

**The 42nd Annual Conference of the
Association for Educational Assessment in
Africa (AEAA)**

17th – 21st August 2026

Venue: Gran Melia Hotel, Arusha, Tanzania

SPONSORSHIP PROPOSAL

THEME:

**RETHINKING EDUCATIONAL ASSESSMENT
IN THE AGE OF ARTIFICIAL
INTELLIGENCE**

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-Saharan Africa. 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 since then it spread to the rest of the continent.
- 1.2 The primary members were Botswana, Cameroon, Ethiopia, Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mozambique, Namibia, Nigeria, Tanzania, Rwanda, Sierra Leone, South Africa, South Sudan, Eswatini, Uganda, Zambia and Zimbabwe.
- 1.3 The vision of the Association for Educational Assessment (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 host, **NECTA** was established under the Parliamentary Act No, 21 of 1973 with the responsibility of administering all National Examinations and Assessments in Tanzania.
- 2.2 The conference will explore the use of Artificial Intelligence (AI) in educational assessment offering new opportunities to enhance the way we assess learners. AI presents both exciting opportunities and critical challenges for future of education.
- 2.3 In this regard, there is a high expectation from the AEAA members to show up in numbers in this Conference which will bring together key educational stakeholders in assessment from

Africa and Globally mainly national educational assessment bodies to explore the potential of AI in an increasing automated assessment environment, share knowledge and engage in thought provoking discussions.

2.4 More than 400 foreign and 100 Tanzanian delegates are expected to attend the 2026 AEAA Conference.

3.0 VENUE OF THE CONFERENCE

The National Examinations Council of Tanzania will host the 42nd Annual Association of Educational Assessment in Africa (AEAA) conference scheduled from **17th to 21st August 2026** at **Gran Melia Hotel, Arusha Tanzania.**

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

Partnering with AEAA and NECTA is a right decision. It means becoming an ally, insider of a globally and nationally respected organizations and being connected to the right people with the right level of influence and leaders in the educational and assessment industry. Our sponsorship kit outlines the tangible benefits that your organization shall enjoy in participating in this important event.

<p>TZS 112,000,000.00 and above (USD 40,000) PLATINUM Package – DINNER PER DAY (3 Dinners: Monday, Tuesday and Thursday)</p>	
<p>Sponsor Benefits</p>	
<ul style="list-style-type: none"> • Branding of the dinner room • Promote sponsor’s brand alongside the dinner • Lunch with the AEAA Executive Team 	<ul style="list-style-type: none"> • Opportunity to provide written promotion materials in the conference package • Recognition in conference media adverts • Logo on the conference website publicity materials

<ul style="list-style-type: none"> • Short speech during dinner/lunch by the sponsor's CEO/Representative • Sponsor's brand adverts to be displayed on the information screens • Banners inside conference hall • Branding outside the Conference Hall 	<ul style="list-style-type: none"> • Sponsor's logo on the event banner • Complimentary conference entrance tickets • Booth at a strategic location • Opportunity to promote/sell products as approved by the conference organisers • Networking opportunities
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<p>TZS 84,000,000.00 (USD 30,000)</p> <p>GOLD Package</p> <p>(Sponsorship for Cocktail)</p>	
<p>Sponsor Benefits</p>	
<ul style="list-style-type: none"> • Lunch with the AEAA Executive Team • Short speech during dinner/lunch by the sponsor's CEO/Representative • Sponsor's brand adverts to be displayed on the information screens • Banners inside conference hall • Branding outside the Conference Hall • Opportunity to provide written promotion materials in the conference package 	<ul style="list-style-type: none"> • Recognition in conference media adverts • Logo on the conference website publicity materials • Sponsor's logo on the event banner • Complimentary conference entrance tickets • Booth at a strategic location • Opportunity to promote/sell products as approved by the conference organisers • Networking opportunities

<p>TZS 56,000,000.00 (USD 20,000)</p> <p>SILVER Package</p> <p>(Sponsorship for Venue: Rent, Stage setup, Excursion Breakfast & Lunch)</p>	
<p>Sponsor Benefits</p>	
<ul style="list-style-type: none"> • Short speech during dinner/lunch by the sponsor's CEO/Representative • Sponsor's brand adverts to be displayed on the information screens • Banners inside conference hall • Branding outside the Conference Hall • Opportunity to provide written promotion materials in the conference package 	<ul style="list-style-type: none"> • Recognition in conference media adverts • Logo on the conference website publicity materials • Sponsor's logo on the event banner • Complimentary conference entrance tickets • Booth at a strategic location • Opportunity to promote/sell products as approved by the conference organisers • Networking opportunities

<p>TZS 28,000,000.00 (USD 10,000)</p> <p>Bronze Package</p> <p>(Sponsorship for Conference Materials: Bags, T-shirt, Flash Disk>=16GB etc)</p>	
<p>Sponsor Benefits</p>	
<ul style="list-style-type: none"> • Sponsor's brand adverts to be displayed on the information screens • Banners inside conference hall • Branding outside the Conference Hall • Opportunity to provide written promotion materials in the conference package • Recognition in conference media adverts 	<ul style="list-style-type: none"> • Logo on the conference website publicity materials • Sponsor's logo on the event banner • Complimentary conference entrance tickets • Booth at a strategic location • Opportunity to promote/sell products as approved by the conference organisers • Networking opportunities

TZS 14,000,000.00 (USD 5,000) Contributor Package (Sponsorship for Conference Materials: Bags, T-shirt, Flash Disk>=16GB etc)	
Sponsor Benefits	
<ul style="list-style-type: none"> • Sponsor’s logo on the event banner • Complimentary conference entrance tickets • Booth at a strategic location 	<ul style="list-style-type: none"> • Opportunity to promote/sell products as approved by the conference organisers • Networking opportunities

Other Forms of Sponsorship: Other than the financial support packages highlighted above, AEAA/NECTA would also appreciate other forms of support such as:

Media Partners – offering advertising space, social media coverage and radio/TV slots.

Design and Printing Partners – offering design and printing of promotional items (that will be co-branded) including T-shirts, Bag backs, Notebooks, water bottles, etc

The list above is not exhaustive but does provide alternative means for you to support the conference activities.

CONTACTS

The National Examinations Council of Tanzania

P. O. Box 2624, Dar es salaam, Tanzania.

Contact Person 1: Mr. Kamili Joseph (+255 767 878 414)

Contact Person 2: Mr. Sabath Cazmiry (+255 769 719 600)

Email: esnecta@necta.go.tz or aeaa2026@necta.go.tz

Website: www.necta.go.tz