



*Where Leaders of
Higher Education Meet*

Towards a New Generation of Engaged Universities: **The Need to Act, Adapt and Transform**

16th – 18th April, 2024 | Dubai, UAE



Sponsorship Packages

Forum
Organizer



About

The MENA Higher Education Leadership Forum (MENA-HELF)



The 6th MENA Higher Education Leadership Forum (MENA-HELF) organized by the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS) will be back in April 2024 in its 6th edition.

We invite you to support an exclusive event that will bring together more than 300 higher education senior leaders and decision makers from across the globe during two and a half days to discuss and debate emerging trends impacting higher education, opportunities, barriers and practical challenges encountered as well as solutions and strategies universities must adopt to meet the rapidly disruptive environment in which it operates and embrace transformation.

The upcoming Forum's theme is focused on enabling meaningful and timely conversations about how the 'New University' should look like, what role it should play, how it should act and adapt and what it will take from universities to ensure they remain relevant and agile in time of uncertainty and dynamism.

The Forum will also witness the announcement of the winners of the 3rd cycle of the Zairi International Awards for Excellence in Higher Education; which will celebrate higher education institutions from across the globe who are daily making impact on their communities and on the sector more broadly.

Forum Highlights

300⁺



Participants

200⁺



HEIs &
Organizations

55⁺



Speakers/ Panelists

50⁺



Countries

3



Pre-Forum
Workshops

4



Panels/
Debates

50⁺



Case Studies'
Presentations



Award
Ceremony

Why Join the 6th MENA-HELFP?

- ⑥ A **broad range and variety of activities**, including workshops, panel discussions, debates, focus groups, presentations of case studies, keynote addresses and practitioner insights.
- ⑥ A professional, friendly, and engaging environment for **networking** with peers from different parts of the globe.
- ⑥ A **showcase of high-quality products and services** offered by sponsors and exhibitors
- ⑥ A unique **learning opportunity** for individuals working to transform their universities to ensure they continue to be agile and responsive to a very dynamic future
- ⑥ A **hands-on learning** occasion through workshops, learn by doing through participating in practical workshops prior to the start of the conference. Learn new tools and methodologies, reflect on your own understanding and experience and interact and network with peers.



Main Activities of the event

This year's Forum will bring together more than 35 speakers, panelists and presenters from across continents. The program is being carefully designed to include a wide range of activities that will enable attendees to actively participate in the forum as well as provide them opportunities to network and share views and opinions.

Some of the activities planned for the 6th edition of the Forum include:

- » Plenary Sessions with Keynote Addresses
- » Interactive Panel Discussions/ Debates
- » Institutional Case Studies' Presentations
- » Pre-Forum Workshops
- » Focus Groups
- » Networking opportunities
- » Exhibition

Who will be Attending?

Participants of the MENA Higher Education Leadership Forum are from among decision makers and leaders in the field joining from more than 50 countries and include:

- ⦿ Higher Education leaders including Rectors, Chancellors, Presidents, Vice Chancellors, Provost, Pro-Vice Chancellors and Deans among others.
- ⦿ Presidents and high-level representatives from Regional and International Associations and Organizations involved with Higher Education
- ⦿ Higher Education Policy Leaders and Decision Makers
- ⦿ Representatives from regulatory and accrediting bodies regionally and internationally
- ⦿ Senior Government & Industry Representatives- as relevant to the theme
- ⦿ Students' Organization Representatives
- ⦿ Researchers in the field
- ⦿ Higher Education Service Providers – involved with the exhibition or acting as partners or sponsors.



Why Sponsor the Forum?

The MENA Higher Education Leadership Forum offers a unique opportunity to increase your organization's exposure.

