




*In good hands*

[www.nbf.ae](http://www.nbf.ae)



From the ocean that reminds us of our limitless potential, to mountains that encourage us to keep aiming higher, nature inspires excellence in Fujairah.



The NBF Fujairah Run is a first of its kind event to be held in the scenic beauty of Fujairah. Offering running enthusiasts a setting like no other, the Run will showcase the singular identity of Fujairah – a destination that's making rapid strides in development while staying true to its heritage of environmental conservation.



## Our Patron



The Run will be organised under the patronage of  
**HH Sheikh Mohammed bin Hamad bin  
Mohammed Al Sharqi, Crown Prince of Fujairah**



## National Bank of Fujairah

Incorporated in 1982, National Bank of Fujairah (NBF) has established itself as the bank for business in the UAE. Our award-winning services, unrivalled understanding of local markets and unwavering commitment to customers have made us the pride of Fujairah.

At NBF, we celebrate our cultural heritage by being proactively involved in the development of the local community.





## Our Sporting Culture

The incredible team spirit at NBF is testament to how our passion for sports brings our people closer. Internally, we nurture a spirit of camaraderie through a slew of sporting activities.

The bank has been active over the past decades in organizing wide-ranging sporting events including bowling, cricket, badminton and football tournaments for our staff, who have always participated in these with inspired zeal.

The NBF Running Club, which started off with two staff members towards the aim of staying healthy, has rapidly grown over time and today boasts around 100 members, who actively participate in runs and marathons within the country and abroad, consistently setting new personal bests. This has paved the way for the bank's first ever Run in our home emirate!





## Fujairah – Jewel of the Middle East

With a unique blend of tranquil waters, serene desert and soaring mountains, Fujairah has been a major draw for both leisure tourists and adventure seekers.

While the annual tourist count is over a million, the emirate itself has rapidly grown from 100,000 people in the mid-1990s to 215,000 (40% Nationals, 60% Expats) last year. This rapidly emerging emirate with an increasingly younger population presents a fantastic prospect for brands and organisations looking to expand their markets.





## Run with Nature

With increasing awareness of health and fitness, long distance running is no longer limited only to athletes. Enthusiasts of all ages and ethnicities today form the bulk of participants at marathons around the world. What sets the NBF Fujairah Run apart is the natural splendour that surrounds it. With the endless sea on one side and soaring mountains on the other, runners will be inspired by the natural splendour to push the limits and scale new heights of personal accomplishment.

The event will be held on  
**1st December 2017.**





# More than a Run



# Running is rewarding

Trophies and medals will be awarded to the top three finishers in different age categories for each of the distances - 3km, 5km and 10km.



## PRIZES FOR 10km RUN



Winner\*:  
**AED 10,000**



2nd to 10 places\*:  
**AED 7,500  
to AED 500**



Top 3 UAE National Finishers\*:  
**AED 5,000 to  
AED 1,000**



Team Prizes for highest participation\*\*:  
**AED 5,000 to AED 1,000**



Special medal for all those who  
**cross the finish line**



All participants will receive a branded  
**T-shirt, cap and goody bag.**

\* Separately awarded for male and female categories  
\*\* Based on participation level



## Contact Details

For any queries related to marketing and sponsorship of NBF Fujairah Run, please contact

[corpcomm@nbf.ae](mailto:corpcomm@nbf.ae)

T: +971 4 507 8439 | +971 4 507 8351