

INQAAHE EVENT SPONSORSHIP: A BRIEF GUIDE

INQAAHE organizes annual events for the higher education community. We invite sponsors, including universities, edtech companies, and external quality assurance providers, to invest in our events in exchange for marketing opportunities.

The following sponsorship types and levels are possible:

- **TYPES:**
 - **Financial:** a sponsor offers physical currency to INQAAHE in exchange for promotions or other benefits as outlined in the sponsorship agreement.
 - **In-kind:** a sponsor provides goods or services instead of physical currency. In-kind sponsorships can offer three types of services: catering (such as a gala dinner or lunch catering), merchandising (which includes prizes and souvenirs for all delegates), or transportation.

- **LEVELS:**
 - Platinum Sponsor (USD 15,000)
 - Gold Sponsor (USD 10,000)
 - Silver Sponsor (USD 7,000)
 - Bronze Sponsor (USD 5,000)
 - Contributor (open)

- **CONTACT US**

Packages are customizable to meet the goals of each sponsor and to ensure it works within a planned budget. For more information, please, contact secretariat@inqaahe.org.

BENEFITS

	BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	CONTRIBUTOR
PROMOTIONAL BENEFITS	Name recognition in all media releases related to the event (including INQAAHE's Facebook, LinkedIn and X)	✓	✓	✓		
	Logo placement on the event website & agenda	✓	✓	✓	✓	✓
	Sponsor name displayed adjacent to the official event name	✓				
	Logo placement on delegates badges	✓	✓			
	Include an item in the delegates kit for the event.	✓	✓	✓	✓	✓
	Access to the list of delegates (2 weeks prior to event)	✓	✓	✓	✓	
DURING THE EVENT	Complimentary registrations (including gala diner)	3	2	2	1	
	Display Booth	✓	✓			
	Showcase a 30-second video at the closing ceremony	✓	✓	✓		
	Welcome remark at the opening ceremony	✓				
	Special speech at the Gala Dinner	✓				
	Dedicated slot for a session/workshop at the event	✓	✓			

IMPORTANT DEADLINES

- Applications should be submitted before 15 February 2025.
- To secure your desired sponsorship you will be invoiced for the amount outlined in the agreement.
- Payments should be made in full before 1 March 2025.
- Bank fees should be excluded from payments.
- In case of cancellation before 1 March, 10% of the total amount invoiced will be incurred as a cancellation fee.
- In case of cancellation on 1 March 2025 and up to 31 March 2025, a fee of 50% of the total payment will apply.
- No refunds will be given after 31 March 2025.
- Cancellations must be communicated in writing to INQAAHE Secretariat at secretariat@inqaahe.org.
- Booth assignments are subject to availability and will be confirmed upon receipt of payment.

SUBMIT YOUR SPONSORSHIP APPLICATION

- If you are interested in becoming a sponsor, please complete the [sponsorship application form](#). We will contact you shortly to provide further information.
- Applications should be submitted before February 15, 2025.

LINK TO THE APPLICATION FORM