In addition to the specific benefits described under each sponsorship category, the Forum will support your organization in:

- ⦿ Positioning itself as a supporter of higher education in the region and globally and contribute to a worthwhile event.
- ⦿ Being involved development of cutting-edge strategies to significant issues and challenges related to higher education and re-considering the role of the new engaged university
- ⦿ Supporting research related activities and the exchange of best practices linked to the theme of the event and to the role of universities in addressing sustainability and emerging challenges our nations face.
- ⦿ Projecting its corporate message and image in relation to higher education being one of the key drivers to build nation's human capital and to addressing many of the global challenges we are facing
- ⦿ Networking and meeting with influential people in higher education and 'like-minded' other sponsors and supporters.
- ⦿ Being involved with supporting research and development as well as innovation as a main driver for the growth and well-being of our nations.
- ⦿ Gaining knowledge and insights from various presentations and interventions made throughout the even.
- ⦿ Showcasing various services and offerings through the exhibition booth which will be set as one of the benefits extended to sponsors
- ⦿ Making new acquaintances and establishing new partnerships and collaborations regionally and internationally

Sponsorship Opportunities

Throughout the years, the success of the MENA Higher Education Leadership Forum has been significantly reliant on the contribution and support of various partners, and sponsors who share a common vision and passion for the advancement of higher education in the region and beyond.

The role of our sponsors and supporters remains crucial to ensuring the success of our non-for-profit event.

Sponsorship and other forms of support will greatly help the organizers subsidize for the various costs associated to the Forum including those related to the venue, travelling of speakers and presenters, marketing, among many others. The MENA Higher Education Leadership Forum organized every two years have established its self as a credible, rich and engaging platform that attract high profile delegates from more than 50 countries; hence offering an exclusive opportunity to increase your organization's visibility and profile prior, during and after the event.

We are inviting organizations, companies working in higher education or having interest in Higher Education as well as universities (as of this year) to consider the various sponsorship packages available to support this prestigious event.

Each of our sponsorship packages offers lucrative benefits to ensure that the sponsor's support is recognized and highlighted throughout the Forum and beyond. These packages can be further tailored based on need be further tailored to ensure the sponsors' and organizer's benefits are achieved.



Target Sponsors

Targeted sponsors include but are not limited to:

- ⦿ Higher Education Institutions (Universities and Colleges)
- ⦿ Vocational Learning Centers and Institutes
- ⦿ Universities' Associations and Networks
- ⦿ Government organizations and industry who have direct interest with this year's theme including that related to sustainability
- ⦿ Sector Service Providers such as technology providers, publishers and content providers, student recruitment agencies, training providers, international external quality assurance agencies and accreditation bodies, etc.
- ⦿ Research Centers
- ⦿ Any organization involved directly or indirectly with supporting Higher Education regionally or globally as part of their CSR Policy



Diamond

Exclusive Sponsorship

100,000 AED



- Opportunity to deliver a 4-hour practical workshop (workshop should be aligned with the theme of the event and delivered by highly qualified expert)- Only for sponsorship secured prior to 1st of December, 2023.
- Inclusion of organization's logo, profile with link to the sponsor's website on the Forum Official Website – main and inner pages
- Inclusion of organization's logo, profile in the Forum Printed Program Catalogue
- 3-minute address during the Opening Ceremony by one of the sponsor's senior representatives
- Opportunity to participate in a panel (for early bookings only)
- Placement of 1 full A4 Colored Organization's advertisement on Forum Printed Program Catalogue (first 5 pages)
- Inclusion of up to 3 promotional items within delegate bags
- Acknowledgment as an 'Exclusive Diamond Sponsor' during the Forum Official Opening, Dinner and Closure as well as throughout the event.
- Prominent inclusion of organization's logo on all Forum pre-during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a 'Diamond Sponsor'.
- Complimentary exhibition booth (3X3)
- Inclusion of 2 roll-up banner in the pre-function area and one in the main ballroom (standard size of 1.8 x 80)
- 5 VIP Invitation to Forum Official Opening/ Gala Dinner – as applicable
- Certificate of Appreciation and Trophy presented during the Forum Opening Ceremony
- 5 Complimentary Forum Registrations to attend the Forum
- Invitation to the Press Conference announcing the MENA Higher Education Leadership Forum
- Branding at pre and post- event communication activities
- Access to participants' lists with contact details
- Pre-organized meeting (based on timely demand)
- Special coverage of the sponsor in CLICKS's Newsletter- special post event edition
- Other benefits may be negotiated directly with the potential diamond sponsor

