

# SOCIAL CAPITAL 2 26

DUBAI, UAE  
March 26–28, 2026

## SPONSORSHIP PROSPECTUS

**HERIOT  
WATT**  
UNIVERSITY  
UK | DUBAI | MALAYSIA



INTERNATIONAL  
**SOCIAL CAPITAL**  
ASSOCIATION



# ABOUT

## SOCIALCAPITAL2026

Co-hosted by the International Social Capital Association and Heriot-Watt University, Dubai Campus, is the first international conference dedicated to social capital in over 20 years.

This highly anticipated annual event will be held in Dubai from Thursday, March 26th to Saturday, March 28th, 2026, and will bring together over 400 academics, practitioners, policymakers, and other professionals for three days of comprehensive education, professional development, and valuable networking.







# INVITATION TO PARTNER

We are pleased to invite you to support and partner with the International Social Capital Association for our inaugural conference —the Social Capital 2026 conference, to be held in Dubai in March 2026.

This landmark event will bring together global leaders, practitioners, researchers, and policymakers to explore the role of social capital in addressing some of the most pressing challenges of our time, including inequality, community resilience, social cohesion, and sustainable development.

As a sponsor, you will have the unique opportunity to demonstrate your leadership and alignment with cutting-edge conversations around social infrastructure, trust-building, and community wellbeing.

Whether your organisation is engaged in public policy, social innovation, community development, education, health, finance, or corporate responsibility, your presence will showcase your commitment to the future of socially connected and resilient societies.



## Partner with the most anticipated social capital-related event of the year.

Social Capital 2026 is the must-attend conference for anyone passionate about understanding and advancing social capital. Held in Dubai, this global event will bring together researchers, practitioners, and changemakers from around the world, making it the perfect platform to connect, learn, and contribute to the growing field of social capital. Don't miss the chance to be part of this landmark international gathering in 2026!

### Why partner with us?

- Connect with 400+ global delegates who care deeply about social capital and the power of human connection.
- Position your organisation at the heart of a growing international movement that's shaping how we understand and build social capital across sectors and societies.
- Be part of a transformative global conversation and help shape the next chapter in social capital research and practice.
- Build meaningful relationships with thought leaders, innovators, and decision-makers over coffee, cocktails, and compelling conversations.
- Demonstrate your commitment to strengthening the social fabric—show that your organisation doesn't just value connection, it invests in it.





# WHO WILL ATTEND?

We anticipate over 400 delegates from around the world, including:

- Academic researchers and scholars
- Government and policy leaders
- Social enterprise founders and managers
- Non-profit executives
- Urban and regional planners
- Corporate social responsibility professionals
- Educators, health professionals, and community leaders
- Postgraduate students and early career researchers

This is a rare opportunity to reach a highly targeted, interdisciplinary audience deeply engaged in creating social value.

<b>Package</b>	<b>Cost</b>	<b>Number available</b>	<b>Page</b>
Platinum Sponsor	\$25,000	1	7
Gold Sponsor	\$10,000	3	8
Silver Sponsor	\$7,500	3	9
Welcome Reception Sponsor	\$3,500	1	10
Keynote Session Sponsor	\$5,000	2	11
Thematic Stream Sponsor	\$1,500	10	12
Poster Session Sponsor	\$2,000	1	13
Conference App Sponsor	\$2,000	1	14
Lanyard Sponsor	\$2,000	1	15
Conference Supporter	\$500	Limited	16

# PLATINUM SPONSOR

**\$25,000 | Exclusivity: 1 only**

Platinum partnership offers a range of exclusive benefits to give your organisation maximum visibility before and during the conference. This premier package is available to one partner only and is designed to showcase your organisation's leadership and commitment to advancing the understanding and application of social capital around the world.

## Exclusive Benefits

- Sponsorship of the opening plenary – the most highly attended session of the conference.
- Acknowledgement and introduction by the Master of Ceremonies as the Platinum Partner at the opening plenary.
- Two (2) minute address by company representative or video
- Display two (2) freestanding pull-up banners at the opening plenary and conference registration desk (partner-supplied).
- Organisation logo featured in conference documents.
- Ability to provide a promotional item to be inserted in the delegate bag (partner-supplied).
- Display table in the conference catering and social space.

## Registration

- Three (3) full conference delegate registrations (including the Welcome Reception).

## Acknowledgements

- Two (2) acknowledgements in outbound social media communications.
- Logo acknowledgement on screens throughout the conference venue.
- Organisation logo on registration portal, newsletters, website, and app.

## Advertising

- Featured article in the ISCA newsletter and acknowledgement in the annual report.
- App rotating banner ad.

# GOLD SPONSOR

**\$10,000 | Exclusivity: 3 only**

Gold partnership offers high-profile opportunities for your organisation to gain strong exposure in the lead-up to and throughout the conference. Available to only three partners, this package highlights your organisation's active role in supporting global dialogue and innovation in the field of social capital. It's a powerful way to align your brand with thought leadership and meaningful impact in one of the world's most dynamic and interdisciplinary spaces.

