Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

المنتدى العالمي
Global Forum

Created By Youth
بإبداع الشباب



# MISK GLOBAL FORUM 2025
# PARTNERSHIP OPPORTUNITY

November 19th – 20th, 2025
*Misk City Riyadh, KSA*

Created By Youth
إبداع الشباب

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# About Misk Foundation

# About Misk

**Empowering** Saudi **youth** through programs that unlock their full potential.

**Developing** future **leaders** for the Kingdom and the world.

**Driving innovation** by building a dynamic youth ecosystem.

Established in **2011**, Misk is shaping a generation ready to lead.



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# Our programs & subsidiaries

## Programs



Leadership


Community


Entrepreneurship


Skills

## Subsidiaries

مدينة محمد بن سلمان "غير الربحية"
Mohammed Bin Salman City "Non-profit"

مركز علمي لاكتشاف العلوم والابتكار
ilmi Science Discovery & Innovation Center

مدارس الرياض
Riyadh Schools

مدارس مسك
Misk Schools

مانجا للإنتاج
Manga Production

معهد مسك للفنون
Misk Art Institute

آسان
Asaan

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# Misk Global Forum through the years

# About MGF

**Flagship** annual **event** by Misk Foundation focused on youth empowerment.

Connects global **young leaders, innovators,** and **entrepreneurs.**

Drives impactful dialogue and **idea exchange** on global challenges.

Creates opportunities for **networking**, **collaboration**, and **positive change**.



# Our themes

**2016**
Young Together Leaders

**2017**
Meeting the Challenge of Change

**2018**
Skills of our Tomorrow

**2019**
Work Re-Worked

**2020**
The Ripple Effect

**2022**
Generation Transformation

**2023**
Big Now

**2024**
By Youth For Youth

# Our numbers

#MGF 8 Editions

**152K+**
Attendees

**70+**
Partners

**130+**
Nationalities

**930+**
Speakers






# Our marketing

#MGF Marketing Stats

**1.4K+**
Social Media Posts

**3.3M+**
Live-stream views

**744.5K+**
Interactions

**50.7M+**
Impressions

**37.5M+**
Reach

**102.9M+**
Views

# Our speakers



**Anthony Anderson**
Actor



**Ons Jabeur**
Professional tennis player



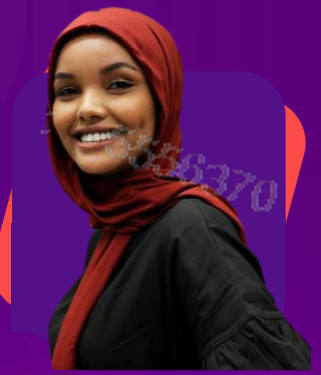
**H.R.H. Abdulaziz Bin Salman**
Minister of Energy, SA



**H.M. Queen Rania**
Queen of Jordan



**Steve Wozniak**
Co-founder of Apple



**Halima Aden**
Fashion Model



**Karim Benzema**
Football Player



**H.H Princess Haifa Bint Mohammed AlSaud**
Vice Minister of Tourism



**Bill Gates**
Businessman



**Steven Bartlett**
Podcaster

# Our recurring partners

## Private Entities

aramco
SNB
mbc GROUP
stc
GENESIS
د.سليمان الحبيب
DR SULAIMAN AL HABIB
medical group المجموعة الطبية

## Public Entities

وزارة الاستثمار
Ministry of Investment
وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING
جامعة الملك عبدالله للعلوم والتقنية
King Abdullah University of Science and Technology
SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority
وزارة الاتصالات وتقنية المعلومات
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY

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# About MGF24

Highlight **Video**

# MGF24 numbers

## MGF24 STATS

**11.6K+**
Physical attendees

**18.4K+**
Virtual attendees

**51%**
Female

**49%**
Male

**83**
Nationalities

**300+**
Speakers

**54**
Interactive Sessions





# Media impact & global reach

**18.6M+**
Media Apperances

**1K+**
News articles

**11.1M+**
Influencers` Content Views

**49+**
Newspapers & TV Channels

**30+**
Interviews and TV appearances

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# About MGF25

# About MGF25

- **15,000+ Attendees** focused on youth
- From **19th to 20th Nov 2025**
- **Misk City, Riyadh**
- Hybrid event **virtual & physical** attendees