DIAMOND SPONSORSHIP

Gold Sponsorship

75,000 AED



- Inclusion of organization's logo, profile with link to the sponsor's website on the Forum Official Website
- Inclusion of organization's logo, profile in the Forum Program Catalogue
- Placement of 1 full A4 Colored Organization's advertisement on Forum Printed Program Catalogue
- 2-minute address during the Opening Ceremony by one of the sponsor's senior representatives
- Opportunity to participate in a panel (for early bookings only)
- Inclusion of promotional item and one brochure within delegate bags
- Acknowledgment as a "Gold Sponsor" during the Forum Official Opening and Closure
- Prominent inclusion of organization's logo on all Forum pre-during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a Gold Sponsor.
- Complimentary exhibition booth (3x3)
- Inclusion of 2 roll-up banner (standard size of 1.8 x 80) in the pre-function area
- 5 VIP Invitation to Forum Official Opening
- Certificate of appreciation and Trophy presented during the Forum Closing Ceremony
- 5 Complimentary Forum Registrations to attend the Forum
- Invitation to the Press Conference announcing the MENA Higher Education Leadership Forum
- Branding at pre and post- event communication activities.
- Access to participants' list

GOLD SPONSORSHIP

Silver Sponsorship

50,000 AED



- Inclusion of organization's logo, profile with link to the sponsor's website on the Forum Official Website
- Inclusion of organization's logo, profile in the Forum Program Catalogue
- Placement of 1/2 A4 Colored Organization's advertisement on Forum Printed Program Catalogue
- Inclusion of promotional item and one brochure within delegate bags
- Acknowledgment as a "Silver Sponsor" during the Forum Official Opening and Closure
- Prominent inclusion of organization's logo on all Forum pre-during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a Silver Sponsor.
- Complimentary exhibition booth (3X3)
- Inclusion of 1 roll-up banner (standard size of 1.8 x 80) in the pre-function area
- 3 VIP Invitation to Forum Official Opening
- Certificate of appreciation and Trophy presented during the Forum Closing Ceremony
- 3 Complimentary Forum Registrations to attend the Forum
- Invitation to the Press Conference announcing the MENA Higher Education Leadership Forum
- Branding at pre and post- event communication activities
- Access to participants' list

SILVER SPONSORSHIP

Bronze

Sponsorship

25,000 AED



- Inclusion of organization's logo, profile with link to the sponsor's website on the Forum Official Website
- Inclusion of organization's logo, profile in the Forum Program Catalogue
- Placement of 1/2 A4 Colored Organization's advertisement on Forum Printed Program Catalogue
- Acknowledgment as a "Bronze Sponsor" during the Forum Official Opening, Gala Dinner and Closure
- Prominent inclusion of organization's logo on all Forum pre-during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a Bronze Sponsor.
- Complimentary exhibition table with two chairs
- Inclusion of 1 roll-up banner (standard size of 1.8 x 80) in the pre-function area- next to table
- 2 VIP Invitation to Forum Official Opening
- Certificate of appreciation and Trophy presented during the Forum Closing Ceremony
- 2 Complimentary Forum Registrations to attend all Forum activities
- Invitation to the Press Conference announcing the MENA Higher Education Leadership Forum
- Branding at pre and post- event communication activities
- Access to participants' list

BRONZE SPONSORSHIP

Other Opportunities

to support the Forum

Targeted areas of support are available for companies' and organizations preferring to designate funds to provide specific items required during the forum, this includes the provision of items such as:



- Forum Branded delegate bags, pens, lanyards and badges | **(15, 000 AED)**
- Gift items for Speakers | **(10, 000 AED)**
- Sponsoring the Registration Booth | **(10, 000 AED)**
- Technology support (conference management software and applications, live streaming, etc.)
- Sponsoring Coffee breaks on both days | **(15, 000 AED)**
- Sponsoring one of the Keynote Speaker | **(20, 000 AED)**
- Sponsoring Gala Dinner **(20, 000 – 120 people)**

Supporters will receive in return:

- Inclusion of organization's logo, profile with link to the sponsor's website on the Forum Official Website
- Inclusion of organization's logo, profile in the Forum Program Catalogue
- Acknowledgment as a Supporter of the Forum during the Forum Official Opening and Closure
- Inclusion of organization's logo on all Forum pre- during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a Supporter.
- 2 VIP Invitation to Forum Official Opening
- Certificate of appreciation and Trophy presented during the Forum Opening Ceremony
- 1 Complimentary Forum Registrations to attend the Forum
- Branding at pre and post- event communication activities