## Exclusive Benefits

- Acknowledgement during conference opening.
- Display a freestanding pull-up banner at the conference registration desk (partner-supplied).
- Organisation logo featured in conference documents.
- Ability to provide a promotional item to be inserted in the delegate bag (partner-supplied).
- Display table in the conference catering and social space.

## Registration

- Two (2) full conference delegate registrations (including the Welcome Reception).

## Acknowledgements

- One (1) acknowledgement in outbound social media communications.
- Organisation logo on registration portal, newsletters, website, and app.

## Advertising

- App rotating banner ad.



# SILVER SPONSOR

**\$7,500 | Exclusivity: 3 only**

Silver partnership provides a valuable opportunity to align your organisation with a globally significant event while gaining targeted visibility among a diverse and engaged audience. Limited to three partners, this package is ideal for organisations looking to demonstrate their interest in social capital and build connections across sectors. It offers a respected platform to raise your profile, support knowledge exchange, and show your support for strengthening the social fabric worldwide.

## Exclusive Benefits

- Acknowledgement during conference opening.
- Display a freestanding pull-up banner in the catering area (partner-supplied).
- Organisation logo featured in conference documents.
- Ability to provide a promotional item to be inserted in the delegate bag (partner-supplied).
- Display table in the conference catering and social space.

## Registration

- One (1) full conference delegate registration (including the Welcome Reception).

## Acknowledgements

- One (1) acknowledgement in outbound social media communications.
- Organisation logo on registration portal, newsletters, website, and app.

## Advertising

- App rotating banner ad.

# WELCOME RECEPTION SPONSOR

**\$3,500 | Exclusivity: 1 only**

The Welcome Reception is the most highly attended social function of the conference, drawing together delegates from around the world in a relaxed and engaging setting on the first evening. As the exclusive sponsor of this vibrant event, your organisation will benefit from prominent branding and direct association with one of the most memorable and well-networked moments of the conference.

- Sponsorship of the welcome reception.
- Acknowledgement and introduction by the MC.
- Two (2) minute address by a company representative or pre-recorded video to introduce the organisation (date and time to be confirmed by the ISCA team).
- Display two (2) freestanding pull-up banners at the Welcome Reception (partner-supplied).
- Logo in program, app, and signage.
- One (1) full conference delegate registration.
- Organisation logo included on all emails promoting the welcome reception.

# KEYNOTE SPEAKER SPONSOR

**\$5,000 | Exclusivity: 2 only**

The Keynote Speaker Sponsorship offers a unique opportunity to associate your organisation with one of the most anticipated moments of the conference. As the exclusive sponsor of a keynote address, your brand will be prominently featured alongside a leading voice in the field of social capital. This sponsorship positions your organisation as a champion of thought leadership and global dialogue, reinforcing your commitment to advancing knowledge, innovation, and meaningful connection across disciplines and sectors.

- Sponsor acknowledgement during the keynote.
- Acknowledgement and introduction by the MC.
- Two (2) minute address by a company representative or pre-recorded video to introduce the organisation (date and time to be confirmed by the ISCA team).
- Display two (2) freestanding pull-up banners during the plenary session (partner-supplied).
- Logo in program, app, and signage.
- One (1) full conference delegate registration.
- Organisation logo included on all emails promoting the keynote speaker.



# THEMATIC STREAM SPONSOR

**\$1,500 | Exclusivity: 1 only for each of the 10 streams**

Thematic Stream Sponsorship gives your organisation exclusive visibility within one of the conference's ten key themes. As the sole sponsor of a chosen stream, your brand will be prominently associated with targeted presentations and discussions, connecting you with a highly engaged audience whose interests align with your mission. This is a unique opportunity to showcase thought leadership and commitment to advancing the global conversation on social capital.

## THEMATIC STREAMS:

- Health, Wellbeing, and Human Flourishing
- Governance, Democracy, and Institutional Trust
- Theory and Measurement of Social Capital
- Community Resilience, Preparedness, and Disaster Recovery
- Environment, Sustainability, and Climate Change
- Inclusive Economies, Entrepreneurship, and Development
- Technology, Digital Networks, and AI
- Education, Learning, and Knowledge Systems
- Mobility, Migration, and Transnational Solidarity
- Agriculture and Rural Development

- Sponsor acknowledgement by the chair at the start of each stream session.
- Display one (1) freestanding pull-up banner during the thematic stream sessions (partner-supplied).
- Logo in program, app, and signage.
- One (1) full conference delegate registration.
- Organisation logo included on all emails promoting the thematic stream.

# POSTER SESSION SPONSOR

**\$2,000 | Exclusivity: 1 only**

The Poster Session Sponsorship offers exclusive visibility at one of the most dynamic and interactive components of the conference. As the sole sponsor, your organisation will be prominently recognised throughout the poster display area, where emerging research, innovative ideas, and early-stage projects are showcased and discussed. This highly engaging space encourages dialogue between delegates, fostering new connections and collaborations. Sponsoring the Poster Session demonstrates your commitment to supporting the next generation of social capital scholars and practitioners, while placing your brand at the centre of intellectual exchange and discovery.

