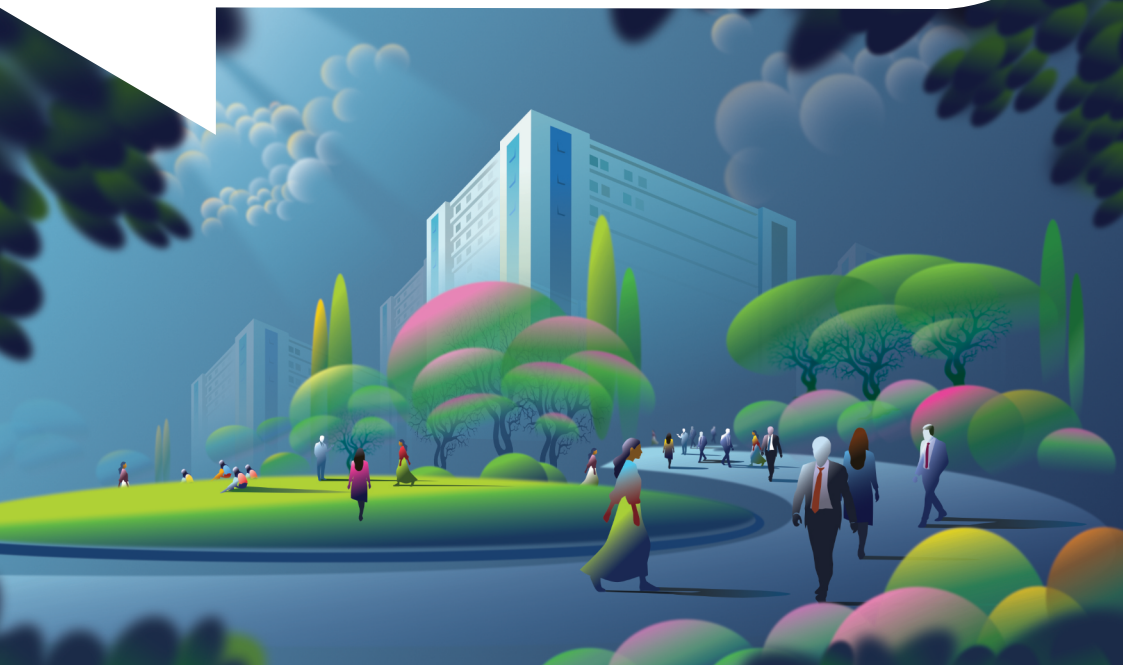


International Conference on
**Organisational Culture, Work Values
and Organisational Performance
in Higher Education Institutions**

6,7,8
AUGUST 2025

SPONSORSHIP PROPOSAL



Expected outcomes

- To enrich the existing literature and knowledge in organisational culture, work values, and organisational performance.
- Connect higher education leaders to discuss and share best practices on culture, work values and performance.
- To foster dialogue and collaboration among stakeholders interested in creating positive and productive higher education environments.
- To explore the challenges and opportunities associated with aligning organisational culture, work values and performance goals.

Sponsorship opportunities

Different categories of sponsorship opportunities and complementary benefits are listed below.

Event sponsor 10000 USD

- Premier placement of the organisation logo on all event materials (banners, posters, website, social media, etc.).
- Mention in all press releases and media coverage.
- Opportunity to address attendees during the opening and closing ceremonies.
- Recognition as the primary sponsor in all the marketing collaterals.
- Full page advertisement in the event program.

Conference Kit sponsor 7200 USD

- Organisation logo on all conference kits distributed to attendees.
- Inclusion of organisation's promotional materials in the conference kit.
- Recognition in the event program and website.
- Half-page advertisement in the event program.



Food and refreshments sponsor 6000 USD

- Branding at all food and refreshment stations.
- Quarter-page advertisement in the event program.
- Organisation logo on menu cards and dining area signage.
- Recognition in the event program and website.



T-shirts and hoodies sponsor 3500 USD

- The organisation logo on all T-shirts and hoodies provided to participants and volunteers.
- Quarter-page advertisement in the event program.
- Recognition in the event program and website.



Refillable steel water bottle sponsor 2500 USD

- Organisation logo on all refillable steel water bottles distributed to attendees.
- Quarter-page advertisement in the event program.
- Recognition in the event program and website.



Contact us

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