



The 39th Annual Conference of the Association for Educational Assessment in Africa (AEAA)

20th – 25th August 2023

Venue: Safari Park Hotel

SPONSORSHIP PROPOSAL

THEME:

***EDUCATIONAL ASSESSMENT FOR NURTURING
EVERY LEARNER'S POTENTIAL***



1.0 ABOUT THE CONFERENCE

1.1 The AEAA is a continental body that has **twenty-one (21)** active Primary Members (educational assessment bodies) with several individual members drawn from both public and private institutions mainly from Sub-Sahara Africa. The primary members are drawn from the following countries:

- | | | | |
|--------|------------|--------|--------------|
| 1.1.1 | Botswana | 1.1.12 | Nigeria |
| 1.1.2 | Cameroon | 1.1.13 | Tanzania |
| 1.1.3 | Ethiopia | 1.1.14 | Rwanda |
| 1.1.4 | Gambia | 1.1.15 | Sierra Leone |
| 1.1.5 | Ghana | 1.1.16 | South Africa |
| 1.1.6 | Kenya | 1.1.17 | South Sudan |
| 1.1.7 | Lesotho | 1.1.18 | Eswatini |
| 1.1.8 | Liberia | 1.1.19 | Uganda |
| 1.1.9 | Malawi | 1.1.20 | Zambia |
| 1.1.10 | Mozambique | 1.1.21 | Zimbabwe |
| 1.1.11 | Namibia | | |

1.2 It was established in the year 1982 by Examination and Assessment Boards from **six (6)** member states of **Kenya**, Uganda, Tanzania, Botswana, Lesotho and Malawi. The Association started as a sub-regional conference for Heads of institutions responsible for educational assessment in the Eastern and Southern Africa which has since been spread to the rest of the continent.

1.3 The vision of the Association for Educational Assessment in Africa (AEAA) is “**Harmonization of Education Assessment on the African continent**”.

1.4 AEAA is an affiliate member to the International Association for Educational Assessment (IAEA). The membership of IAEA is drawn from assessment institutions, individuals and other stakeholders around the world.



- 1.5 AEAA provides an annual forum held in different member states in Africa on rotational basis, where educational assessment bodies worldwide come together to benchmark, share knowledge, experiences and consequently adapt best practices in educational assessment.

2.0 PARTICIPANTS

- 2.1 The Ministry of Education in the year 2016 in conjunction with the Kenya National Examinations Council initiated critical examination reforms that have drastically enhanced the credibility of our National examinations. This has elevated the status of the Kenyan Education certifications globally and affirms the confidence accorded to Kenya in the education and assessment fields.
- 2.2 In this regard, there is a high expectation from the AEAA members to benchmark with Kenya during the Conference. This forum will also provide an opportunity for universities, other education institutions and professionals in education assessment to conduct research, exchange ideas and get exposed to the global trends in educational assessment.
- 2.3 More than 300 foreign and 100 Kenyan delegates are expected to attend the 2023 AEAA Conference.

3.0 VENUE OF THE CONFERENCE

The Kenya National Examinations Council will host the 39th Annual Association of Educational Assessment in Africa (AEAA) conference scheduled from **20th to 25th August 2023** at **Safari Park Hotel, Nairobi.**



4.0 PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

The Conference provides a unique opportunity to promote sponsor's brand, enhance visibility and exposure at the continental and global levels. Sponsors will also have networking opportunities with key players in the education industry and discussions that will include: research and innovation; educational assessment and examinations; curriculum; school instructional material and digital literacy.

5.0 SPONSORSHIP PACKAGES

Kes 3.5 Million and above (USD 55,000) PLATINUM Package – DINNER PER DAY (3 Dinners: Monday, Tuesday and Thursday)	
<div style="text-align: center;">  </div> <p>Sponsor Benefits</p> <ul style="list-style-type: none"> • Branding of the Dinner room • Promote sponsor's brand alongside the dinner • Brief speech during dinner by the sponsor's CEO/Representative • Sponsor's brand adverts to be displayed on the information screens 	<ul style="list-style-type: none"> • Complimentary entry of up-to five guests • 9x3 metres booth at a strategic location • 2 banners inside conference hall • Branding outside the Conference Hall • Sponsor's logo on publicity material • Recognition in conference media adverts • Sponsor's logo on the event banner • Networking opportunities • Opportunity to promote/sell products as approved by the conference organisers

**Kes.3 Million (USD 30,000)
and Above**
Sponsorship for Cocktail



Sponsor Benefits

- 9x3 metres booth at a strategic location
- 1 banner inside conference hall
- Branding outside the Conference hall
- Sponsor’s logo on publicity material
- Recognition in conference media adverts
- Sponsor’s Logo on the event banner
- Networking opportunities
- Opportunity to promote/sell products as approved by the conference organisers

**Kes. 1.5 Million (USD 15,000)
and above**
**Sponsorship for Conference
Materials**



Sponsor Benefits

- 6x3 metres booth at a strategic location
- 1 banner inside conference hall
- Branding outside Conference Hall
- Sponsor’s logo on publicity material
- Recognition in conference media adverts
- Sponsor’s logo on the event banner
- Networking opportunities
- Opportunity to promote/sell products as approved by the conference organisers

**Kes. 100,000 (USD 10,000)
and Above**

**Joint or Single Sponsorship for
Low Value Services e.g. Transport**



Sponsor Benefits

- 3x3 metres booth in an ideal location
- Branding outside the Conference Hall
- Sponsor's logo on publicity material
- Recognition in conference media adverts
- Networking opportunities
- Opportunity to promote/sell products as approved by the conference organisers

Kes. 500,000 (USD 5,000) and Above
Joint or Single Sponsorship

Sponsor Benefits

- 3x3 metres booth in an ideal location
- Branding outside the Conference Hall
- Sponsor's logo on publicity material
- Networking opportunities
- Opportunity to promote/sell products as approved by organisers

CONTACTS

The Kenya National Examinations Council
P. O. Box 73598 00200, Nairobi, Kenya.
Tel. 254-020 2211769, 0722272096
Email: ceo@knec.ac.ke or aeaa2023@knec.ac.ke
Website: www.knec.ac.ke