

# BASE

COMPANY PROFILE

# MIND TO MATTER



# BASE



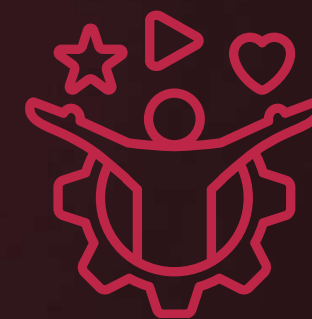
A local company established by Saudi entrepreneurs who have extensive experience in various sectors



Masters of crafting unforgettable experiences through expert planning and flawless execution of top-tier Events, Concerts, Conferences, and Exhibitions.



Pioneers in revolutionizing event experiences with cutting-edge technology and innovative strategies.



Expert in creation, creativity, and curation, transforming visionary ideas into impactful, engaging experiences.

# FOUNDERS EXPERIENCE

The founders experience were driven from managing the entire projects and events of the top Riyadh Season and Diriyah Season Zones.

The team oversaw all phases that contributed into the creation of huge hundred-million Riyal projects



**CEO**  
Abdullah BinMoammer



**COO**  
Abdulaziz AlHezaimi



**CPO**  
Sara Aldehaim



**Abdullah BinMoammer**  
Chief Executive Officer

With over 7 years of experience in project management across various international and local companies.

-Holds a bachelor's degree in industrial engineering from the University of San Diego, accompanied by a project management professional certificate from PMI.



**Abdulaziz AlHezaimi**  
Chief Operation Officer

Possesses 6+ years of experience in project management within the construction and entertainment sectors.

- Holds a bachelor's degree in mechanical engineering from King Saud University, along with a project management professional certificate from PMI.



**Sara Aldehaim**  
Chief Project Officer

Boasts more than 8 years of experience in project and operational management across various sectors.

- Holds a Bachelor's Degree in Human Resource Management from Dar Al Uloom University, complemented by a project management professional certificate from PMI.



**Thyab Al Otaibi**  
Senior Project Manager

Brings 7+ years of expertise in project and operation management, specializing in managing operational projects within the entertainment sector.

- Holds a bachelor's degree in business administration management from Imam Mohammed Bin Saud University.



**Shahad Alyousef**  
Business Development Director

6+ years of project management experience in Media, Events, and F&B sectors, specializing in managing company participation in renowned events like Cannes Lions, Film festivals, and international conferences.

-Holds a bachelor's degree in business administration, specialized in Marketing from Alymamah University.

