

BRAND PARTNERSHIPS

Curated collaborations across wellness, culture & modern lifestyle.

01

YOUR BRAND.
A NEW WAY TO EXPERIENCE IT.

A modern wellness house creating experiences, community and cultural moments across Dubai.

NOA brings together movement, wellness, distinctive spaces and a highly engaged community through a growing calendar of curated Editions.

We work with select brands and venues to create partnerships that feel native to the NOA world — from product integration and experiential moments to content and community access.



BRANDS ARE EXPERIENCED, NOT JUST SEEN.





A physical experience creates a deeper point of connection between a brand and its audience.

NOA brings brands into carefully curated environments where guests can discover, experience and connect with them naturally.

Creating;

DISCOVERY
CONNECTION
RETURN

in one seamless experience.

03

THE NOA COMMUNITY

A digitally engaged, experience-led audience with a strong interest in wellness, beauty, fashion, hospitality and modern lifestyle.

- Wellness-conscious professionals
- Founders & entrepreneurs
- Lifestyle enthusiasts
- Individuals who actively discover new brands
- Highly engaged guests who value quality over quantity

A community that discovers brands through experience.

CREATOR AMPLIFICATION
NOA invites a curated mix of UGC creators and influencers to experience and capture each Edition, extending the event beyond the room.

Past Influencers at NOA
Click name to link to their Instagram



Daniah Fawaz
161k followers



Zoya Rouhani
467k followers



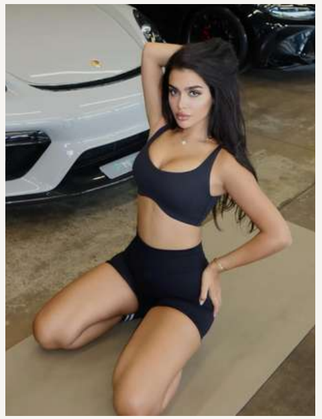
Nia
303k followers



Tara Abujrab
102k followers



Maria Dagher
40.8k followers



Bita Farahi
110k followers

04

WHY BRANDS PARTNER WITH NOA

PRODUCT DISCOVERY

Place your product directly into a relevant wellness experience where guests can see, try and experience it.

COMMUNITY ACCESS

Introduce the brand to a highly relevant, experience-led audience in a environment where interaction is natural.

EXPERIENTIAL SAMPLING

Move beyond handing out products by creating genuine moments for guests to experience them.

CULTURAL ASSOCIATION

Position the brand within the wider NOA world of wellness, lifestyle and contemporary Dubai as well as evergreen content.

05

PARTNERSHIP PATHWAYS



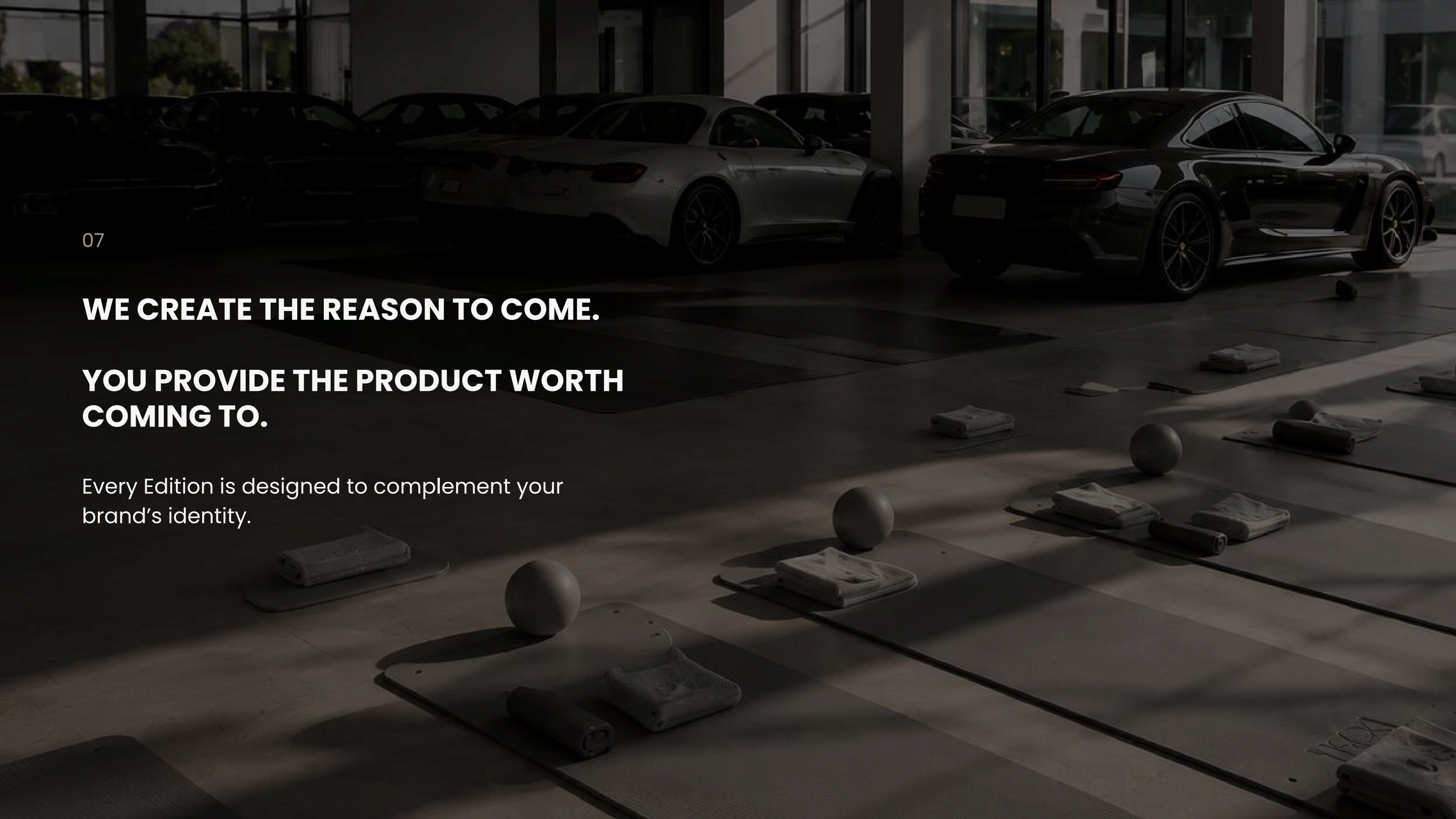
THE NOA EDITION
A branded or co-branded NOA experience with the brand naturally integrated throughout the guest journey.

