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**From:** [REDACTED]  
**Sent:** Tuesday, July 22, 2025 2:44 PM  
**To:** [REDACTED] >  
**Cc:** [REDACTED]  
**Subject:** RE: Saudi Arabia's PIF at [REDACTED] [REDACTED]?

Hi [REDACTED],

Just wanted to bump this up for your thoughts. Do you think there's interest/capacity for PIF to speak at [REDACTED], or is the agenda full at this time?

Cheers,

[REDACTED]  
Senior Vice President

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, July 15, 2025 2:12 PM  
**To:** [REDACTED]  
<[REDACTED]>  
**Cc:** [REDACTED]  
**Subject:** Saudi Arabia's PIF at [REDACTED] [REDACTED]?

Hi [REDACTED] hope all's well.

Conscious that the [REDACTED] agenda might be close to finalized, I wanted to follow up on our recent conversations with another potential speaker for consideration.

We work with Saudi Arabia's Public Investment Fund ([PIF](#)). Their Senior Vice President and Head of Events & Partnerships, [Alanoud Althonayan](#), would be a strong fit for this year's content themes: *Where The Money's Moving in Sport, Reaching Every Corner of the Globe*, and *How Brands Solve Business Problems*.

Alanoud has been instrumental in developing and executing PIF's global sports sponsorship strategy. Under her leadership, PIF has established high-profile partnerships across tennis (WTA and ATP),

motorsports (Formula E), golf (Ladies European Tour), and football (FIFA Club World Cup and CONCACAF).

In the past 12–24 months, these partnerships have been activated in 12 markets across continents through dozens of live events. Notably:

- PIF and the WTA launched the [PIF WTA Maternity Fund Program](#) in March,—the first and only fully-funded maternity program in women’s sports. The initiative provides up to 12 months of paid maternity leave as well as comprehensive financial, parental, and fertility benefits, setting a new standard for supporting contracted female pro tennis players. PIF was also the first-ever sponsor of both the ATP and WTA rankings.
- As title partner of [the PIF Global Series](#) – five tournaments on the Ladies European Tour hosted in the UK, US, China, South Korea and Saudi Araia – PIF has increased the total prize pool across events to \$13 million, elevating the earning potential for female competitors relative to male counterparts.

Alanoud can speak to:

- PIF’s more comprehensive approach to brand partnerships, which focuses on solving critical needs, not just brand visibility through visual placements
- How sovereign wealth funds can accelerate innovation in sport
- How PIF’s sponsorship strategy differs from its investment strategy (Newcastle, PFL, etc.), while still supporting [Saudi Arabia’s Vision 2030](#) plan

Would you be interested in including Alanoud on the program as a speaker? PIF is selective about where/when it speaks publicly on these topics. Happy to discuss further if there’s interest.

Cheers,

[Redacted]

[Redacted]

Senior Vice President

[Redacted]

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Senior Vice President

[REDACTED]

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