**TEAM  
LEADERS  
AND  
EXPERTS**



# WHERE WE STARTED



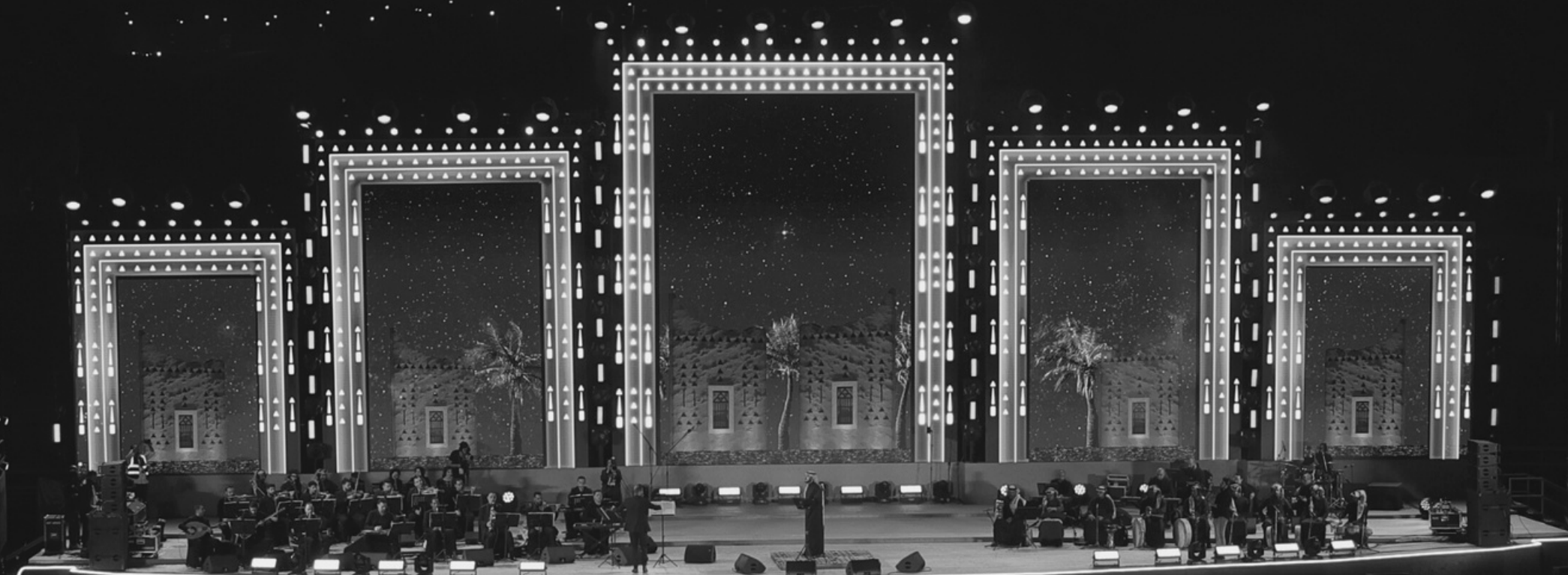
RIYADH, KSA

# WHY BASE?

We believe that planning a superior event starts with a **solid base**.

As local Saudi founders and creative event experts, our team combines deep cultural insight with innovative ideas to deliver standout events. Committed to excellence, we ensure every detail is flawlessly executed.

That is why you choose **BASE**



# BASE

## OUR MISSION

Our mission at BASE is to provide world-class event solutions & services to our clients in Saudi Arabia.



# BASE

## OUR VISION

To be the premier event solutions provider in Saudi Arabia, delivering exceptional experiences that exceed expectations & provide outstanding outcomes for our clients

# OUR CORE BUSINESS

01

Event  
management

02

Entertainment

03

Marketing &  
communication

04

Creation

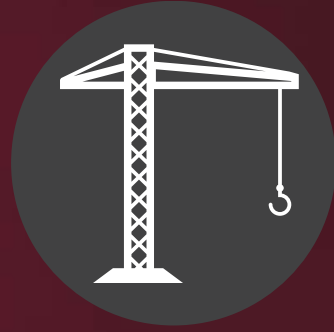
05

Curation

# SERVICES WE PROVIDE



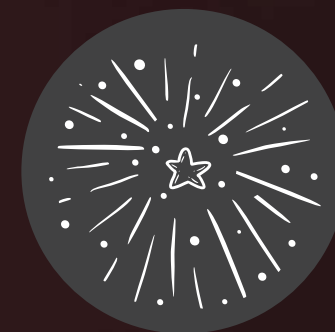
VENUE



DESIGN &  
BUILD



EVENTS  
PRODUCTION



ACTIVATIONS



CATERING



LOGISTICS



CROWD  
MANAGEMENT



AUDIO, VIDEO  
& LIGHTING



REGISTRATION  
& TICKETING



TALENT  
MANAGEMENT



CONTENT  
CREATION



MARKETING

# OUR ACCOMPLISHMENTS

BASE HAS ACHIEVED REMARKABLE MILESTONES SUCH AS

**100+**  
**EVENTS**

ORGANIZING AND  
SUCCESSFULLY EXECUTING  
OVER 80 LOCAL AND  
INTERNATIONAL EVENTS

**150,000+**  
**GUESTS**

ACCOMMODATING MORE THAN  
100,000 GUESTS

**60+**  
**VENUES**

ACROSS 45+ DIVERSE VENUES  
AND LANDSCAPES

# OUR CLIENTS



وزارة الاستثمار  
Ministry of Investment



وزارة التجارة والاستثمار  
Ministry of Commerce and Investment



وزارة الرياضة  
Ministry of Sport

وزارة الصناعة  
والتجارة المعدنية  
Ministry of Industry and Mineral Resources



المركز الوطني للتنافسية  
NATIONAL COMPETITIVENESS CENTER



KACST  
مدينة الملك عبدالعزيز  
للعلوم والتقنية



الهيئة العامة للطيران المدني  
General Authority of Civil Aviation

matarat

مدن  
MODON



أمانة منطقة الرياض  
RIYADH REGION MUNICIPALITY



PEPSICO



ADDLESHAW  
GODDARD

Harrods

SILZ



أطيباب الشيخ  
ATYAB AL-SHEEKH

بدائل  
badael

Cluster 2  
تجمع مطارات الثاني

PURE  
SPORTS



التعاونية  
tawuniya

BASE

# Project Highlights

# SAUDI-UK CIVIL AVIATION HIGH LEVEL ROUNDTABLE

 London, United Kingdom

Managed the roundtable meeting from end to end. Managed logistics for the Saudi delegation and coordinated HE Abdulaziz Aldualij's tour at the Farnborough Airshow Exhibition and visit to Cranfield University.

