Al Hilal and Emaar sign 5-year partnership

The Board of Directors of Al Hilal Club, headed by Fahad Bin Saad bin Nafal, signed an agreement with Emaar Properties to be the strategic partner of Al Hilal Club for a period of five years starting from the next sports season.

The partnership was signed by Mohamed Alabbar, Chairman of Emaar, and Fahad Bin Saad bin Nafal, the President of the Club on Thursday at Al Hilal Club.

With this partnership, Emaar will benefit from several commercial rights including the use of the company logo on the Al Hilal Club team jerseys. The signing ceremony was attended by Ahmad Al Matrooshi, Managing Director of Emaar; Amit Jain, Group Chief Executive Officer and Bader Hareb, Chief Executive Officer, Development, as well as the Members of the Board of Directors of the Al Hilal Club, Dr. Sultan Bin Saeed, Sulaiman Al-Hitlan and Sultan Al Sheikh, Investment & Marketing Manager.

Bin Nafal said: ”We are delighted to partner with Emaar, the developer of lifestyle communities, malls, hospitality and entertainment attractions, and one of the largest companies in the Middle East. I thank them for their professionalism and their choice of Al Hilal to be a strategic partner. I appreciate the efforts by Dr. Sultan Bin Saeed to make this partnership happen. I also thank all the previous club administrations, which helped increased the income of the club through the establishment of an investment and marketing department. They enhanced the investment and marketing aspects of the club reflecting the strong institutional work at Al Hilal Club since its establishment.”

Alabbar said: "Our partnership with Al Hilal, one of the largest clubs in Asia, highlights our keenness to support sporting organisations that add to the pride of the nation. Football is among the most popular sports in the region that unites people and communities. We see incredible value in our partnership with Al Hilal that will strengthen our brand value among a large cross-section of people. Al Hilal’s outstanding popularity, high standards of professionalism and continuous achievements have been central in our decision to signing this partnership.”

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