



OFFICIAL SPONSORSHIP KIT

# 12th UNESCO Africa Engineering Week & 10th African Engineering Conference

Hosted by **The Institution of Engineers Tanzania (IET)** – a landmark continental gathering advancing engineering-driven solutions for Africa's sustainable, inclusive, and innovative future. Join us in shaping the next chapter of African engineering excellence.



# About the AEW & AEC

The **UNESCO African Engineering Week (AEW)** is an annual continent-wide celebration that raises the profile of the engineering profession, emphasizes its crucial role in sustainable development, and inspires the next generation of engineers by integrating practical applications into Science, Technology, Engineering, and Mathematics (STEM) education.

Now in its **12th edition**, the African Engineering Week – paired with the **10th African Engineering Conference (AEC)** – has grown into the premier continental forum for engineering thought leadership, policy dialogue, and professional collaboration. Hosted this year in Tanzania under the auspices of the Institution of Engineers Tanzania, the event brings together the continent's brightest minds and most influential decision-makers to drive tangible outcomes aligned with the **UN Sustainable Development Goals** and **Africa's Agenda 2063**.

The week-long program features high-level plenary sessions, technical breakout workshops, policy roundtables, industry exhibitions, innovation pitch competitions, and a prestigious Gala Dinner – culminating in actionable resolutions and a Continental Communiqué delivered to African Union bodies and UNESCO. This is not merely a conference; it is a movement.

1000+

Delegates Expected  
Engineers, scientists,  
government representatives,  
and industry leaders

12th

UNESCO AEW Edition  
A decade-long tradition of  
continental engineering  
excellence

54

African Nations  
Represented across the  
continent's engineering  
community

6

Strategic Sub-Themes  
Covering the full spectrum of  
Africa's development  
priorities

# Engineering Africa's Inclusive, Innovative, and Sustainable Future

"A flagship continental gathering advancing engineering-driven solutions for Africa's sustainable development"

This year's conference theme reflects Africa's urgent imperative to harness engineering as the engine of transformation. From climate-resilient cities to digital economies, from energy access to water security, engineering sits at the intersection of every major challenge and opportunity facing the continent. The AEW & AEC provides the multidisciplinary platform to translate these ambitions into actionable blueprints.

1

## Climate-Resilient Infrastructure & Sustainable Cities

Building urban environments that withstand climate challenges and serve growing populations sustainably.

2

## Energy Transition & Sustainable Power Systems

Advancing renewable energy deployment, grid modernization, and universal energy access across Africa.

3

## Digital Transformation, AI & Smart Engineering

Leveraging emerging technology, artificial intelligence, and data-driven solutions for innovative engineering practice.

4

## Water, Environment & Natural Resources

Managing Africa's critical natural resources sustainably while protecting ecosystems for future generations.

5

## Engineering Education & Professional Mobility

Strengthening practice standards, mutual recognition of qualifications, and cross-border collaboration among engineers.

6

## Gender, Youth & Inclusive Leadership

Promoting diversity, equity, and next-generation innovation across the African engineering profession.

# A Proven Track Record of Excellence

The AEW & AEC has consistently delivered a world-class platform that brings together Africa's engineering community in meaningful dialogue. Previous editions have drawn heads of state, ministers, senior UN officials, leading academics, and captains of industry – generating resolutions that have directly informed national and continental policy frameworks.

Past sponsors and partners have benefited from unparalleled visibility across a diverse, senior audience, with media coverage spanning television, radio, print, and digital platforms across the continent. The event's prestige and reach continue to grow with each successive edition, making sponsorship an increasingly valuable investment in continental brand equity.



**Sponsor Exhibition Hall** – past sponsors enjoyed prime exhibition real estate and direct engagement with delegates.



**High-Level Plenary Sessions** – senior government officials and continental leaders convene at every edition.



The photograph above captures a previous AEW & AEC opening ceremony – a testament to the high-level governmental and institutional engagement that defines this continental landmark event.

# Why Your Organization Should Be Part of This

Sponsoring the 12th UNESCO Africa Engineering Week & 10th African Engineering Conference is more than a marketing opportunity – it is a strategic positioning decision. Your organization will be seen as a committed partner in Africa's development story, aligning your brand with a cause that resonates across government, industry, academia, and civil society.

With over **1,000 delegates** expected from across Africa and beyond, this event delivers unmatched access to decision-makers, procurement officers, policymakers, and thought leaders who are shaping the continent's infrastructure, energy, and technology landscape. The event's reach extends far beyond the venue through extensive media coverage and digital amplification.



## Enhanced Brand Exposure

Prominent recognition across all event materials, venue signage, digital channels, and official communications reaching thousands of stakeholders across the continent.



## Thought Leadership

Exclusive opportunities to contribute insights, present solutions, and position your organization as a champion of African engineering innovation and sustainable development.



## High-Level Networking

Direct access to senior government officials, international engineering experts, UN representatives, development finance institutions, and influential industry stakeholders.