- +3** Venues
- +120** hosted companies
- +4** days Media Coverage
- +1500** Branded Items
- +500** Custom Made Gifts
- +20** Custom Made VIP Gifts



[Click to watch video](#)

# 01







# DIRIYAH SAUDI SUPER CUP

 Abha, Saudi Arabia

At the Diriyah Saudi Super Cup, we brainstormed, planned, and brought to life various Diriyah sponsorship activations within a two-week span. The selected activities aimed to raise awareness of Diriyah “The City of Earth” and to embrace the rich history and culture of Diriyah. The project concluded with the Ceremony stage, where we crafted and brought to life Diriyah's iconic heritage symbol, the Salwa Palace.



[Click to watch video](#)

02



DIRIYAH SAUDI SUPER CUP 2024

DIRIYAH





# GREAT FUTURES EXCELLENCIES DINNER

📍 Diriyah, Saudi Arabia

Organize a distinguished Dinner, graced by esteemed Saudi Ministers and the esteemed UK Deputy Prime Minister.



# 03







# DIRIYAH FAMILY DAY 2024

 Wadi Laban-  
Riyadh , Saudi Arabia

Managed and executed  
an exclusive event for  
Diriyah family.

- 9,000+** Visitors
- 50+** Challenge Games
- 30+** Kids Activations
- 15+** Live shows
- 20+** Food trucks



[Click to watch video](#)

# 04

DIRIYAH  
FAMILY DAY 24









# Diriyah 22nd Town Hall

📍 Diriyah, Saudi Arabia

Diriyah 22nd Town Hall

Crafted and executed all aspects of the event, ranging from constructing the tent's exterior and facade design to curating the interior design, developing event programming and engaging activations.

**+4,000** sqm Tent size

**+1,500** attendees

**6** live performances

**5** Saudi Regional Food Booths



[Click to watch video](#)

# 05













دكان الطيبين



# DIRIYAH X ZULFI MATCH 2024

 Riyadh, Saudi Arabia

Within just two weeks, we planned and carried out a complete project with Diriyah Company to support Diriyah Football Club. Additionally, we orchestrated two engaging Fan Zones in separate locations for 2 days.

**3200+** Fan zone visitors

**8000+** Customized cheering merchandise

**100+** Custom made box for VIP

**25+** Custom made invites

**2** Cars Awarded to lucky fans

**20K** Giveaways

**25** Branded Buses

**280** Crowd management personals



[Click to watch video](#)

# 06





# STANDARD INCENTIVES FOR THE INDUSTRIAL SECTOR

 Hilton Hotel & Residences  
Riyadh , Saudi Arabia



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# 07





# MODON EXCELLENCE AWARDS

 Movenpick Hotel  
Riyadh , Saudi Arabia



  
جائزة مودة للتميز  
MODON Excellence Award



[Click to watch video](#)

08



ALSAIF  
Coffee

slb

filo

U  
Unilever

Khybeck

Zamil Steel



صناع  
التميز

جائزة مودن للتميز  
MODON Excellence Award



صناع  
التميز



## Riyadh Region Municipality, 25 Garden Opening Ceremony

📍 Riyadh, Saudi Arabia

Managed all aspects of the Riyadh Region Municipality's 25 Garden Opening Ceremony, from inviting stakeholders to coordinating stage setup and the launch show, including live streaming the opening of all 25 gardens simultaneously.



