

Annual Conference · 17 October 2026 · Frankfurt



Level Up in Germany

*Where international talent meets opportunity,
mentors, and the companies that need them.*

SPONSORSHIP AND PARTNERSHIP PROPOSAL

Open invitation · 2026 edition

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Germany's international talent arrives ambitious and alone.

02

Every year, thousands of qualified African and international students land in Germany with ambition, diplomas, and determination. Most have no professional network. No orientation. No one to show them where to go. At the same time, German companies urgently need diverse, internationally-minded talent and cannot find a trusted channel to reach them early.

1 in 3

Students leave within the first year

Not because of academic failure. Because of isolation, disorientation, and lack of access to professional networks that locals take for granted.

76%

Of companies struggle to recruit internationally

Germany's skills shortage is well documented. The diverse, motivated talent exists. The structured channel to reach them before competitors do does not.

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Structured, trusted bridges between the two

No platform combines community trust, event infrastructure, mentorship, and Africa-Germany pipeline access in a single, scalable model. Until now.

The talent is here. The demand is here. **What is missing is the bridge** — and Level Up in Germany is building it, one structured connection at a time.

A career and community platform for international talent in Germany

Level Up in Germany is a non-profit initiative connecting African and international students, graduates, young professionals, and entrepreneurs with the mentorship, networks, and opportunities they need to thrive. We exist to close the access gap through structured formats, trusted partnerships, and a direct pipeline from Africa to Germany.

●
Our mission

To build a generation of diaspora youth in Germany who are oriented, connected, and equipped to succeed in the German job market and beyond.

●
Our model

Six recurring formats — conferences, tours, workshops, mentorship — plus an active Africa-Germany pipeline via our institutional sponsor AAD Institut in Cameroon (20+ students per month).

●
Our conviction

Talent is everywhere. Opportunity is not. The barriers facing international talent in Germany are not academic. They are relational and structural. A trusted community closes that gap at scale.

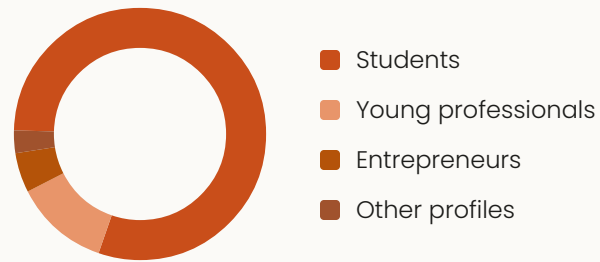
We are new enough to feel close to the audience. **We are structured enough to be a serious partner.**

OUR AUDIENCE

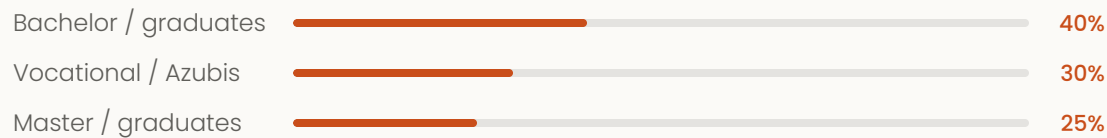
A qualified, motivated, recurring talent pool

80% of our audience are students and recent graduates – internationally-educated, at a critical career transition point, and actively making decisions about their professional life in Germany. The profile below is the most commercially relevant audience available to brands targeting international talent.

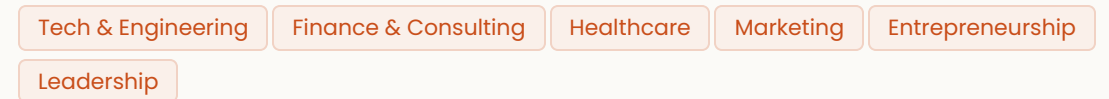
AUDIENCE COMPOSITION



EDUCATION LEVEL WITHIN STUDENTS



CAREER INTERESTS AND FIELDS



WHERE THEY ARE IN GERMANY



WHAT MAKES THIS AUDIENCE VALUABLE TO YOU

Multilingual German, French, English, Portuguese	High intent Actively making life and career decisions
Student-majority 80% students and graduates at the event	Trust-driven Decisions based on community endorsement

Proven model. Growing fast. Right moment to join.

