



THE AFRICA-AMERICA INSTITUTE
Educating People | Connecting Worlds

SOE

STATE OF EDUCATION IN AFRICA

October 2018 | Abidjan, Côte d'Ivoire
Sponsorship Opportunities

With Support from



FORD
FOUNDATION



THE AFRICA-AMERICA INSTITUTE
Educating People | Connecting Worlds

Presenting Co- Sponsor \$75,000 *(2 slots; category exclusive)*

- Sponsor's branding on all e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram
- Emcee to integrate the sponsor's brands into the event acknowledgements and script
- Logo and branding on step and repeat, stage backdrop and all signage
- Prominent sponsor branding on the digital screen at the venue.
- Prominence on conference phone app Whova, with logo and company information
- Tickets to the Alumni Reception
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

Official Media Partner \$50,000 *(1 slot; category, in kind)*

- Sponsor's branding on e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor's brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue.
- Tickets to the Alumni Reception
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

SOE Networking Hub \$50,000 *(1 slot; exclusive)*

- A cause-branded solution for “where to meet” at the SOE
- 2 full days of “in-venue” exposure plus online benefits
- Sponsor enjoys a branded reception space with tables/chairs; ideal lounge for networking between conference sessions
- Plus a “social media photo booth” with the SOE logo and the Sponsor’s logo for taking social media photos directly from the SOE venue for the 300 plus guests
- Sponsors’ branding on e-blasts, e-newsletters and social media pre, during and post conference including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor’s brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue
- Tickets to the Alumni Reception
- Sponsor or company name posted on AAI’s online Wall of Donors at www.aaionline.org
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Profile on sponsor and gifts listed in AAI e-newsletter
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

Official Sector Sponsor \$25,000 *(6 slots remain; category exclusive)*

- Sponsors’ branding on select e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor’s brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue
- Tickets to the Alumni Reception
- Sponsor or company name posted on AAI’s online Wall of Donors at www.aaionline.org
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Profile on sponsor and gifts listed in AAI e-newsletter
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

Official Airline Sponsor \$25,000 *(1 slot; exclusive)*

- Sponsor's branding on select e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor's brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue
- Tickets to the Alumni Reception
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

VIP/Alumni Reception & Dinner \$10,000 *(2slots; category exclusive)*

- Sponsors branding on e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor's brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue
- Tickets to the Alumni Reception
- Sponsor's branding prominently displayed at the Alumni Reception
- Sponsor or company name posted on AAI's online Wall of Donors at www.aaionline.org
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Press release in U.S. and select African markets
- Introduction to prominent AAI alumni
- Receive VIP invitations to select AAI events in the U.S. and Africa

Higher Ed Sponsor \$15,000 *(4 slots; category exclusive)*

- Sponsor's branding on select e-blasts, e-newsletters and social media pre, during and post conference, including Facebook, LinkedIn, Twitter and Instagram.
- Emcee to integrate the sponsor's brands into the event acknowledgements and script
- Prominent sponsor branding on the digital screen at the venue.
- Tickets to the Alumni Reception
- Sponsor or company name posted on <http://www.soeafrica.org/>
- Receive VIP invitations to select AAI events in the U.S. and Africa

Executing a Sponsorship

- AAI's goal is to integrate the SOE sponsors into the Panels and Program as much as possible
- For sponsorship transactions visit: <http://www.aaionline.org/support-aa/donate-now>
- Or, please make checks, corporate matches or other gifts payable to:
- The Africa-America Institute | 420 Lexington Avenue, Suite 1706 New York, NY 10170-0002
- For international gifts, please contact AAI to receive wiring instructions
- All gifts are fully tax deductible to the extent allowed by U.S. law

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