[Click to watch video](#)



أمانة منطقة الرياض  
RIYADH REGION MUNICIPALITY





## GACA Kids Day

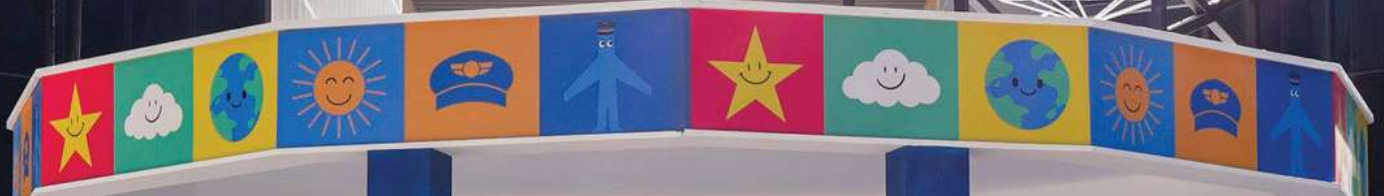
 Riyadh, Saudi Arabia

Organized and carried out a unique flight experience for each child from the GACA Family, where every child was treated to a mini pilot experience from boarding to disembarking.



[Click to watch video](#)

# 10



**GACA**







## GACA Annual Gathering 2024

 Riyadh, Saudi Arabia

Oversaw and implemented the complete GACA Annual Gathering, handling everything from stage management to activations, as well as securing and Managing Talents and Singers.

 **GACA**  
الهيئة العامة للطيران المدني  
General Authority of Civil Aviation



[Click to watch video](#)

11





# GACA Participation at BIAS 2024

 Bahrain

At Bahrain International Airshow 2024, the General Authority of Civil Aviation booth takes flight with the safety of an airplane window as our inspiration. Reflecting GACA's dedication of ensuring the highest level of safety and security in the KSA aviation sector, our design echoes this commitment through meticulous detail and reliability.



[Click to watch video](#)

# 12





# ATYAB AL SHEEKH GRAND OPENING EVENT

 Diriyah, Saudi Arabia

Created and executed an extraordinary event for Atyab alsheekh, celebrating their first boutique opening in Saudi Arabia.

Hosted **+200** influential guests from across the GCC.



[Click to watch video](#)

# 13







# SAUDI JAPAN GALA DINNER

📍 Diriyah, Saudi Arabia

Managed the dinner hosted by HE the Minister of Investment, Khalid Al-Faleh, for the Japan Minister



وزارة الاستثمار  
Ministry of Investment



[Click to watch video](#)

14





# FOUNDING DAY TOWNHALL 2024

 Diriyah, Saudi Arabia

Curated and managed Founding Day Townhall event from end to end. Turned an empty land into a vibrant setup in 3 days.



[Click to watch video](#)

# 15









# DIRIYAH CONTRACTOS DINNER

📍 Diriyah, Saudi Arabia

The event was curated by blending Elegance with Heritage from all aspects.





