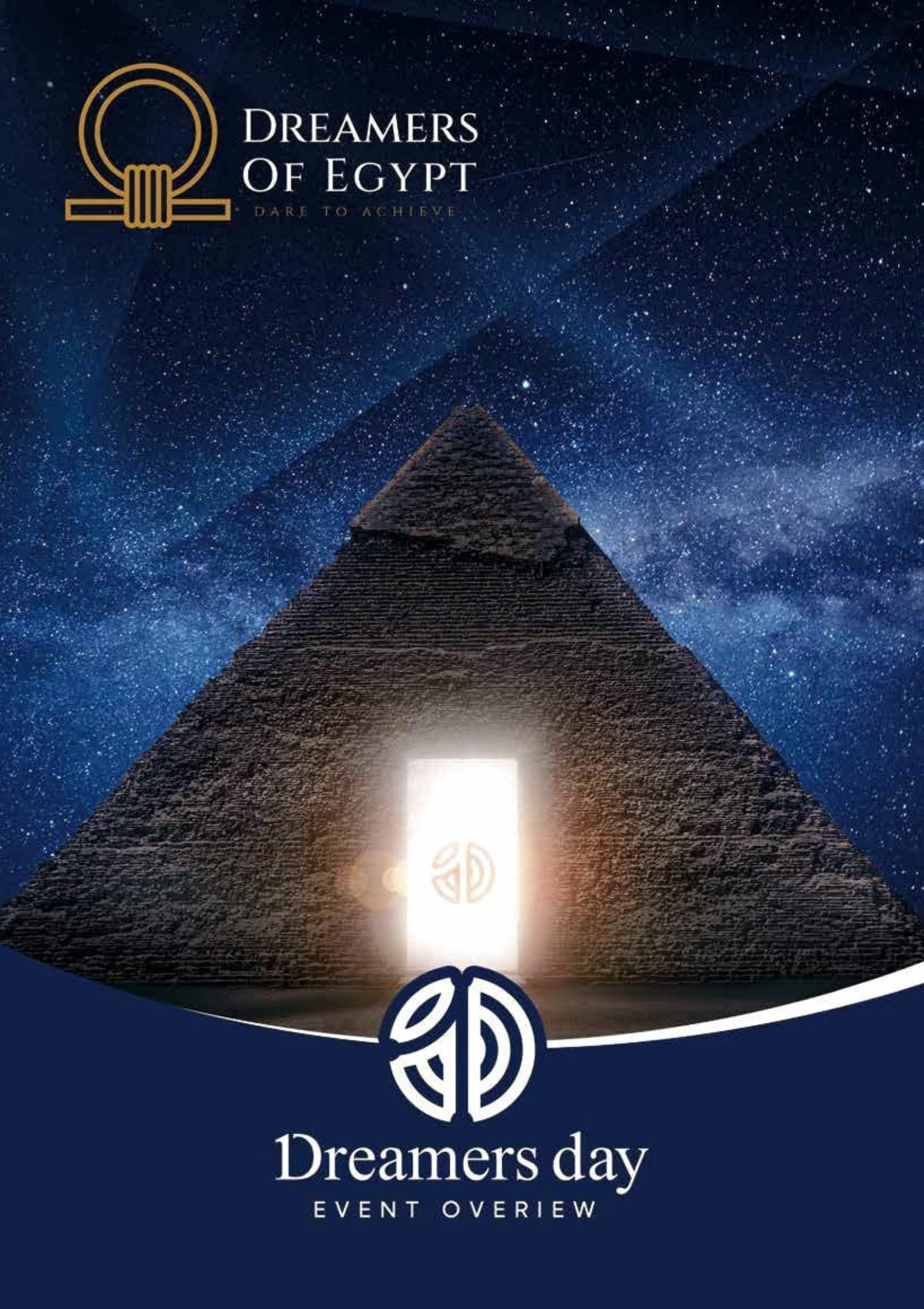




DREAMERS  
OF EGYPT  
DARE TO ACHIEVE



Dreamers day  
EVENT OVERVIEW

# EVENT HISTORY



Dreamers Day Is an event organized by the Italian non-profit organization "School For Dreamers" and is held once a year at the Dal Verme Theatre in Milan since 2015. The fifth edition took place on the 17th of November 2019. Since its inception, it was a day focused on dreams and pragmatic dreamers.

