



OPS AIESEC PROPOSAL



Silver Partnership

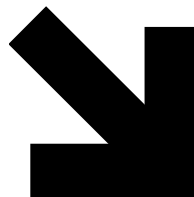


TABLE OF CONTENTS

introduction	3
1. executive summary	4
2. why to participate as a club	5
3. what it benefits the university	6
4. Future Collaboration	7
5. Call to Action	7
6. AIESEC PREVIOUS PARTNERS	8
7. AIESEC GLOBAL AND PR PARTNERS ...	8
8. AIESEC in Egypt Board of Directors	9
9. Summary	9



INTRODUCTION

AIESEC is a global, youth-led, and not-for-profit organization with a mission to achieve peace and fulfill humankind's potential. It operates by activating leadership qualities in young people through practical learning in challenging environments, and by facilitating a network of multicultural exchanges. The organization does not discriminate based on gender, sexual orientation, disabilities, creed, religion, or national, ethnic, or social origin. AIESEC's global network spans over 110 countries and territories, providing more than 30,000 experiences every year and collaborating with over 5,000 partner organizations.

AIESEC in Egypt has a significant presence, with 20 local entities and an accessible network of 36 universities, reaching over 100,000 students. Its social media reach is substantial, with over 510,000 Facebook followers for customers and 12,000 on Instagram, showcasing its wide influence and engagement with the local community. The organization also has a strong alumni network of over 4,000 members.

The "Operations Day" is a premier AIESEC in Egypt event, described as a one-day competition that brings together over 300 delegates from 20 university chapters across the country. The event is designed to have participants intensely focus on advancing exchange opportunities for their chapters, with guidance from distinguished AIESEC alumni who have excelled in their industries. It is a key event for networking and professional development within the AIESEC network.



1. EXECUTIVE SUMMARY

This proposal outlines a partnership opportunity with AIESEC, a global, youth-led, and not-for-profit organization focused on developing leadership qualities in young people. AIESEC operates in over 110 countries and territories, with a strong presence in Egypt, including 20 local entities across 36 universities and a significant social media reach.

The partnership centers on the "Operations Day" event, a one-day competition bringing together over 300 delegates from 20 university chapters. The event offers various sponsorship tiers, with the silver package being highlighted.

The Silver partnership provides several key benefits: a pop-up booth or table setup, branding on the media wall, a partnership announcement on AIESEC Egypt's social media, and two IDs for booth exhibitors. This package also includes media coverage and documentation of the event. For your university club, this exclusive partnership represents a valuable opportunity to enhance credibility, gain brand exposure, and facilitate direct networking and recruitment at a major student-led event.



2. WHY TO PARTICIPATE AS A CLUB

Based on the AIESEC partnership proposal, here are the key reasons for a university club to participate in the "Operations Day" event:

- **Increased Brand Visibility:** Partnering with AIESEC, a global organization with a strong presence in Egypt, provides a significant platform to increase your club's brand recognition. Your club's partnership will be announced on AIESEC Egypt's social media, which has over 510k Facebook customer followers, 12k Facebook member followers and 29.5K Instagram followers.
- **Networking and Recruitment:** The event is a one-day competition that brings together over 300 delegates from 20 university chapters. A pop-up booth or table will provide a direct way to engage with these students, which is crucial for a new club looking to attract members and grow its network.
- **Professional and Leadership Development:** Your club's presence at an AIESEC event aligns with its mission to develop leadership qualities in youth. The event is a professional environment where members can learn from distinguished AIESEC alumni who have excelled in their industries.
- **Credibility and Association:** For a one-year-old club, partnering with an established and reputable international organization like AIESEC enhances your club's credibility and showcases its commitment to providing high-quality experiences for its members.



3. WHAT IT BENEFITS THE UNIVERSITY

One additional benefit for the university is the prestige and peer validation that comes from being associated with AIESEC.

- **Association with Reputable Institutions:** By having its club partner with AIESEC, the university aligns itself with other high-profile educational partners. The provided document shows that AIESEC has previously partnered with institutions like ESLSCA University, and other sources confirm partnerships with universities such as IE University. This association can enhance the university's standing among its peers and signal its commitment to providing valuable, international-level opportunities for its students.
- **Improved Student Outcomes:** Student involvement in extracurricular activities like this partnership has been shown to improve student retention and academic performance. This also helps students develop critical skills such as time management, teamwork, and leadership, which are valuable for their future careers. These positive student outcomes contribute directly to the university's reputation and success.
- **Encouraging a Culture of Student-Led Initiatives:** By supporting and celebrating a club that successfully partners with a major international organization, the university encourages other students and clubs to pursue similar projects. This fosters an environment of proactive and ambitious student leadership, which is a key indicator of a thriving and dynamic campus community.
- **Attracting Top-Tier Applicants:** A strong portfolio of successful student organizations and their partnerships can be a powerful recruitment tool. Prospective students, especially those seeking a well-rounded and engaging university experience, are often influenced by the quality and activity of a university's student life. This partnership can be highlighted by the university to attract high-achieving applicants.



