



# Sponsorship options for the Second Arab Land Conference

22 – 23 - 24 February 2021 - Cairo, Egypt

**The partners** - The Government of the Arab Republic of Egypt is pleased to host the Second Arab Land Conference, that will be organized under the patronage of the Egyptian Minister of Housing, Utilities and Urban Communities. The Conference is organized by the Housing and Building National Research Centre represented by the Urban Training and Studies Institute in partnership with UN-Habitat, the Global Land Tool Network (GLTN), the World Bank, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Dubai Land Department, and the Network of Excellence of Land Governance in Africa (NELGA).

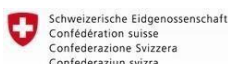
**The objectives** - The Conference marks an important milestone in the roadmap towards establishing good land governance in the Arab region. It will focus on the priorities of the Arab Land Initiative: promote collaboration and coordination; develop and share knowledge; develop capacities of individuals and organizations; and support the implementation of land-related programmes and interventions. The Conference will be a platform to discuss countries experiences, present new research, foster high level commitment to improve land management, and empower and develop the capacities of land stakeholders from the region.

**The content** – The conference will have **high level sessions** on: (1) Modernization and reform of land administration; (2) Women and land; and (3) Land management in time of crisis. **Technical sessions** will focus on the following topics: Land management and administration; land and property registration; Land management in time of crisis: conflicts, climate change and epidemics; Access to land for women and vulnerable groups; Efficient land use; Technologies and smart solutions for land management; Private sector participation; and Capacity development. Additional **round tables, side events, masterclasses** are being organized. Additional features: site visits, exhibition area, youth and civil society assembly, gala dinner, and a family corner.

**Sponsorship options** - A range of sponsorship options are developed to fit the sponsors' needs. These include:

1. **Support the attendance in person of selected speakers and presenters.** This would entail covering the costs of travel, registration and accommodation of selected participants, identified in collaboration with the organizers. Packages of 5, 10, 20 and 30 participants can be considered. The cost would vary depending on the itinerary of the travelers.
2. **Contribute in kind to the organisation of the conference** – This includes making volunteers available to support the event, provide branded stationary for participants (e.g. USB sticks, notebooks, pens, etc.) and other options to be directly discussed with the organisers.
3. **Request a space in the exhibition area** – This would secure a space in the exhibition area to exhibit products and materials developed by the company or organisation. The exhibition area is approximately 3 x 3 sqm. The cost of this is USD5,000.
4. **Request the status of co-organizer** – This would give the sponsor visibility to all conference related materials at the venue and online (including company / organisation's logo on all banners and documents prepared for the conference, including social media and web releases, and link to the web page of the sponsor on the Arab Land Initiative's website). The cost of this is USD15,000.
5. **Special visibility in a high-level plenary session** – The conference has 4 high level sessions, including the opening. The sponsor choosing this type of sponsorship arrangement will be given space to screen a 5 minutes video or make a 5 minutes intervention on a content of choice (related to the themes of the conference). The cost of this is USD25,000.

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6. **Host a gala dinner** – A gala dinner for approximately 150 people is being organized in the first evening of the conference. This would give the sponsor a great visibility at the event. The cost of this may vary, but it is estimated to be around USD25,000.
7. **Propose a sponsorship option tailored to your needs** by getting in touch with the conference organisers.

**Further info** - For further information visit the Arab Land Initiative web site:

<https://arabstates.glt.n.net/second-arab-land-conference/>

**Get in touch** – Get in touch with the organisers:

[Dr. Doaa El Sherif](#), Executive Director of UTI/HBRC,  
[Ombretta Tempa](#), UN-Habitat / GLTN, or  
[Wael Zakout](#), the World Bank