



PARTNERING FOR IMPACT

SPONSORSHIP OPPORTUNITIES AT THE IUCN ROWA PAVILION

ABU DHABI, UAE 15–9 OCTOBER 2025



IUCN
World
Conservation
Congress
Abu Dhabi 2025



JOIN THE GLOBAL CONVERSATION AT THE IUCN WORLD CONSERVATION CONGRESS 2025

Abu Dhabi, United Arab Emirates | 15–9 October
2025

The IUCN World Conservation Congress is one of the most influential gatherings on the planet for people committed to nature and sustainable development. Held once every four years, it brings together thousands of decision-makers from governments, civil society, Indigenous Peoples, science, and the private sector.

WHO ATTENDS THE CONGRESS?

+10,000 participants from **+160** countries

+1,300 organisations including:

- Governments & UN agencies
- Civil society & Indigenous leaders
- Private sector & philanthropic institutions
- Academia & research institutions
- Environmental innovators & youth leaders



Five Themes

Powering Transformative Conservation

Under the overarching slogan of ‘Powering transformative conservation’, the IUCN Congress 2025 will tackle five critical themes, each driving the bold, transformative change needed to secure a sustainable future for both nature and humanity:

- **Scaling Up Resilient Conservation Action**
- **Reducing Climate Overshoot Risks**
- **Delivering on Equity**
- **Transitioning to Nature-Positive Economies and Societies**
- **Disruptive Innovation and Leadership for Conservation**



GLOBAL REACH AND MEDIA IMPACT

15 million+ views of Congress promotional videos

+10,000 media articles published across +140 countries

+500 journalists attending on-site

Featured coverage from **BBC, France TV, Al Jazeera, ZDF, Nikkei, Xinhua, Tass, O Globo, The National**, and many more

54 million daily combined reach across social media using #IUCNCongress

“This is not just a Congress. It is a call to action for humanity.”

– Congress Participant, Marseille 2021

STEP INTO THE SPOTLIGHT WITH THE IUCN ROWA PAVILION

As part of the Congress, the IUCN Regional Office for West Asia (ROWA) will host a bold, interactive pavilion—a showcase of regional resilience, knowledge, and innovation. It will serve as a central hub for convening stakeholders, spotlighting success stories, and hosting high-level discussions from across West Asia.

This year, we are opening the ROWA Pavilion for purpose-led partnerships.





ROWA'S REGIONAL PAVILION

SHOWCASE YOUR IDENTITY

- Large-sized pavilion – 150m² with a session room for up to 50 people
- Large displays and private meeting space
- A comfortable networking area.

BECOME A SPONSOR – AMPLIFY YOUR VOICE

Align your brand with global impact. Choose from the following sponsorship packages:

Gold Sponsor

- Prime logo placement at the Pavilion and digital assets
- Host 4 exclusive sessions or events
- Full-page feature in the ROWA digital brochure
- Inclusion in press releases, newsletters, and event marketing
- Prominent exposure on ROWA's social media campaigns
- On-site interactive exhibit space
- VIP invitations to networking receptions
- The registration of 6 individuals to attend the Congress

100,000 USD

Silver Sponsor

- Featured logo throughout Pavilion visuals
- Host 2 sponsored sessions
- Half-page feature in Pavilion brochure
- Mention in Congress promotions and media coverage
- Visibility on select social campaigns
- The registration of 4 individuals to attend the Congress

30,000 USD

Bronze Sponsor

- Logo on Pavilion banner and session schedule
- Host 1 dedicated session
- Mention in Pavilion brochure and social media
- Basic promotional recognition during the event
- The registration of 2 individuals to attend the Congress

10,000 USD

To become a sponsor, please contact us on: Westasia@iucn.org

RESERVE A SESSION AT IUCN ROWA PAVILION

IUCN Members	Regional Partners	International Partners
3,000 USD	5,000 USD	6,000 USD

- * The prices above do not include the Registration Fees to the Congress.
- * The deadline to become a sponsor or reserve your spot for a session is 30 June 2025.

To reserve session at the IUCN ROWA Pavilion,
scan the QR Code below:



PURPOSE-LED PARTNERSHIPS: **A COLLECTIVE MISSION**

The Congress thrives on partnerships rooted in purpose. Sponsoring the ROWA Pavilion means:

- Joining a trusted platform recognized globally for conservation excellence
- Elevating your role in advancing the Sustainable Development Goals
- Partnering with IUCN—a globally respected leader with +75 years of conservation legacy

“Purpose-led partnerships are the foundation for a future where nature and people thrive together.”

– IUCN Statement

PARTNER WITH ROWA TODAY

Seize your chance to shape the future of conservation in West Asia and beyond. Reserve your spot, connect with global change-makers, and let your voice resonate at one of the most powerful conservation stages on earth.



Contact us at
Westasia@iucn.org



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هيئة البيئة - أبوظبي
Environment Agency - ABU DHABI



وزارة التغير المناخي
والبيئة
MINISTRY OF CLIMATE CHANGE
& ENVIRONMENT