## Positive PR & Media Coverage

Visibility through press releases, television and radio mentions, digital news platforms, and coordinated social media campaigns before, during, and after the event.



## Strategic Alignment

Demonstrate your organization's commitment to Africa's Agenda 2063, the UN SDGs, and the broader continental engineering transformation agenda in a highly credible setting.



## Continental Market Access

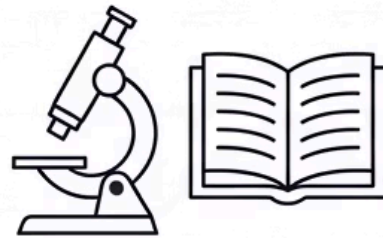
Gain visibility and establish relationships across multiple African markets simultaneously, accelerating business development and partnership opportunities at scale.

# Who Will Be in the Room

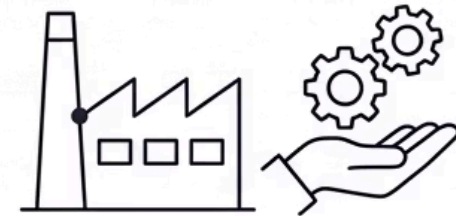
The AEW & AEC attracts a uniquely diverse and senior audience drawn from every corner of Africa and the broader international community. Understanding who attends is key to appreciating the strategic value this event offers to sponsors seeking meaningful engagement with decision-makers across multiple sectors.



**Government & Policymakers**



**Academia & Research**



**Industry & Private Sector**



**International Organizations**



**Professional Engineering Bodies**



**Youth & Emerging Engineers**

This breadth of representation makes the AEW & AEC one of the most strategically valuable sponsorship platforms on the African continent. Sponsors gain simultaneous access to regulators, buyers, investors, educators, and the engineers of tomorrow – an audience composition unmatched by any sector-specific event.

# Sponsorship Packages Overview

We offer three distinct sponsorship tiers designed to accommodate organizations of varying sizes and strategic objectives. Each package has been carefully structured to deliver maximum value and visibility, ensuring that your investment translates into meaningful brand impact, genuine stakeholder engagement, and lasting continental recognition. All packages are denominated in Tanzanian Shillings (TZS).



## PLATINUM

**100,000,000 TZS**

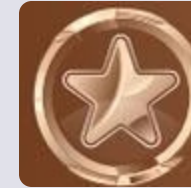
The highest level of visibility and engagement. Maximum brand presence, keynote speaking, and exclusive rights at prime event areas.



## GOLD

**50,000,000 TZS**

Prominent recognition, speaking opportunities, and comprehensive branding rights across multiple event touchpoints.



## BRONZE

**10,000,000 TZS**

Solid brand presence, program visibility, and recognition in digital and social media channels.

All sponsorship packages include formal acknowledgment in the official Conference Proceedings, access to the delegate networking reception, and inclusion in the event's digital archive. Custom sponsorship arrangements are also available for organizations with specific objectives – please contact us to discuss tailored opportunities.



# Platinum Sponsorship — 100,000,000 TZS

TIER 1

The **Platinum Sponsorship** represents the pinnacle of partnership with the 12th UNESCO Africa Engineering Week & 10th African Engineering Conference. As the headline sponsor, your organization will enjoy unrivaled visibility and prestige throughout the entire event — from the moment delegates register to the final closing ceremony. This is the ultimate platform for organizations committed to leading Africa's engineering transformation.

Platinum sponsors are positioned as the defining partner of the event, with exclusive branding rights at all major event areas and a guaranteed keynote speaking slot during the opening plenary — broadcast live and featured prominently across all media channels. This level of association communicates sector leadership and continental commitment at the highest possible level.

## Platinum Benefits Include:

- Special appreciation by the Guest of Honor during the opening session
- 10-minute keynote address during the opening plenary
- Recognition as Main Sponsor in all speeches and official communications
- Exclusive branding rights at main event areas (stage, backdrop, banners)
- Prominent logo placement on the front cover of the event program booklet
- Full-page advertisement in the official program booklet
- Media mentions in TV, radio, press releases, and social media campaigns
- Live interview opportunity during the event
- High table seating and VIP recognition during the Gala Dinner
- Priority exhibition space in the main hall
- 10 complimentary delegate registrations



Platinum sponsors enjoy exclusive high-table recognition at the prestigious Gala Dinner — Africa's premier engineering networking evening.



# Gold Sponsorship — 50,000,000 TZS

TIER 2

The **Gold Sponsorship** offers a powerful combination of visibility, speaking rights, and brand association that positions your organization as a leading supporter of Africa's engineering agenda. Gold sponsors receive prominent recognition across all event materials and benefit from a dedicated speaking opportunity at one of the high-level plenary sessions — putting your leadership directly in front of over 1,000 continental decision-makers.

Gold-level partners are recognized in all official event communications, including the conference program booklet, signage, and digital platforms. Branding rights at signature social events — including the Welcome Cocktail or Gala Dinner — ensure that your organization is associated with the event's most memorable and widely photographed moments.



