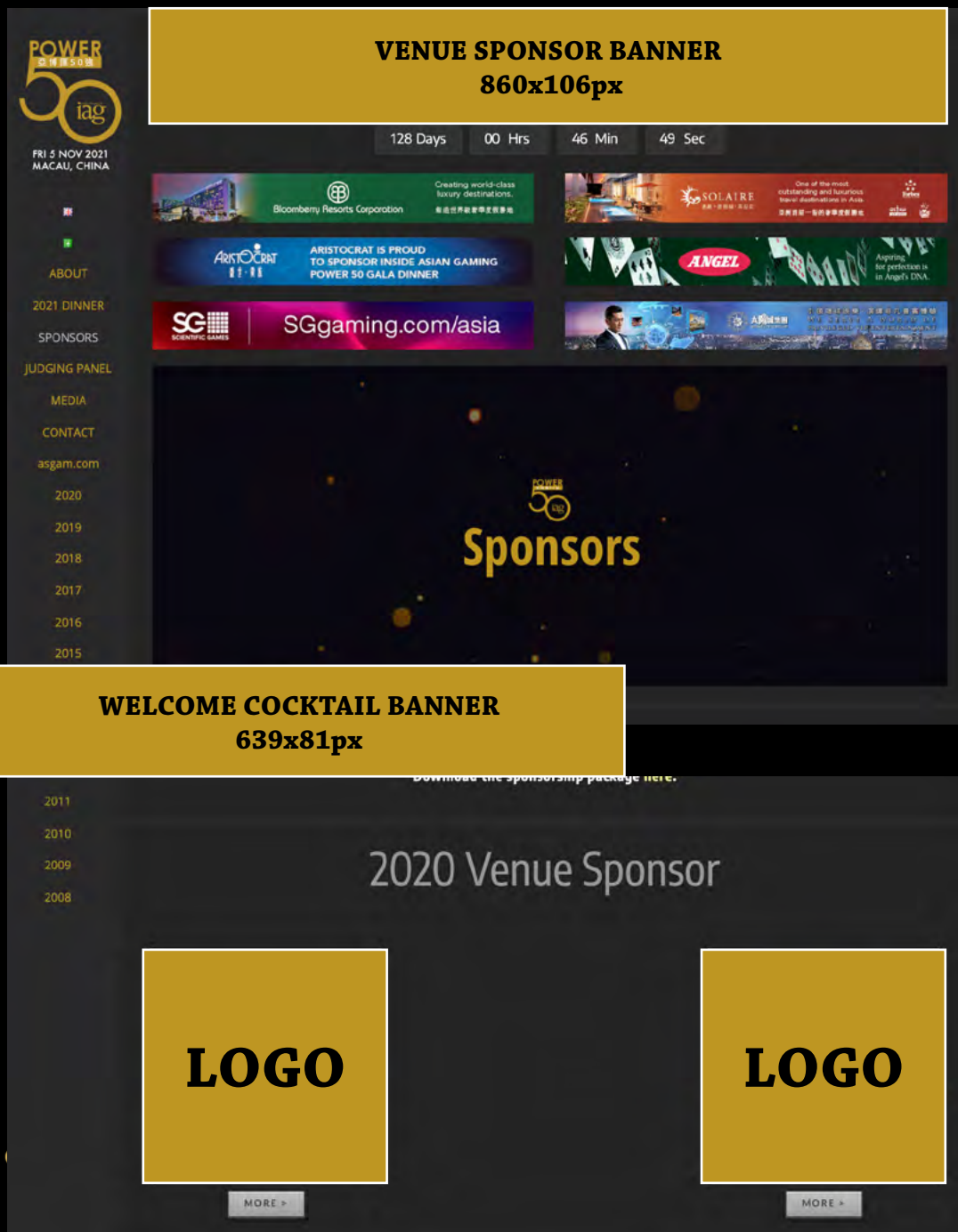


- Full page ad in event guide (on tables and in farewell gift bags)
- Sponsor logo
- Sponsor description
- Gala dinner menu
- Gala dinner program