- Sponsorship of the poster session.
- Acknowledgement and introduction by the MC.
- Two (2) minute address by a company representative or pre-recorded video to introduce the organisation (date and time to be confirmed by the *Social Capital 2026* team).
- Display one (1) freestanding pull-up banner in the poster area for the duration of the poster display (partner-supplied).
- Logo in program, app, and signage.
- One (1) full conference delegate registration.

# CONFERENCE APP SPONSOR

**\$2,000 | Exclusivity: 1 only**

The Conference App Sponsorship offers exclusive branding within the official Social Capital 2026 conference app used by delegates before, during, and after the event to navigate the program, access session details, connect with other attendees, and receive real-time updates. As the sole sponsor, your organisation's logo and message will be prominently displayed throughout the app interface, ensuring high-frequency visibility across the entire delegate experience. This sponsorship positions your brand as a key enabler of connectivity, convenience, and engagement, reinforcing your commitment to innovation and global dialogue in the field of social capital.

- Your organisation logo/banner on the main page of the conference app and linked to a URL of your choice.
- A dedicated page on the app to showcase your organisation – company profile, logo, photos, information, and links can be included.
- One (1) push notification per day sent to all delegates via the conference app (content provided by partner and approved by the ISCA team).
- Logo on app signage, download materials, and program.
- One (1) full conference delegate registration.



# LANYARD SPONSOR

**\$2,000 | Exclusivity: 1 only**

The Lanyard Sponsorship offers your organisation constant, high-impact visibility throughout the entire conference. As the exclusive sponsor, your logo will be featured on the official conference lanyards worn by all delegates, speakers, and staff, ensuring your brand is seen hundreds of times each day across plenary sessions, workshops, networking events, and informal gatherings. This sponsorship provides a simple yet powerful way to integrate your organisation into the daily experience of Social Capital 2026, reinforcing your support for global collaboration and connection in the social capital space.

- Logo on all delegate lanyards (provided by sponsor).
- One (1) full conference delegate registration.
- Logo in program, app, and signage.

# CONFERENCE SUPPORTER

**\$500 | Exclusivity: LIMITED**

The Conference Supporter package is a cost-effective way to show your organisation's support for Social Capital 2026 and align with a global community committed to advancing the understanding and application of social capital. As a Conference Supporter, your organisation will be acknowledged on the conference website and in the official program, demonstrating your contribution to a world-class event that brings together researchers, practitioners, and changemakers from around the world. This package is ideal for organisations that want to be visible, engaged, and supportive while helping to foster meaningful dialogue and connection on a global stage.

- Logo in program, app, and signage.

# TERMS & CONDITIONS

## Partnership (sponsorship)

Full payment for sponsorship packages can be made via credit card at the time of booking or within 14 days of the invoice being issued.

Partner packages will be released for sale if payment is not received within the appropriate time.

Refund conditions for cancellations will be processed as follows:

- 90 days' notice or more: full refund
- 90 to 60 days' notice: 75% refund
- 60 to 30 days' notice: 50% refund
- 30 days or less: no refund

Cancellations must be requested in writing to the Social Capital 2026 team via [socialcapital2026@hw.ac.uk](mailto:socialcapital2026@hw.ac.uk)

## Event cancellation

In the event that the Social Capital 2026 conference in Dubai is cancelled due to government restrictions or unforeseen circumstances beyond our control, delegates will be offered a full refund or the option to transfer their sponsorship as a credit toward a future ISCA event.

The ISCA team is not liable for any travel and/or accommodation costs associated with the cancellation of the conference or inability to attend due to government restrictions. Personal or company insurance policies should be referred to in these circumstances.

## Privacy statement

The International Social Capital Association ("ISCA") collects, stores, and uses personal information to support the delivery of our events, including the Social Capital 2026 conference, as well as related training programs, research initiatives, and promotional activities. Personal information may be collected directly through your interactions with ISCA, including registration, abstract submission, or other forms of engagement.

ISCA may use this information for administrative purposes, to communicate with you about events and services relevant to your interests, and for research or statistical analysis that supports our mission of advancing the understanding and application of social capital.

To facilitate these purposes, your personal information may be shared with third parties such as government bodies, affiliated academic or training institutions, or service providers, only where necessary and in accordance with applicable privacy laws.







# NEXT STEPS

To submit an expression of interest for a sponsorship package, please email [socialcapital2026@hw.ac.uk](mailto:socialcapital2026@hw.ac.uk)

To discuss any aspect of the sponsorship packages, please contact the Social Capital 2026 team by email [socialcapital2026@hw.ac.uk](mailto:socialcapital2026@hw.ac.uk).

## ARTWORK

All artwork for advertisements and signage is to be supplied by the Partner to specifications provided.

## ADVERTISEMENTS

Placement of advertisements is subject to availability.

## FURNITURE AND SIGNAGE

Please discuss requirements with the Social Capital 2026 team.