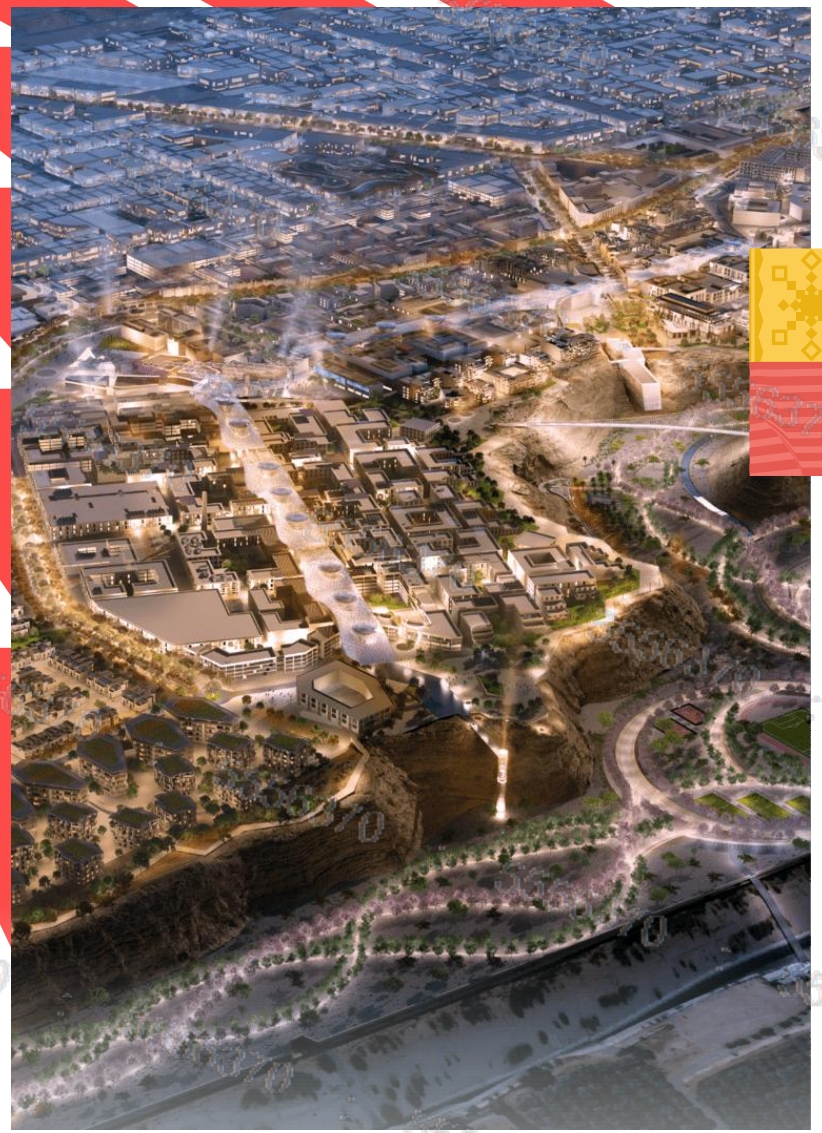
# MGF25 theme

MGF25 centered on youth-led innovation, collaboration, and solving global challenges.

Equips young creators to turn ideas into real-world impact through hands-on innovation.

- Sports and Well-being
- Emerging Technologies (AI, Robotics, and Future Skills)
- Arts, Culture, and Creative Industries
- Sustainability, Green/Circular Economy, & Climate Action
- Global Engagement, Advocacy, & Policy
- Social Entrepreneurship & Community Empowerment

# MGF25 location



Al Malfa Event Space, Mohaammed bin Salman City



# MGF Spaces I Main Stage

## Description

The stage brings together **youth**, **pioneers**, and **global leaders** to share transformative ideas, bold actions, and fresh perspectives. It creates 'wow' moments that spark big thinking and inspire ambitious goals.