# THE WEBSITE

(www.iagpower50.com)





# THE MAGAZINE

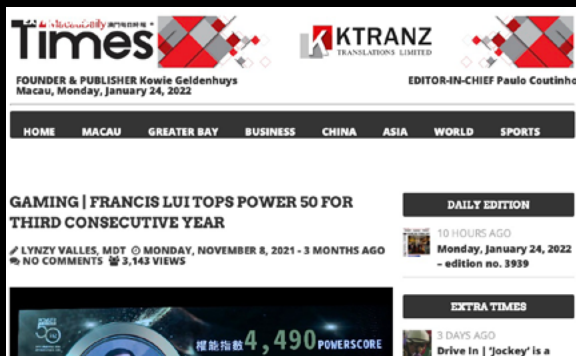
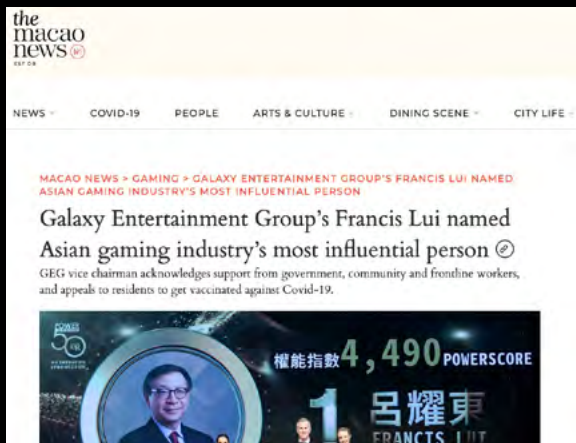


- Product article / executive profile or interview





# MEDIA COVERAGE



- IAG website
- IAG Breakfast Briefing
- Official LinkedIn (27,000+ followers and growing)
- Official Facebook (over 9,700 active followers)
- Pre and post event press release
- Media partners



# SPONSORSHIP PACKAGES AT A GLANCE

		Venue	Welcome Cocktail	After Party	Platinum	Entertainment	Farewell Gift	Gold
		Notionally HK\$888,000 but all paid in kind by venue, F&B and other support	HK \$280,000	HK \$280,000	HK \$148,000	HK \$138,000	HK \$128,000	HK \$99,000
Tables at gala dinner		Premium Position x 2	Premium Position x1	Premium Position x1	Good Position x 1	Good Position x 1	Table x1	Table x1
MC Mention		Detailed	Brief	Brief	✓	✓	✓	✓
On-site display (Production)	Literature at reception	✓	✓	✓	✓			
	Souvenir Distribution	by entrance	at cocktail area	at cocktail area				
	Sponsor's greeters	by entrance	at cocktail area	at cocktail area				
	Stage backdrop Logo	✓	✓	✓	✓	✓	✓	✓
	Signage Logo	✓	✓	✓	✓	✓	✓	✓
	Dinner menu Logo	✓	✓	✓	✓	✓	✓	✓
Publications	Event Guide - Logo & Profile	✓	✓	✓	✓	✓	✓	✓
	Event Guide - Ads	Double page spread	Double page spread	Double page spread	Full Page	Full Page	Full Page	Full Page
	IAG Magazine	Product article and Exec Interview	Product article and Exec Interview	Product article and Exec Interview				
	IAG Magazine event article	Mention	Mention	Mention	Mention	Mention	Mention	Mention
IAG Digital Platforms (Mention)	Event Articles	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Website LinkedIn Facebook	IAG BB IAG Web-site	IAG BB IAG Web-site
	Event Press Release							
	Announcement of sponsors							
	Product promotion							
Gala Dinner website	Banner ad	✓	✓	✓	✓			
	Video on website	3 minutes	2 minutes	2 minutes	1 minute			
	Sponsor logo	✓	✓	✓	✓	✓	✓	✓
	Org. Description	100 words	100 words	100 words	100 words	100 words	100 words	100 words
	Link to your website	✓	✓	✓	✓	✓	✓	✓



For more information and sponsorship  
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