*[To watch the speeches of the fifth edition, click here.](#)*

School for Dreamers dedicates itself to exposing an increasingly wider audience to pragmatic dreamers and their methods, in order to increase their awareness, and inspire humanity towards a more responsible, sustainable, and harmonious existence, freed from limiting beliefs, divisions, and antagonisms.

Through the narration of their life stories, the speakers inspire, motivate, and give suggestions on how to live a more conscious and happier life through the discovery and realization of their dream.

Dreamers Day in Italy is supported by the Patronage of the Lombardy Region, the City of Milan, and also the Presidency of the House of Ministers. with RDS as a media partner and official Radio of the event.

# DREAMERS DAY PAST EDITIONS



5

Editions Since 2015

3500

Visitors

90

Speakers from all over the  
world

60%

of the audience is women  
between 30 and 45

40%

of the audience are managers and  
professionals

6

macro topics addressed by the  
speakers



# DREAMERS OF EGYPT

IN COLLABORATION WITH  
"SCHOOL FOR DREAMERS"

**ANNOUNCES**

## DREAMERS DAY

FIRST EDITION  
IN CAIRO

**1/10/2022**



# OUR VISION



WE DREAM OF A HEALED HUMANITY, A HUMANITY THAT IS ABLE TO CREATE AN AMBITIOUS ENVIRONMENT THROUGH A SUSTAINABLE LIFESTYLE.

WE DREAM OF A WORLD IN WHICH EACH PERSON CAN HAVE THE CHANCE TO RECOGNIZE AND EXPRESS THEIR TALENTS IN THE WORKFIELD, TO TRANSFORM THE CURRENT SOCIAL MODEL WHICH IS BASED ON DIVISION, ISOLATION AND EXPLOITATION OF PEOPLE AND RESOURCES IN A NEW PARADIGM GROUNDED ON UNION AND LOVE.

# OUR MISSION



FINDING PEOPLE WHO ARE ABLE TO DREAM,  
WHO ARE A LIVING PROOF OF THE POWER  
THAT DREAMS HAVE TO CHANGE THE WORLD.

# PURPOSE



OUR PURPOSE IS TO GATHER PRAGMATIC DREAMERS FROM ACROSS THE WORLD.

WE CONVENE DREAMERS WHO WORK IN ALL AREAS OF HUMAN EXPERIENCE AND ENABLE THEM TO MEET AND SHARE THEIR VISION, EXPERIENCE, AND EMOTIONS WITH THE AUDIENCE.

DREAMERS SHARE THEIR PATH TOWARD THE REALIZATION OF THEIR DREAM, THEIR STORY, AND THE OBSTACLES THEY OVERCAME SO THAT THE AUDIENCE CAN LEARN FROM THEIR EXPERIENCES.

# S P E A K E R S



During Dreamers Day's past editions, we had the honor of hosting **over 90 speakers** from different fields of life, such as medicine, science, business and entrepreneurship, architecture, arts, education, charity, and sport.

We hosted high-level speakers including **Nobel Prize awarded Ervin Laszlo; Stefano Simontacchi, Italian's most powerful lawyer in 2016;** visionary businessman Pasquale Forte; **Andrea Illy, CEO at Illy Caffè;** Sindiwe Magona, South African's writer and activist; Marcia Weider, CEO of Dream University; **Giampaolo Grossi, Italy Country Manager for Starbucks;** and **Paolo Gallo, ex-CHRO for World Economic Forum, Jack Cambria, former NYPD head negotiator** - just to name a few.

Although it is not common for a speaker to engage in an event without retribution, **our speakers all walked the stage for free.**

This is one of the **founding principles** that we established in order to keep integrity during the process of selection of the speakers for Dreamers Day.

Nevertheless, we cover the cost of getting each speaker in front of the audience, to share their unique message.



# SPEAKERS



# AUDIENCE

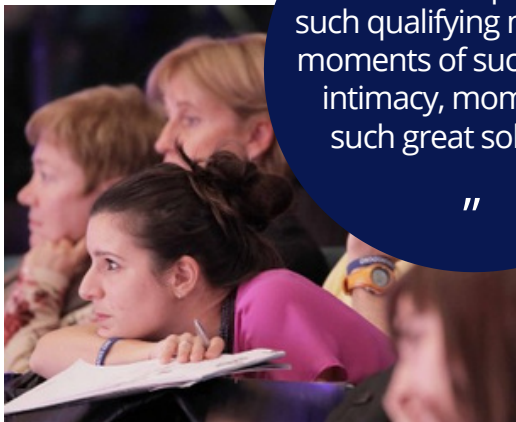


Our viewers remain deeply **fascinated by the event**, from which they draw inspiration and motivation to implement a virtuous circle of self-empowerment. Every year more and more spectators repeat the experience, making Dreamers Day a real annual event.