**Fireside Chat**
Real, Intimate Reflections

**Panel**
Dynamic Insight Sharing Conversation

**Keynote**
Inspirational talks by high-profile speakers.

**FYI**
A TED Talk for Insight, Inspiration, and Impact




## KEY ELEMENTS

Voting | Entertainment | Q&A



# MGF Spaces I Leaders Diwan

## Description

A vibrant, talk-show–style space where young audience engage directly with global and regional leaders. Designed to spark inspiration and ambition, it blends bold conversations, fresh ideas, and authentic dialogue that motivate youth to think big and shape their own future.

## KEY ELEMENTS

- Prespectives
- Media Content
- Q&A

Examples of previous speakers



H.E Adel Al-Jubeir
Minister of State for Foreign Affairs



Lubna Al-Olayan
Chairperson of SAB



HRH Prince Mishaal Al Saud
Chairman of Jahez Group



Jayne E. McGivern
CEO of Sports Boulevard Foundation



Mohammad Abunayyan
Founder of ACWA Power



Khalid Albaker
CEO of Quality of Life program

*Previous speakers, Prior to the reimagining and elevation of the space

# MGF Spaces I Majlis

## Description

In a setting evoking a cozy living room chat, speakers share personal journeys, focusing on their individual essence rather than professional roles. Attendees are encouraged to engage and ask questions. Together, we'll explore seven themes, emphasizing values and identity that define us.

**Perspective**
Perspective
Diverse Understandings and Arguments Live

**Panel**
Dynamic Insight Sharing Conversation

**Showcase**
Youth-led deep dives into real-world impact




## KEY ELEMENTS

Indepth Conversations
Engaging
Authentic



# MGF Spaces I Space 180°

## Description

180° is an immersive space where youth shift perspectives, challenge assumptions, and drive innovation through real-world challenges and projects. The experience blends bold talks, hands-on workshops, and dynamic solution labs—where participants tackle problems in unexpected ways and co-create breakthrough ideas fueled by youth ambition, creativity, and collective action.

### Talks

Perspective
Diverse Understandings and Arguments Live

### Innovation Lab

Where youth learn to create and reframe real-world solutions

### Hackathon

Where youth create tangible or policy solutions

## KEY ELEMENTS

Creation · Engaging · Interactive

# MGF Spaces I Youth Bayt

## Description

A space that empowers youth as active global citizens through engaging talks, sessions, roundtable,  simulations, global discussions, and policy production. Youth Bayt sparks dialogue, builds understanding of global agendas, and equips participants to drive meaningful change.