## Gold Benefits Include:

- Sponsorship appreciation by the Guest of Honor
- 10-minute plenary speaking opportunity
- Logo placement on stage backdrop, banners, and official communications
- Half-page advertisement in the official program booklet
- Mentions in media coverage and press releases
- Branding rights at Welcome Cocktail or Gala Dinner
- Recognition in social media campaigns and closing remarks
- Exhibition space in the main hall
- 6 complimentary delegate registrations



# Bronze Sponsorship — 10,000,000 TZS

TIER 3

The **Bronze Sponsorship** provides a meaningful and cost-effective entry point for organizations wishing to associate their brand with Africa's most important annual engineering forum. Bronze sponsors receive solid recognition in the official conference program and on selected event signage – ensuring brand visibility across the full delegate audience throughout the event duration.

This tier is particularly well-suited for emerging businesses, regional firms, and organizations looking to establish their presence within the African engineering community. Digital and social media recognition ensures that your sponsorship reaches audiences far beyond the event venue, creating lasting brand impressions across the continent's growing online engineering community.

## Bronze Benefits Include:


























- Appreciation announcement during the closing ceremony
- Logo placement in the official event program booklet
- Recognition on selected event banners and signage
- Mentions on official social media platforms before, during, and after the event
- Inclusion in the event's digital archive and proceedings
- 3 complimentary delegate registrations




Bronze sponsors gain access to a highly engaged audience of engineers, academics, and industry leaders from across the continent.

# Sponsorship Benefits at a Glance

The table below provides a comprehensive side-by-side comparison of all three sponsorship tiers, enabling your team to identify the package that best aligns with your organization's strategic objectives, budget, and desired level of engagement.

Benefit	 Platinum	 Gold	 Bronze
Investment (TZS)	100,000,000	50,000,000	10,000,000
Guest of Honor Appreciation	 Special	 Yes	—
Plenary Speaking Opportunity	 10 min (Opening)	 10 min	—
Stage Backdrop & Banner Branding	 Exclusive	 Yes	Selected
Program Booklet Advertisement	 Full Page	 Half Page	Logo only
Front Cover Logo Placement	 Yes	—	—
Media: TV, Radio, Press	 Yes	 Yes	—
Live Interview Opportunity	 Yes	—	—
Social Media Recognition	 Yes	 Yes	 Yes
Gala Dinner / Social Events Branding	 High Table	 Cocktail / Gala	—
Exhibition Space	 Priority	 Yes	—
Complimentary Delegate Passes	10	6	3
Closing Ceremony Recognition	 Yes	 Yes	 Yes

 Custom and sector-specific sponsorship packages are available. Contact the IET Secretariat to discuss a tailored partnership that meets your organization's unique strategic objectives.

# Additional Sponsorship Packages

Beyond our core tiers, we offer a range of targeted sponsorship opportunities designed to match specific organisational objectives – from thought leadership and media reach to hospitality and delegate engagement.

## Sector / Theme Sponsor

TZS 30,000,000 – 50,000,000 per theme

- Own a strategic sub-theme
- Embedded in technical sessions, policy roundtables & expert panels
- Thought leadership and policy influence partner

Available themes: Climate-Resilient Infrastructure · Energy Transition · AI & Digital Engineering · Water & Environment · Engineering Education · Gender & Youth Inclusion

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## Delegate Kit / Giveaway Sponsor

In-Kind or Cash Equivalent – TZS 3,000,000 – 15,000,000

- Logo on all delegate kits, bags, stationery & lanyards
- Product inclusion in kits
- Recognition during registration & opening plenary
- Dedicated sponsor mention in the official delegate welcome address

## Media Partner / Broadcast Partner

In-Kind or Cash Equivalent – TZS 5,000,000 – 30,000,000

- Exclusive branding in press releases, TV, radio & digital campaigns
- Logo on social media, livestream & website
- Rights to interview speakers & delegates
- Co-branded press kit
- Host a "Media Lounge"
- Recognition in opening & closing ceremonies

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## Networking / Hospitality Partner

In-Kind or Cash Equivalent – TZS 5,000,000 – 25,000,000

- Sponsor coffee breaks, lunches, gala dinners or cocktail sessions
- Branding on venue signage, menu cards & table tents
- Recognition in program and opening/closing remarks
- Distribute branded materials or host short sessions




# Thank You

NEXT STEPS

## Secure Your Partnership Today

The 12th UNESCO Africa Engineering Week & 10th African Engineering Conference represents a once-in-a-generation opportunity to align your organization with the foremost continental platform for engineering transformation. Sponsorship allocations are limited at each tier to preserve exclusivity and maximize the impact for each partner – we encourage interested organizations to confirm their participation early.

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 Website

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 Location

Dar es Salaam, Tanzania



**The Institution of Engineers Tanzania (IET)** – Building Africa's Engineering Future, One Partnership at a Time.