“

I wasn't expecting such qualifying moments, moments of such beauty, intimacy, moments of such great solidarity.

”



“

Profound, entertaining, educational... It gives a new vision and opens up new horizons on yourself and the world. A must.

”





# TICKETS



We believe that money shouldn't be an obstacle when it comes to receiving knowledge that can change a person's life. For this reason, **Dreamers Day in Egypt offers the chance to participate in the event free of charge.**

To sustain the event, we collaborate with companies whose mission of global wellbeing is aligned with Dreamers of Egypt.

# DEMOGRAPHICS



So far, Dreamers Day achieved a steady 25% year on year growth in participant attendance. During the fifth edition in 2019, With over 1000 people.

Every year we sense the presence of people who have in common the interest of self-empowerment, regardless of their role: directors of large companies, entrepreneurs of small-medium enterprises, students or professionals.

Dreamers Day cuts across various demographic segments, as the dream and its realization is a common interest to all. During the four previous editions, we have recorded a high attendance in the age groups between 30 and 55 years. 60% of the public is female, with a high incidence of business leaders, managers, professionals, independent workers, students and families with teenagers.

The most interesting interventions are on the subjects of entrepreneurship, sports excellence and social causes but ultimately the success depends on the speaker's charm.





# EVENT STRUCTURE

The event starts at **10 am and ends at 6 pm**, with a 1.5-hour lunch break. During the day, each speaker shares their story for about 17-20 minutes in one of our main formats: speech, interview, or discussion panel.

Furthermore, every year we host a handful of artists to generate moments of **conscious entertainment**:

singers, performers, dancers, mentalists, magicians, sculptures, and more have performed on Dreamers Day's stage.

Each performance aims to enrich the already powerful experience of inspiration and learning of the audience with beauty and wonder, so as to transform the day from a common event to an immersive experience that is worth living entirety and never forgotten.

# OUTREACH PLAN



Dreamers Day Egypt Edition PR is managed by one of the most prestigious companies in Egypt, our outreach plan will include the following media outlets and our sponsors will be listed based on the package they choose:

## 1. Online Exposure

The event will be announced on some of the most popular media channels (The Glocal, Cairo Scene, Egyptian Streets, Scoop Empire, etc). A special invitation will be sent to some of the social media influencing key figures.