SUPPORTER PACKAGE

Summary of Various Sponsorship Packages

	Diamond Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Supporter Package
Opportunity to deliver a 4-hour practical workshop - Only for sponsorship secured prior to 1st of December, 2023.	Yes	No	No	No	No
Inclusion of sponsor's logo, profile with link to the sponsor's website on the Forum Official Website	Yes	Yes	Yes	Yes	Yes
Inclusion of sponsor's logo, profile in the Forum Printed Program Catalogue	Yes	Yes	Yes	Yes	Yes
Address at the Opening Ceremony by one of the sponsor's senior representatives	Yes (3 min)	Yes (3 min)	No	No	No
Opportunity to participate in a panel - Only for sponsorship secured prior to 1st of December, 2023.	Yes	Yes	No	No	No
Placement of colored Sponsor's advertisement on Forum Printed Program Catalogue	1 full A4 Colored Page	1 full A4 Colored Page	½ A4 Colored Page	½ A4 Colored Page	No
Inclusion of promotional items in delegate bags	Yes (Up to 3)	Yes (1insert)	Yes (1insert)	No	No
Acknowledgment as Sponsor' (with precision of the category) during the Forum Official Opening, Closure and throughout the days of the event	Yes, as Exclusive Diamond Sponsor	Yes, as Gold Sponsor	Yes, as Silver Sponsor	Yes, as Bronze Sponsor	Yes, as Supporters Package
Insertion of sponsor's logo on all Forum pre-during and post promotional collaterals including email blasts, social media advertisement, flyers, PowerPoint presentations, signage, opening videos, etc. as a 'Diamond Sponsor'.	Yes, as Exclusive Diamond Sponsor	Yes, as Gold Sponsor	Yes, as Silver Sponsor	Yes, as Bronze Sponsor	Yes, as Supporters Package
Complimentary exhibition booth (3X3)	Yes (3x3)	Yes (3x3)	Yes (3x3)	Table with 2 chairs	No
Inclusion of roll-up banner in the pre-function area and one in the main ballroom (standard size of 1.8 x 80)	Yes (Up to 2)	Yes (Up to 2)	Yes (1 only)	Yes (1 only)	No
VIP Invitation to Forum Official Opening/ Gala Dinner (as applicable)	5 (Forum Opening)	5 (Forum Opening)	3(Forum Opening)	2(Forum Opening)	2(Forum Opening)
Certificate of Appreciation and Trophy presented during the Forum Opening Ceremony	Yes	Yes	Yes	Yes	Certificate only
Complimentary Forum Registrations to attend all Forum activities – limited slots for workshops	5	5	3	2	1
Invitation to the Press Conference announcing the MENA Higher Education Leadership Forum	Yes	Yes	Yes	Yes	No
Branding at pre- and post- event communication activities	Yes	Yes	Yes	Yes	Yes
Access to participants' lists with contact details	Yes	Yes	Yes	Yes	No
Pre-organized meeting (based on timely demand)	Yes	No	No	No	No
Special coverage of the sponsor in CLICKS's Newsletter- special post event edition	Yes	No	No	No	No

Some of our Previous Partners and Sponsors



Sponsorship Form

Institution's Name:	
Institution's URL (website):	
Institution's Mailing Address:	
Institution's Tel.:	
Institution's Fax:	
Name of Contact Person:	
Designation of Contact	
e-Mail of the Contact Person	
Tel. No of the Contact Person:	

Sponsorship Type:

Sponsorship Type	Sponsorship Value	Make Your Choice
Diamond Sponsorship	100,000 AED*	<input type="checkbox"/>
Gold Sponsorship	75,000 AED*	<input type="checkbox"/>
Silver Sponsorship	50,000 AED*	<input type="checkbox"/>
Bronze Sponsorship	25,000 AED*	<input type="checkbox"/>
Supporter	10,000 - 20,000 AED* or equivalent	<input type="checkbox"/>
Please Specify Type of support Provided:		

*1USD= 3.67 AED

Approval and Authorizations

Name:	
Designation:	
Signature & Date:	

Kindly use an official stamp of your organization next to the signature. Upon receipt of the form, we shall contact you with details on payments and to collect your organization's information.



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Main Organizer



CLICKS

Center for Learning Innovations &
Customized Knowledge Solutions

Your Partner for Innovation and Excellence



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