PRODUCT INTEGRATION
Product sampling, gifting, consumption moments or placement within the experience.

BRANDED WELLNESS MOMENTS
A signature activation, ritual or interaction designed around the partner.

CONTENT PARTNERSHIP
Pre-event, live and post-event content across NOA's digital channels.

PRIVATE / CORPORATE EXPERIENCES
Bespoke NOA wellness experiences created specifically for a brand, team or client community.



07

WE CREATE THE REASON TO COME.

YOU PROVIDE THE PRODUCT WORTH COMING TO.

Every Edition is designed to complement your brand’s identity.

08

DIGITAL REACH

BEFORE THE EDITION
NOA announcement
Registration / RSVP
Social promotion
Brand tagging
Community communications

DURING
Live Stories
Brand visibility
Participant content
Photography / video where applicable
Community interaction

AFTER
Recap content
Brand tagging
Event photography
Community sharing
Future discovery of the brand

COLLABORATED WITH

20+
Brand Collaborations

15+
Private & Community Editions Hosted

300+
Guests Welcomed

98%
Average Event Attendance

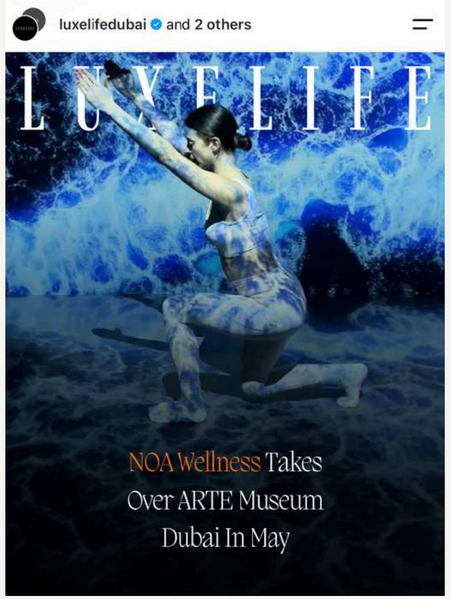
بلومينج بوكس
BLOOMINGBOX
nutrili
ARTE MUSEUM
DUBAI
دبي مولاثون
DUBAI MALLATHON
G8TS
DIFC
TOBY'S ESTATE
OWNKIND
PORSCHE
XBEAUTY
PAUS;
SOIL©

10

OUR FEATURES



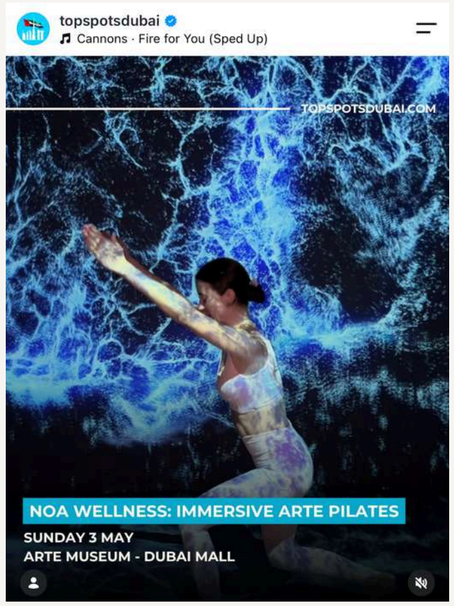
The Next Dubai



Luxe Life



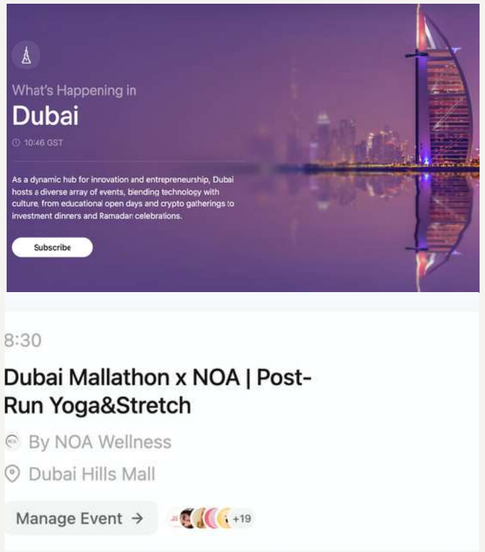
Dubai News Now



Top Spots Dubai



The Next Dubai



Featured Event on Luma

OUR ARCHIVES

Creating experiences people return for.



NOA × PORSCHE
Performance, Reimagined.
A Pilates experience designed around a space where movement doesn't traditionally belong.



NOA × ARTE MUSEUM
Movement Meets Art.
A wellness experience integrated into a cultural environment.



NOA × DESERT
Movement in the Landscape.
A slower Edition built around nature, atmosphere and connection.

See more on our Instagram @noawellness.ae

Every Edition is designed to be different.



Let's create something worth remembering.

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