# GACA ICE CREAM DAY

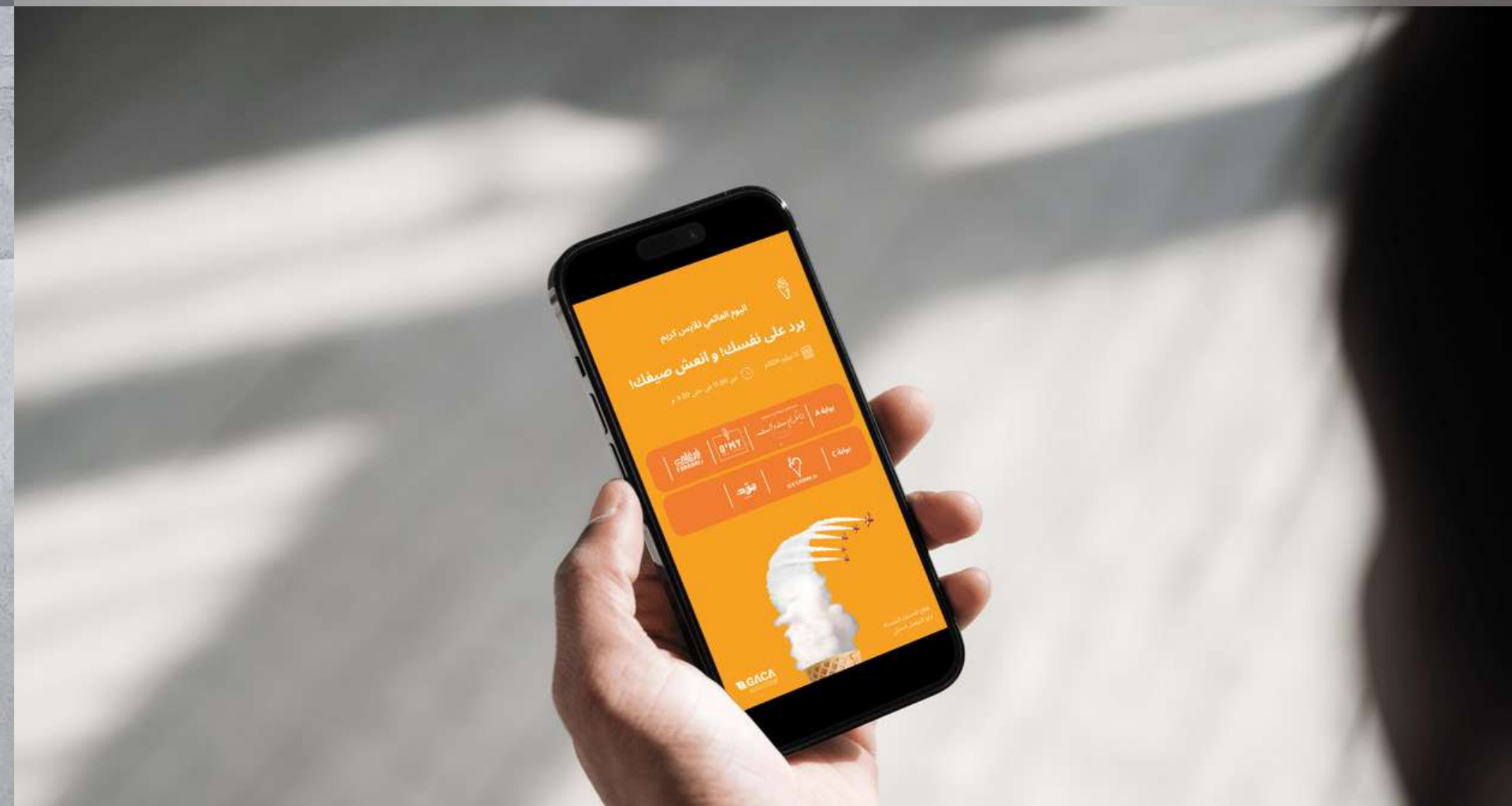
 Riyadh, Saudi Arabia

a complete campaign was orchestrated and tailored for internal communication, featuring teasers in the week preceding the event.

Alongside this, our creative efforts were focused on the design and curation of a vibrant yellow monochromatic Instagram corner.







# DIRIYAH FOOTBALL CHAMPIONSHIP 2024

 Riyadh, Saudi Arabia

Managed multiple rounds over three weeks, engaging various teams in thrilling matches. In addition to the grand finale, where the championship was awarded.



[Click to watch video](#)

# 18



# DIRIYAH 20TH TOWNHALL

 Riyadh, Saudi Arabia

Managed and executed Diriyah 20th Townhall from end to end.



[Click to watch video](#)

# 19







# Diriyah Padel Cup 2024

📍 Diriyah, Saudi Arabia

Managed the Diriyah Padel Cup 2024 from brand identity creation to match organization for diverse team players, concluding with the celebration of the winning team at the award ceremony.



[Click to watch video](#)

# 20



# DIRIYAH 19TH TOWNHALL

📍 Riyadh, Saudi Arabia

Created and curated Diriyah 19th Town hall event from end to end.





# GRAND OPENING OF DIRIYAH TUNNEL

📍 Diriyah, Saudi Arabia

Managed the official  
Grand Opening of Diriyah  
tunnel.







# DIRIYAH BOOTH IN KFU CAREER FAIR EVENT

 Riyadh, Saudi Arabia

Designed, executed and managed the operation of Diriyah Booth in King Faisal University Career Fair Event.





# DIRIYAH EID AL FITR CELEBRATION

 Diriyah, Saudi Arabia



Managed Eid Al Fitr  
Celebrations across 5  
locations, aiming to revive  
Diriyah traditions during  
the Eid Al Fitr Day.