**Dialogue**
Talks connecting youth to global agendas

**Immersive Learning**
Simulations of real-life decision-making spaces

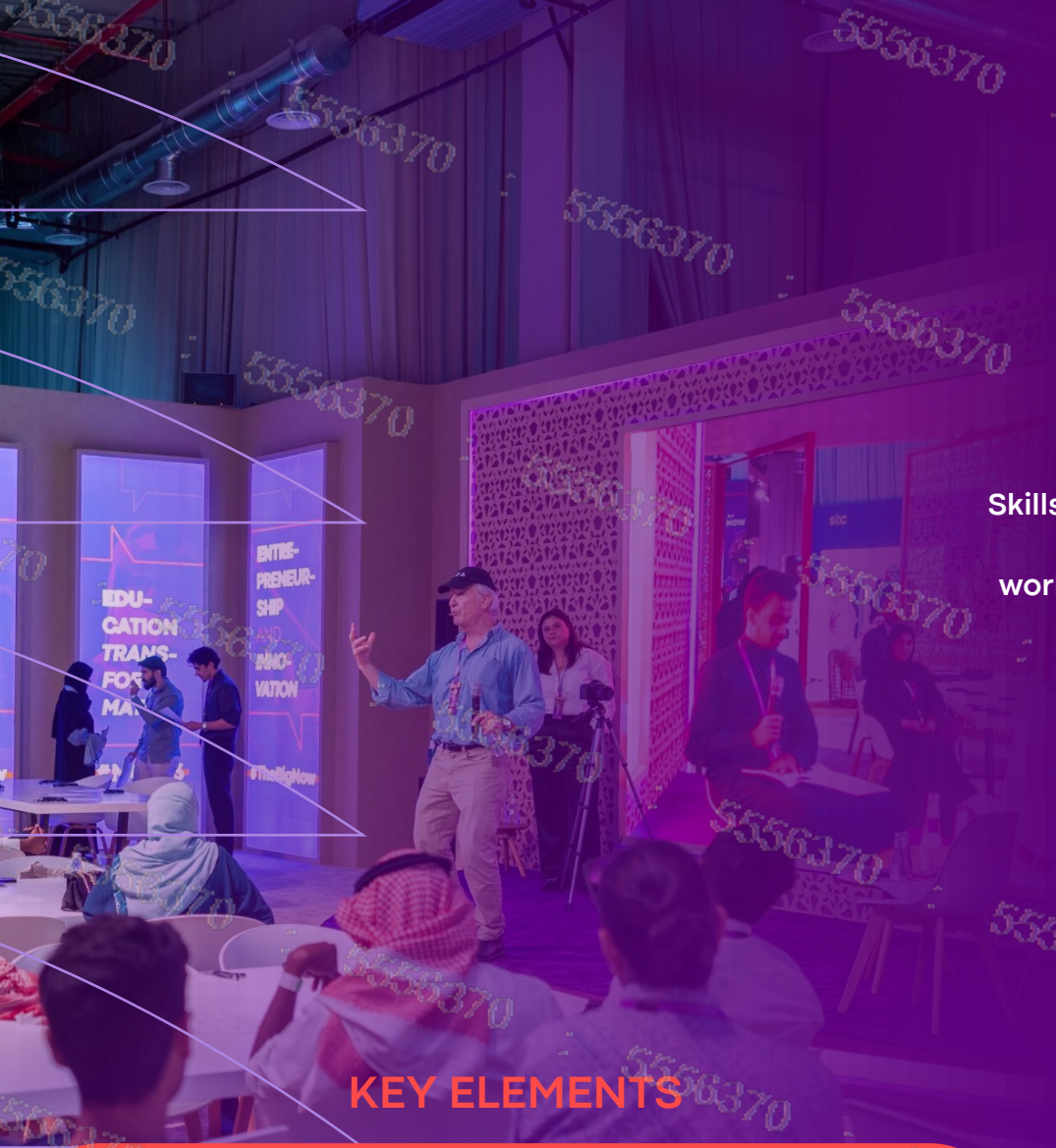
**Policy Engagement**
Where youth co-create policy ideas



## KEY ELEMENTS

- Simulations
- Policy Recomendations
- Interactive Sessions

# MGF Spaces I Skills Dukkan




## Description

Skills Dukkan is a hands-on workshops space powered by local and global partners, focused on equipping youth with unique, future-ready skills. Through practical, future-relevant workshops, it prepares young people to take charge of creating their own path and impact.

Example of previous Knowledge Partners:

## KEY ELEMENTS

Hands-On | Trendy Topics | Interactive

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# MGF25
# Partnership Opportunity

# Partner With Purpose: Amplify Your Impact At MGF25

- Empower **Youth** to Drive Global Impact
- Access to Top-Tier **Networking**
- Maximize **Visibility** For Your Brand