## 2. Print Exposure

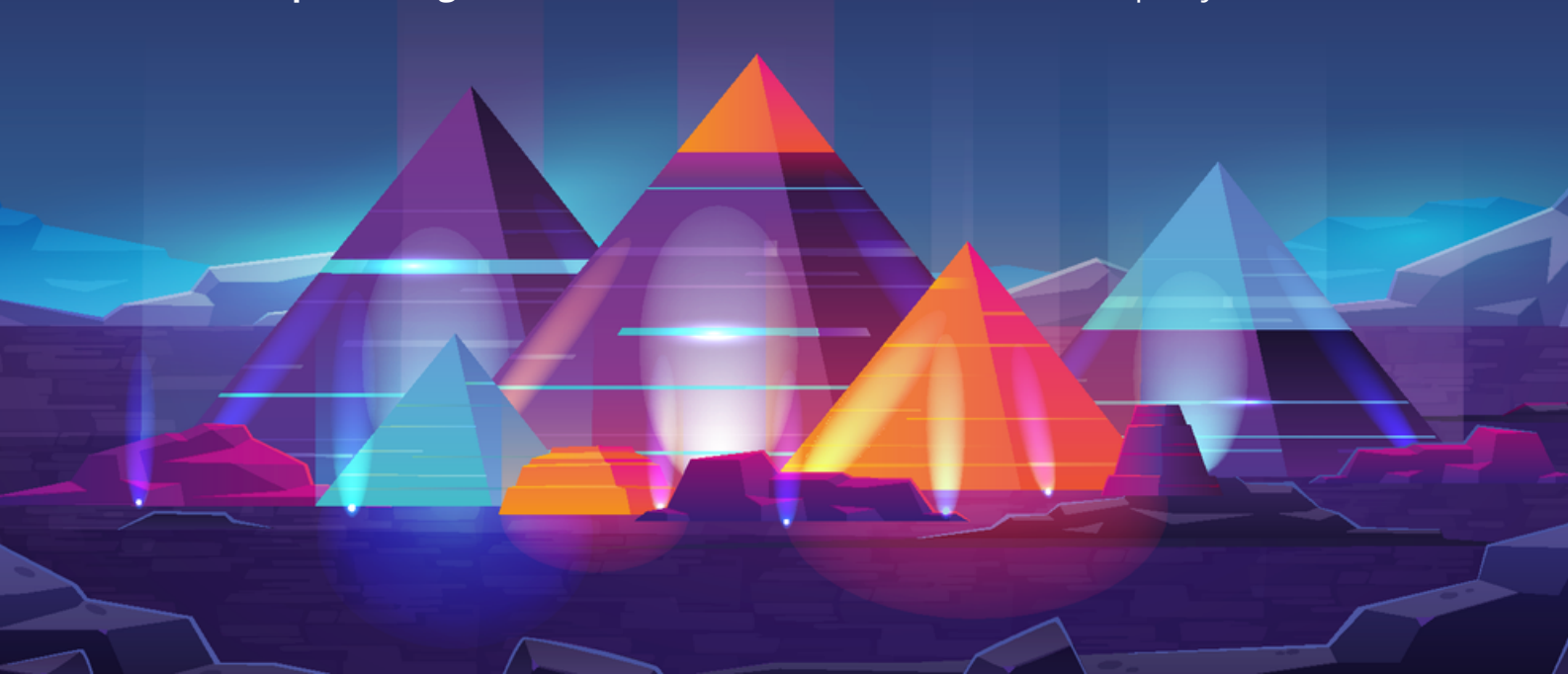
Press releases To be shared after the event in printed media outlets newspapers and magazines.

## 3. During the event

Some of the most prestigious mainstream channels will be covering the event.

**Expected reach:** 1,400,000 - **Social Media Audience:** 340,000

**Expected Registrations:** 6,600 to be filtered to 1,200 theater capacity



# PARTNERSHIPS



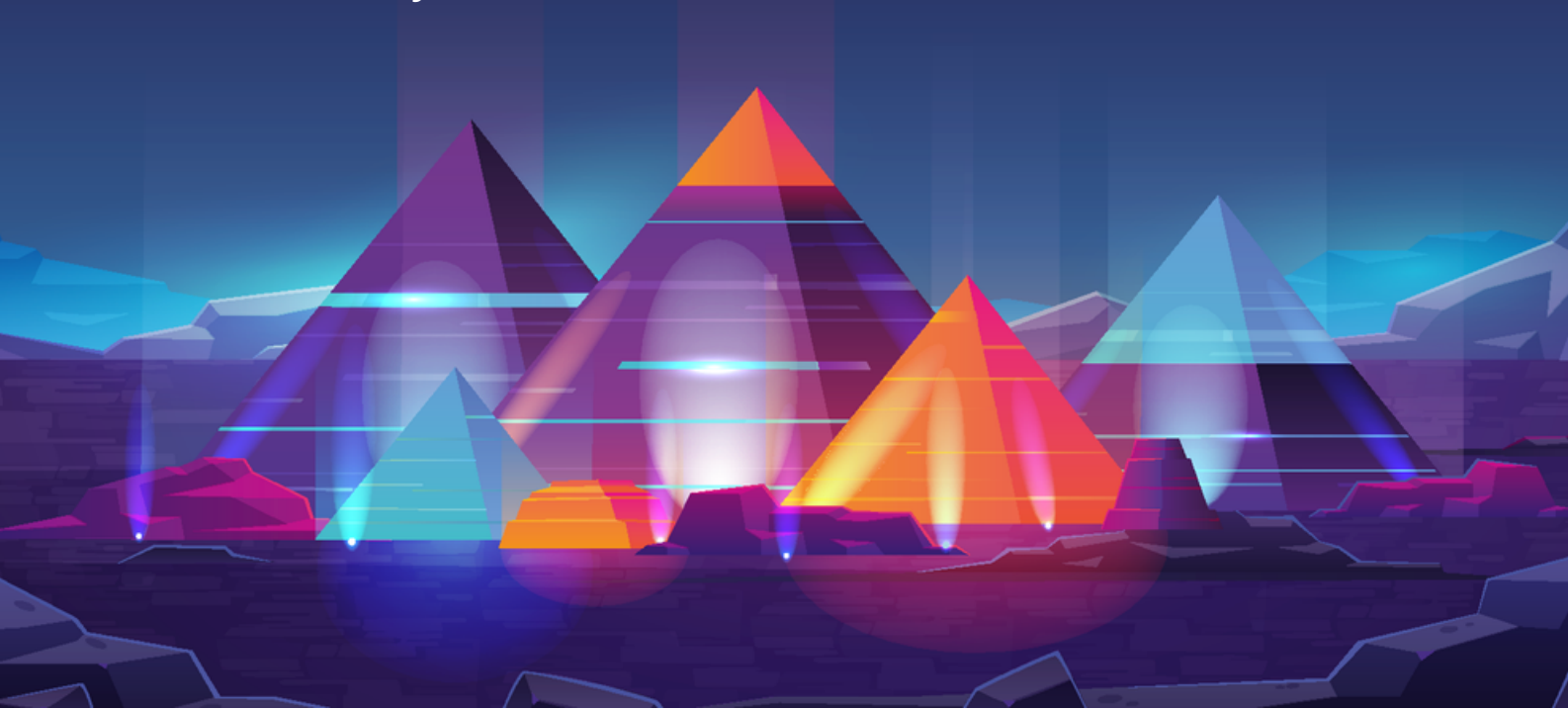
Given the wide access to an international community and major media at a national level, Dreamers Day represents a highly sought-after opportunity for companies that genuinely desire to get behind faithful and inspiring causes such as this.