**20+** Activations  
**50+** Participants  
**20,000+** Visitors



[Click to watch video](#)

# 24



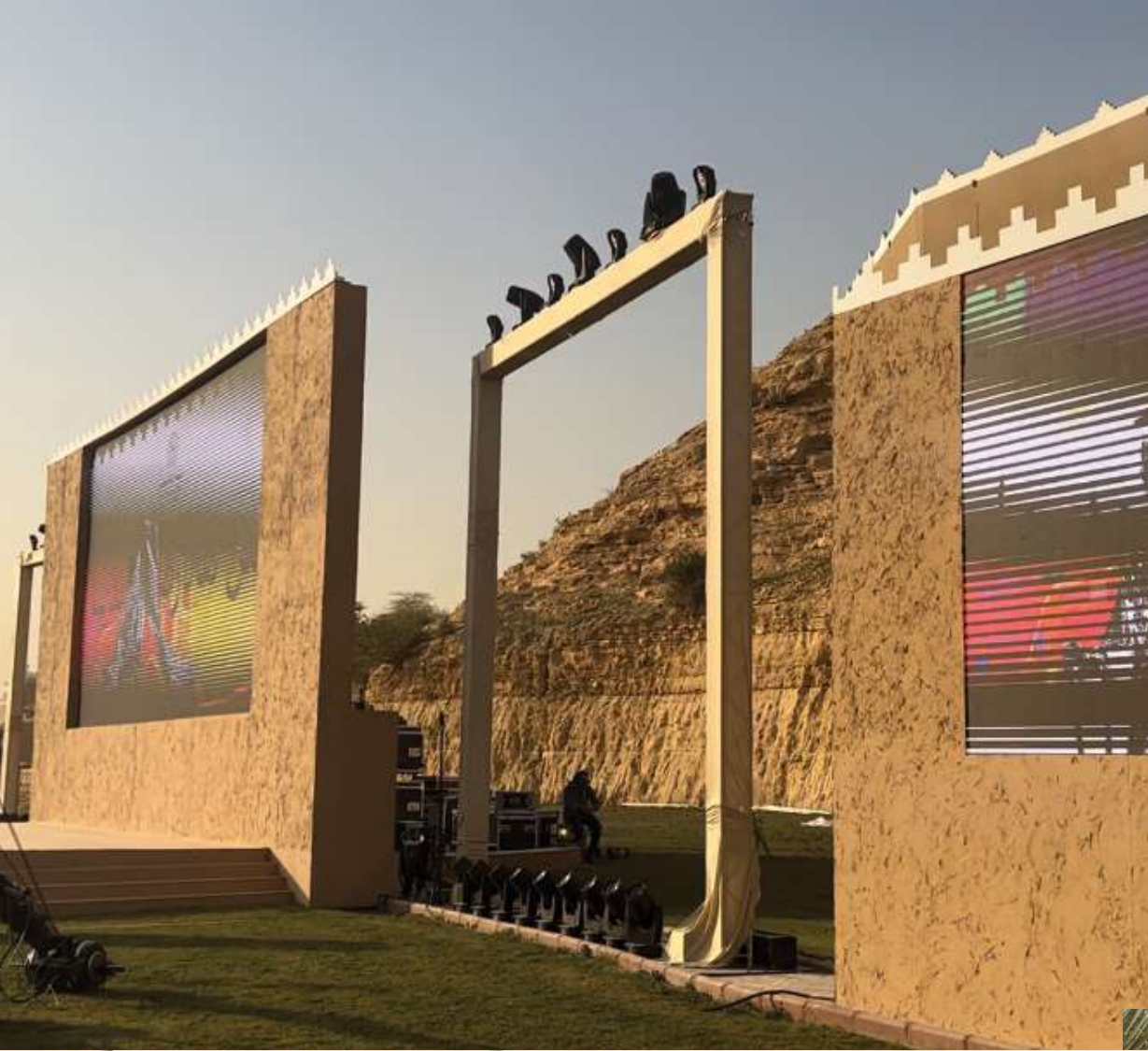
# FOUNDING DAY TOWN HALL

 Riyadh, Saudi Arabia

Conceptualized and brought to life Founding Day, featuring a comprehensive exploration of Diriyah historical activities spanning from culinary delights to cultural traditions, and captivating Nuzul storytelling.



# 25



# DIRIYAH SUHOOR

 Riyadh, Saudi Arabia

Managed the Diriyah Suhoor by crafting a complete look and feel around a vibrant Ramadan theme. This special evening also marked the official launch of Diriyah Company.

# سحور الدرعية Diriyah Suhoor 2023



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# MIND TO MATTER



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