



ASSOCIATION OF AFRICAN UNIVERSITIES  
ASSOCIATION DES UNIVERSITES AFRICAINES  
اتحاد الجامعات الإفريقية

UM6P  
University  
Mohammed VI  
Polytechnic



# CALL FOR SPONSORSHIP



## 16<sup>th</sup> AAU GENERAL CONFERENCE

SHAPING THE FUTURE OF HIGHER EDUCATION  
FOR INNOVATION & SUSTAINABLE  
DEVELOPMENT OF AFRICA

JULY 21 - 25, 2025  
IN RABAT, MOROCCO





## **SPONSOR THE ASSOCIATION OF AFRICAN UNIVERSITIES' 16TH QUADRENNIAL GENERAL CONFERENCE HOLDING IN RABAT, MOROCCO (21 - 25 JULY 2025)**

The AAU General Conferences are the highest decision-making organ of the Association. They are held as quadrennial events to determine the general policies of the Association vis-à-vis stock taking of the higher education ecosystem. The lead organizer, the Association of African Universities (AAU), is Africa's apex higher education organization with a membership drawn from over 450 higher education institutions across Africa and beyond.

This year's Conference will be held from July 21- 25, 2025 in Rabat, Morocco, and is co-hosted by University Mohammed VI Polytechnic (UM6P). The Conference will further serve as a stakeholders' platform for engagement with the higher education community in Africa. Between 500 - 700 delegates are expected, comprising AAU member universities, higher education policymakers, development partners, researchers, students, and other education stakeholders.



# WHO YOU WILL MEET

Captains of Industry



Rectors



Researchers



Policymakers



University Presidents



Students



Academic Staff



Development Partners





## WHY SPONSOR?

By sponsoring this conference, you will be contributing to the advancement of African higher education through research, innovation and development, and quality training of the continent's human resources needed to transform the local economy and Africa in general. Obtain a return on your investment through increased brand exposure to an audience that is pivotal to socio-economic development and set your institution apart as a partner supporting a resilient higher education system in Africa.

Your sponsorship will be used to cover the costs of participation of scientific paper presenters, organization of high-level panel discussions, awards to African Higher Education Brand Ambassadors, and other costs associated with such high-profile events.

**1 Thought Leadership**  
Position your products, services, and executives as key players in the African higher education community

**2 Networking**  
Gain face-to-face access and direct contact with typically hard-to-reach decision-makers and clients congregated on the same platform.

**3 Branding**  
The sponsorship will give your organization more visibility within the African higher education community.





## SPONSORSHIP PACKAGES

# Platinum Package

# US\$15,000+

## BENEFITS

- Opportunity for a 45-minute speaking engagement with participants at a plenary session of the Conference
- Full participation in all sessions of the Conference
- Profiling during the Conference and in the Conference Brochure & Reports
- Six months of visibility on the event's portal
- Visibility on name badges
- Visibility in networking areas
- Visibility in Plenary room (Pull up banners, Promotional video between sessions)
- Visibility in Conference programme (Full Page Advert)
- Free Conference registration for up to 5 people
- Visibility in event marketing communication
- Visibility in resulting event reports





## SPONSORSHIP PACKAGES

# Diamond Package

# US\$10,000

## BENEFITS

- Opportunity for a 30-minute speaking engagement with participants at a plenary session of the Conference
- Full participation in all sessions of the Conference
- Profiling during the conference and in the conference Brochure & Reports
- Free conference registration for 3 people
- Visibility on event portal
- Visibility in networking areas
- Visibility in Plenary room (Pull up banners)
- Visibility in conference programme (Half Page Advert)
- Inclusion of organisation brochure in event pack
- Visibility in event marketing communication
- Visibility in resulting event reports



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CONFERENCE



ASSOCIATION OF AMERICAN UNIVERSITIES  
الجمعية الأمريكية للجامعات

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University of  
Mokotopani VI  
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## SPONSORSHIP PACKAGES

# Gold Package

# US\$5,000

### BENEFITS

- Opportunity to give a 20-minute address during a parallel session
- Full participation in all sessions of the conference
- Visibility on event portal
- Visibility in networking areas
- Visibility in conference programme (Display of logos)
- Free conference registration for 2 people





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   Association of African Universities