**80%+**
Youth Attendees

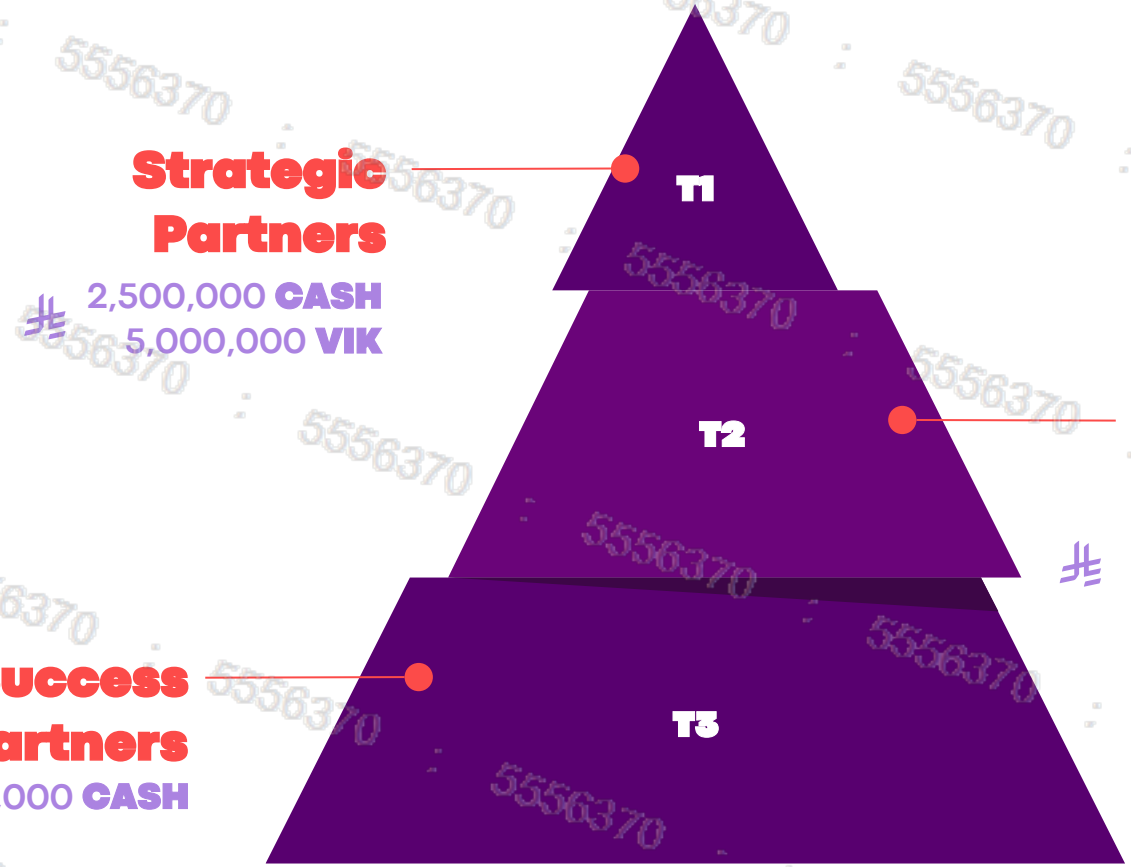
**300+**
Speakers

**150K+**
attendees from 130+ countries





# Sponsorship packages




**Strategic Partners**

2,500,000 **CASH**
5,000,000 **VIK**

**Premier Partners**

1,500,000 **CASH**
3,000,000 **VIK**

**Success Partners**

500,000 **CASH**

# MGF25 Add-ons




## Booth (4x7 sqm)

﷼ 500,000



## The Stage

﷼ 700,000




## Leader's Diwan

﷼ 400,000




## The Majlis

﷼ 300,000




## Space 180 degrees

﷼ 200,000



## Youth Bayt

﷼ 200,000



## Skills Dukkan

﷼ 200,000



## Badges & Lanyards

﷼ 350,000

*For Strategic & Premier Partners only

# Rights & benefits | Onsite branding (1/2)

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| Logo on the Outdoor Area | ✓ | ✗ | ✗ |
| Logo on Car Stickers | ✓ | ✗ | ✗ |
| Logo on Main Stage LED Screens | ✓ | ✓ | ✓ |
| Logo on Media Wall | ✓ | ✗ | ✗ |
| Logo onsite screens | ✓ | ✓ | ✗ |
| Logo on the Main entrance | ✓ | ✗ | ✗ |
| Recognition opening speech Mention | ✓ | ✓ | ✗ |



Logo on Main Stage




Logo on Car Sticker




Logo onsite screens




Logo on main entrance



Speech Mention




Logo on Media Wall

# Rights & benefits | Onsite branding (2/2)

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| Partner Badge | 10 | 4 | ✗ |
| Access to VIP Lounge | ✓ | ✗ | ✗ |
| Partner Lounge Access | ✓ | ✓ | ✓ |
| VIP Parking | 5 | 2 | ✗ |
| On Podium Recognition | ✓ | ✓ | ✓ |
| Reserved Opening Ceremony Seats | 5 | 2 | 1 |
| Use of the partnership podium for announcement | ✓ | ✗ | ✗ |
| **Add On** - Badges & Lanyards **(SAR 350K)** | ✓ | ✓ | ✗ |