For Dreamers Day in Egypt to come true; Partnerships are crucial and will have a huge impact on the society, our partners will help us provide a hub for Egyptian Dreamers where they can meet, get influenced, and help others live their dreams.

The event benefits from the endorsement of prestigious associations and foundations ([www.dreamersday.it](http://www.dreamersday.it)). It is advertised through social media and supported by past and present speakers who act as testimonials by promoting it to their community.

Dreamers Day will be covered by main Egyptian media channels, including regional TVs as well as various radio stations.

Moreover, **the event is for free for the audience and therefore it affirms sustainability and inclusion as absolute values.**



Each sponsorship agreement is the result of a personalized arrangement based on the particular needs of the sponsor. Here are some specifications that can be included:

	Bronze 25,000 EGP	Silver 50,000 EGP	Gold 150,000 EGP	Diamond 300,000 EGP
Presence of the logo in small format on all Communication Material	✓	✓	✗	✗
Presence of the logo in large format on all the Communication Material	✗	✗	✓	✓
Dedicated interview on Dreamers of Egypt Platform and Dreamers Day	✓	✓	✓	✓
Post Event Logo on Media Coverage	✓	✓	✓	✓
Possibility to distribute advertising material during the event	✗	✓	✓	✓
Being Named during the opening Speech of the event	✗	✗	✓	✓
Exclusive invitation of two company representatives to the aperitif behind closed doors with the speakers	✗	✗	✓	✓
Interview with the CEO, Founder, or another representative of the The company during the event.	✗	✗	✗	✓
Distribution of a press release focused on the company's presence	✗	✗	✗	✓
Exclusive Partnership	✗	✗	✗	✓
Powered by Main Sponsor	✗	✗	✗	✓
VIP Seats	1	1	2	4
Invitations	5	10	15	20
Social Media Post	1	1	2	4
Thank you post after the event on Social Media	✓	✓	✓	✓

Communication Materials of the event  
(Including press releases, roll-ups, posters, website and platform ads)

