



FORUM GALA DINNER AND AWARDS CEREMONY SPONSORSHIP PACKAGE



Forum Gala Dinner and Awards Ceremony Sponsorship Package



The 6th MENA Higher Education Leadership Forum is set to feature a Gala Dinner on the evening of the 17th of April 2024, that will serve as both a social networking event and a celebration of higher education institutions worldwide that are making a significant impact in their communities and regions. Guests will immerse themselves in a dynamic atmosphere as they continue vital professional conversations throughout the evening.

We are offering the opportunity for companies to sponsor this event. By becoming a sponsor, you'll gain valuable exposure to this influential audience and demonstrate your commitment and support to the higher education sector.

The Forum Gala Dinner and Award Ceremony will encompass various activities, including sponsors' recognition and the celebration of the winners of the 3rd Cycle of the **Zairi International Awards for Excellence in Higher Education**. These awards, named in honor of the late Professor Mohamed Zairi, a global pioneer of quality management, were established in 2021 with the support and endorsement of several regional and international organizations and universities' associations. The awards aim to recognize and celebrate Higher Education Institutions (HEIs) that proactively address global educational challenges and make significant impacts through excellence and innovation.

As a sponsor of the event, you'll have the unique opportunity to showcase your brand and engage with our high level targeted audience of higher education leaders and professionals. In return you will receive the following benefits:

FULL GALA DINNER SPONSORSHIP

[50,000 AED]

- ☉ Company logo/acknowledgment in all relevant Gala dinner print and digital promotional materials (i.e., official invitations, mailers, slides, etc.)
- ☉ Company logo/profile featured and linked on the sponsor section of the MENA Higher Education Leadership Forum website (www.menahelf.com)
- ☉ 2 x social media posts highlighting your sponsorship
- ☉ 2 x Company roll-up banner placements during the dinner inside ballroom
- ☉ Acknowledgment of your sponsorship by the dinner MC and an appreciation plaque
- ☉ Opportunity for a 2-minute address to dinner attendees
- ☉ Opportunity for a 2-minute introductory video of your organization
- ☉ Opportunity to provide sponsor-branded table decorations (optional)
- ☉ Opportunity to distribute marketing material prior to the conference dinner
- ☉ 1 x Table (8 seats) for use by your company – Name/Place cards on your table for each sponsor guest
- ☉ 2 x complimentary attendance passes to the MENA Higher Education Leadership Forum

PARTIAL GALA DINNER SPONSORSHIP

[30,000 AED]

- ☉ Company logo/acknowledgment in all relevant Gala dinner print and digital promotional materials (i.e., official invitations, mailers, slides, etc.)
- ☉ Company logo/profile featured and linked on the sponsor section of the MENA Higher Education Leadership Forum website (www.menahelf.com)
- ☉ 2 x social media posts highlighting your sponsorship
- ☉ 1 x Company roll-up banner placements during the dinner inside ballroom.
- ☉ Acknowledgment of your sponsorship by the dinner MC and an appreciation plaque
- ☉ Opportunity for a 2-minute introductory video of your organization
- ☉ 1 x Table (6 seats) for use by your company – Name/Place cards on your table for each sponsor guest
- ☉ 2 x complimentary attendance passes to the MENA Higher Education Leadership Forum

About the MENA Higher Education Forum



To provide you with deeper insights into the event, the biennial MANA-HELF has experienced substantial growth since its inception in 2013, evolving into a dynamic platform that attracts Higher Education Leaders and Decision Makers from around the world. The meticulously crafted agendas distinguished and diverse speakers, along with the participation of high-profile attendees, have fostered robust and profound discussions on the evolving trends shaping the future of higher education. These discussions often culminate in the development of clear action plans and roadmaps/strategies for the future, which our center diligently follows through post-event.

The 2024 Forum is poised to deliver an exciting program, featuring keynote addresses, panels (including a policy level panel and a presidential panel), Fireside chats, debates, three roundtables, workshops, and institutional case studies' presentations. Already, participants and speakers from over 35 countries have registered for the forum. We invite you to visit the Forum's official website for further information about the event.

Forum over the years

Running in its 6th
edition

More than 500 HEIs
and organisations



6th
Edition



MENAHSELF
launched in 2013 as
a biennial event

More than 2300
participants

Over 58 countries

6th Edition Highlights

300⁺



Participants

200⁺



HEIs &
Organizations

55⁺



Speakers/ Panelists

50⁺



Countries

4



Pre-Forum
Workshops

4



Panels/
Debates

50⁺



Case Studies'
Presentations



Award
Ceremony



inquiries@menahelf.com



www.menahelf.com

Main Organizer



CLICKS

Center for Learning Innovations &
Customized Knowledge Solutions

Your Partner for Innovation and Excellence



inquiries@cli-cks.com



www.cli-cks.com