



Sponsorship Proposal

For

The 16th International Conference on Private Higher Education in Africa

(PHEA)

Research and Knowledge Management Office

St. Mary's University (SMU)

April 2018

Addis Ababa

1. Introducing the 16th International Conference on Private Higher Education in Africa (PHEA)

St. Mary's University is a dynamic private higher learning institution committed to academic excellence in teaching-learning, research, publications and community service. SMU is always devoted to make education relevant, diverse and accessible. The University provides training both in the undergraduate and postgraduate programs through conventional as well as distance mode. SMU strongly believes that besides their major functions in research, teaching and community engagements regular exchange of ideas among policy makers, and academics and researchers from higher learning institution greatly contributes to improvements in quality of education and the overall wellbeing of humanity in general and Ethiopian interest in particular.

Despite the critical role private providers of higher education in Africa play in producing trained workforce needed to fuel socioeconomic growth and transformation of the continent, they face a number of formidable challenges related to national roadmaps, access to resources, external support, and infrastructures including ICT. All of these have implications on the quality, affordability, accessibility and relevance of the services they provide. Addressing these challenges, among other things, demands strengthening the national and regional cooperation particularly through sustained public-private partnership in research, curriculum development and performance appraisals. This can be achieved only through regular meetings aimed at sharing of best practices and lessons learnt with a view of charting the way forward.

As part of this initiative, SMU has been seriously engaged in promoting best practices and experiences in higher education and science and technology among wider group of practitioners and stakeholders through organizing a series of international conferences, workshops, and collaborative projects. The conferences attracted the participation of wider group of representatives including policy makers, academics and professionals and discussed on issues of quality, accessibility, relevance and affordability of higher education in the continent.

Currently St. Mary's University (SMU) in collaboration with the Federal Ministry of Education of Ethiopia, African Union Commission, Association of African Universities, UNESCO/IICBA, IGAD and Ethiopia Airlines is organizing the 16th International Conference on Private Higher Education in Africa from the 25th to 27th of July 2018, in Addis Ababa, Ethiopia.

The adoption of such a regional approach is believed to be relevant in bringing significant positive changes through promoting sharing of experiences and learning and contributes to sustainable development in higher education in the continent.

2. Sub-themes of the Conference

Under the theme of *“Ensuring Employability and Entrepreneurship through Harmonized Quality Higher Education in Africa”*, the three day Conference will attract the delivery of

several scientific and research papers by researchers and academia from around the world in the following sub-thematic areas:

- A. Private higher education: Challenges and opportunities for skills development, employment creation and entrepreneurship in Africa;
- B. Perspectives and trends of investment on private higher education in Africa: Implications for accessibility, affordability, and quality;
- C. Harmonization of quality assurance systems in African higher education institutions;
- D. Internationalization and private higher education in Africa: Policies, strategies and implications for skills development/employment creation;
- E. The state of science, technology and innovation in both the private and public higher education sectors in Africa;
- F. Life-long learning, learner needs, teacher development, and success in higher education.

3. Goals of the Conference

The following are the major Goals of the Conference:

- ✚ Promote discourse among professionals from different international organizations, researchers, academicians and policy makers.
- ✚ Strengthen national and regional cooperation through sustained public-private partnership (PPP) in higher education, and
- ✚ Enhance quality, relevance, accessibility and affordability of higher education through promoting sharing of best practices and experiences.

4. Sponsorship Benefits

- ✚ Brand your organization as a thought leader and highlight your commitment to the advancement of education and research,
- ✚ Showcase your organization's expertise, services and image to academia and researchers at a world-class conference,
- ✚ Recognition by participants of your organization's commitment to growth in higher educational services and as promoter of public private partnership.

5. Sponsorship Packages

The 16th International Conference on Private Higher Education in Africa (PHEA) provides an ideal promotional opportunity and increases visibility of companies'/organizations' products and services to a broad range of representatives of higher education at regional and national level. A range of Sponsorship opportunities exist for your company to promote your products and services and increase your company's profile, while meeting your marketing objectives.

Different levels of sponsorship (from level one to three) are identified by the Conference Organizing Committee and sponsors can choose the package that fits their budget and marketing

goals. If you can't find what you're looking for in the categories below, we can tailor a package according to your needs and budget.

First Level

ETB 70,000

- Recognition of the institution in the conference banner to be posted at the Conference Center;
- Acknowledgement of First Level Sponsor status by Master of Ceremonies throughout conference;
- Logo of the sponsor displayed on all conference publications (conference website, conference program, notebook, conference folder, conference bag and proceedings); and
- Acknowledgement letter by the organizers to the sponsor.

Second Level

ETB 50,000

- Logo of the sponsor displayed on the conference website, conference programs, conference folder, notebook and conference bag);
- Permanent recognition in specific conference proceedings; and
- Acknowledgement letter by the organizers to the sponsor.

Third Level

ETB 30,000

- Logo of the sponsor displayed on the conference website;
- Recognition in the conference programs;
- Recognition in the conference bag (logo of the sponsor will be printed); and
- Acknowledgement letter by the organizers to the sponsor.

6. Contact Address

For further information about the conference and all your inquiries; please contact the Research and Knowledge Management Office (RaKMO) of St. Mary's University:

Email: rakmo@smuc.edu.et; Or rakmo.smu@gmail.com

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