4. FUTURE COLLABORATION

This partnership will not be a one-time event, but rather a foundation for a long-term, strategic collaboration that directly supports our club's mission and vision. The AIESEC team has stated they can bring international partners and individuals to collaborate directly with our club. This is a unique opportunity that can lead to:

- **Global Networking:** We can host joint events with international AIESEC partners, providing our members with direct exposure to a global network of students and professionals.
- **Knowledge Exchange:** We can invite international individuals with specific expertise to speak at our events, providing our members with valuable insights and knowledge that aligns with our club's goals.
- **Program Development:** The collaboration can lead to the development of new programs and initiatives that have an international scope, directly contributing to our club's vision and increasing our impact.

5. CALL TO ACTION

We are writing to formally request the university's support to proceed with this partnership. We believe that accepting this proposal is a strategic decision that will have a positive impact on both our club's growth and the university's reputation. This partnership will not only empower our members through a high-profile, professional event but will also solidify the university's standing as an institution that fosters student-led initiatives, encourages global networking, and produces capable leaders. We are confident that this collaboration will yield significant, measurable benefits for our club and the entire university community.



6. AIESEC PREVIOUS PARTNERS

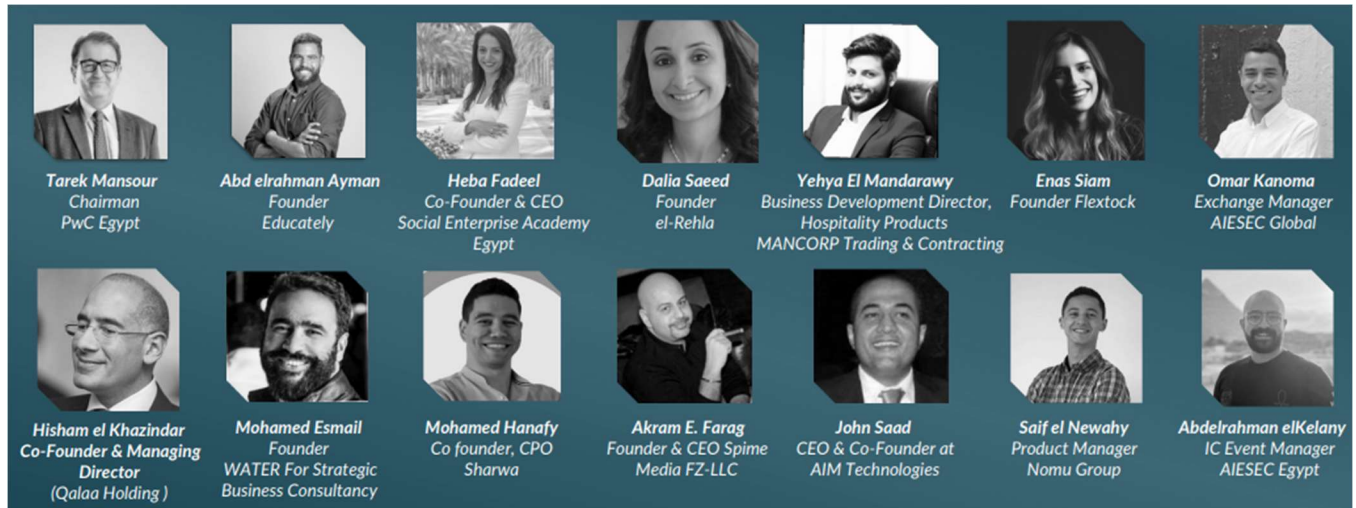


7. AIESEC GLOBAL AND PR PARTNERS





8. AIESEC IN EGYPT BOARD OF DIRECTORS



9. SUMMARY

In conclusion, this exclusive Silver partnership with AIESEC's "Operations Day" event represents a unique and highly beneficial opportunity for our university club. It will significantly boost our brand visibility and credibility, provide a crucial platform for networking and recruitment, and contribute to the professional development of our members. For the university, this collaboration offers invaluable brand exposure, strengthens its reputation as a leader in student development, and provides access to a powerful network of students and alumni. We are confident that this is a strategic investment that will yield a positive and lasting impact for our club and the entire university community.