Partner Lounge Access



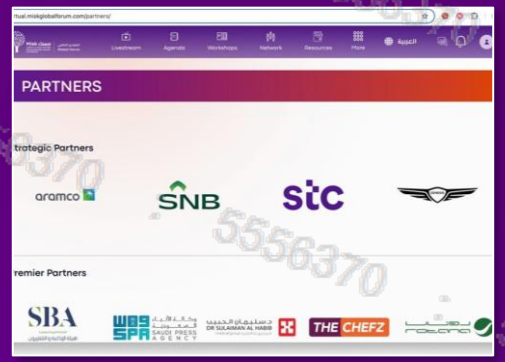

Podium Recognition



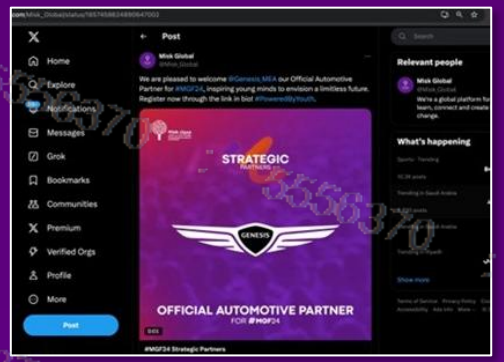

VIP Lounge

# Rights & benefits | Digital & Social Media

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| Logo on Social Media Posts | ✓ | ✗ | ✗ |
| Sponsorship Announcements on Social Media Posts | ✓ | ✓ | ✗ |
| Dedicated Post-Event Social Media Post | ✓ | ✓ | ✓ |
| Dedicated Post-Event Social Media Video | ✓ | ✓ | ✓ |
| Logo on MGF Website Homepage | ✓ | ✓ | ✓ |
| Logo in Agenda & Misk Events App | ✓ | ✓ | ✓ |




Logo on Website




Logo on Social Media Posts




Logo on Agenda

# Rights & benefits | PR & Marketing

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| Logo in the Outdoor Campaign (if any) | ✓ | ✓ | ✗ |
| Logo in MGF25 Recap Video | ✓ | ✓ | ✓ |
| Mention in Sponsor Impact Summary | ✓ | ✗ | ✗ |
| Press Release Mention | ✓ | ✗ | ✗ |









# Rights & benefits | IP

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| Early Registration Access | ✓ | ✓ | ✓ |
| Access to Misk Stakeholder Network | ✓ | ✗ | ✗ |
| Add On - The stage naming rights (SAR 700K) | ✓ | ✓ | ✗ |
| Add On - Leader's Diwan naming rights (SAR 400K) | ✓ | ✓ | ✗ |
| Add On - The Majlis naming rights (SAR 300K) | ✓ | ✓ | ✗ |
| Add On - Space 180 degrees naming rights (SAR 200K) | ✓ | ✓ | ✗ |
| Add On - Youth Bayt naming rights (SAR 200K) | ✓ | ✓ | ✗ |
| Add On - Skills Dukkan naming rights (SAR 200K) | ✓ | ✓ | ✗ |

# Rights & benefits | Tickets & Hospitality

| Benefit | T1 | T2 | T3 |
|---|---|---|---|
| VIP Access Tickets | 5 | 2 | ✗ |
| General Admission Tickets | ✓ | ✓ | ✓ |
| Partner Gala Dinner Invitation | 5 | 2 | 1 |

# Rights & benefits | Others

| Activation | T1 | T2 | T3 |
|---|---|---|---|
| Add On - Activation Booth (SAR 500K) | 4x7 | 4x7 | ✗ |

| Engagement | T1 | T2 | T3 |
|---|---|---|---|
| Speaking Slot & Workshop Participation (subject to availability) | ✓ | ✗ | ✗ |




Activation Booth




Activation Booth




Activation Booth




Activation Booth

# Contact Us | Through our team






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# THANK YOU!

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