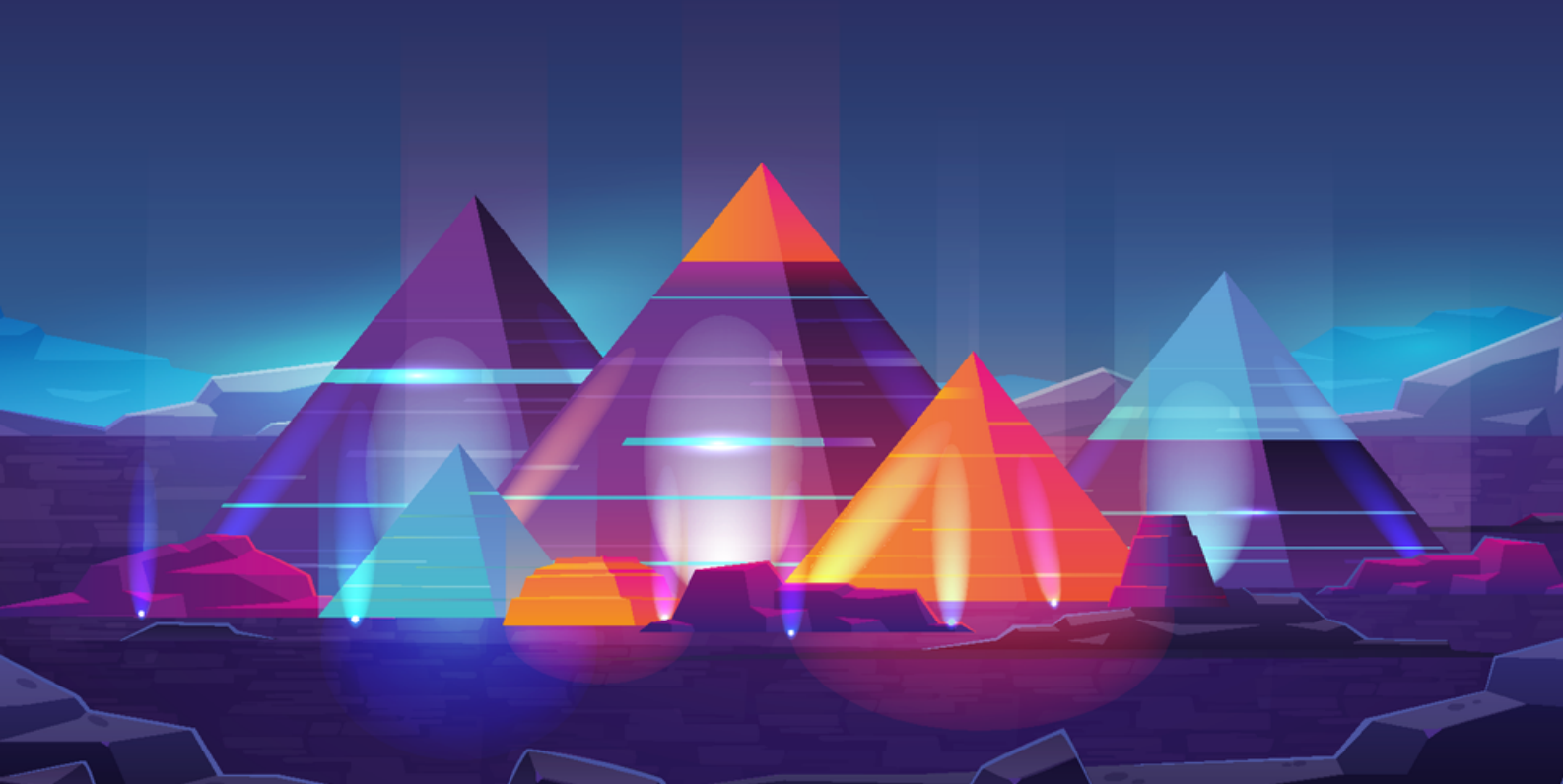


# CONTACTS



FOR FURTHER DETAILS ABOUT THE EVENT AND TO DISCUSS THE POSSIBILITY  
OF A SPONSORSHIP AGREEMENT, PLEASE CONTACT:

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Kariman@dreamersofeg.com  
+02 01200 203 200





Dreamers Day is an event organized by School For Dreamers - Non Profit Organization  
Via Privata Del Ronco, 13/A 22060 CARIMATE (CO) - [www.schoolfordreamers.com](http://www.schoolfordreamers.com)  
[www.dreamersday.it](http://www.dreamersday.it) | [info@schoolfordreamers.com](mailto:info@schoolfordreamers.com)

Dreamers Day Egypt Edition is hosted by Dreamers of Egypt  
[info@dreamersofeg.com](mailto:info@dreamersofeg.com) | [www.dreamersofeg.com](http://www.dreamersofeg.com)