The numbers below are built on organic growth, sold-out events, and active institutional sponsorship across Germany and Africa. No significant external funding. No advertising budget. Just a community that shows up because what we build genuinely serves them.

<p>120k+</p> <p>Total digital reach across all platforms</p>	<p>130</p> <p>Participants at our last event, sold out in advance</p>	<p>7</p> <p>Countries represented in active community</p>	<p>20+</p> <p>New students arriving from Africa per month via AAD Institut</p>	<p>7+</p> <p>Institutional and corporate sponsors confirmed</p>
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<ul style="list-style-type: none"> <p>Events that sell out</p> <p>Four Career Tours, three Business Tours, and multiple career workshops delivered in 2024 and 2025 across Frankfurt, Berlin, Munich, and Hamburg. Each edition reached capacity.</p> 	<ul style="list-style-type: none"> <p>A community that trusts us</p> <p>120k+ reach built organically across TikTok, Instagram, Facebook, and WhatsApp communities. Our audience engages because we deliver content they genuinely need, not content we pay to push.</p> 	<ul style="list-style-type: none"> <p>Africa-Germany pipeline</p> <p>AAD Institut, one of our institutional sponsors in Cameroon, sends 20+ students per month to Germany. Each one needs orientation, financial setup, and a trusted community on arrival. We provide all three.</p>
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Six active formats, one integrated community

Level Up is not a single event. It is a structured ecosystem of recurring formats that accompany international talent at every stage. Each format is a distinct touchpoint – a distinct context where your brand can create genuine value.



Annual Conference

Flagship event – 17 October 2026, Frankfurt. 250+ talents, employers, mentors, speakers. Panels, workshops, networking, structured matchmaking.



Level Up Career Tour

Recurring visits to companies across Germany. Talent meets recruiters on-site. Real career paths made visible and accessible.



Level Up Business Tour

Spotlighting entrepreneurs and project leaders from the diaspora. Real business paths in Germany for aspiring founders and freelancers.



Mentor Bridge

Structured 3-month mentorship cycles pairing students and young professionals with experienced mentors from partner organisations.



Career Workshops

Practical sessions on CV, interview prep, LinkedIn, German job market navigation, and professional branding. Standalone or embedded in events.



Community and Digital

120k+ combined reach across TikTok, Instagram, Facebook, and WhatsApp. Year-round touchpoints for the full diaspora community.

One full day. One community. One direction.

The Level Up Annual Conference is the flagship moment of our year. On 17 October 2026 in Frankfurt, we bring together 250+ international students, young professionals, mentors, employers, and institutional partners for a full day of orientation, learning, networking, and career activation.

PROGRAMME AT A GLANCE

- Opening keynote on international talent in Germany
- Panel discussions across career, entrepreneurship, and identity
- Workshops on CV, interview, and German job market
- Partner and sponsor booths with direct attendee access
- Curated 1:1 mentorship matchmaking sessions
- Closing networking reception and community celebration

250+

Expected attendees, international students and young professionals

8h

Full-day structured programme from 9am to 7pm

15+

Speakers from companies, universities, and the diaspora

7

Countries represented across the attendee community

Six themes shaping the 2026 programme

Every session is built around themes our community actively asks about. The 2026 programme delivers practical knowledge, role models, and real partnerships across six core areas – each one an opportunity for partners to position themselves as relevant and valuable.



Career and employment

Navigating the German job market as an international graduate. Sector deep-dives, recruitment pathways, and visa-to-work transitions.



Entrepreneurship

Building businesses in Germany as a newcomer. Legal setup, freelance registration, funding routes, and diaspora founder stories.



Mentorship and leadership

Growing through structured guidance. The role of mentors, sponsors, and senior professionals in shaping international careers.



Identity and integration

Living between cultures. Diaspora identity, intercultural communication, and the long road to belonging in a new society.



Financial setup

Blocked accounts, health insurance, proof of funds, and permit renewal. The administrative foundation every newcomer must navigate.



Africa and Germany bridges

Cross-market entrepreneurship, talent mobility, and partnerships that work in both directions across the Africa-Europe corridor.

The partners who belong in this room

Not every brand fits our community. The right partners share one thing: they serve our audience with real, recurring needs — and they win when our audience succeeds in Germany.



Insurance providers

Germany welcomes thousands of African and international students annually. Many newcomers actively seek reliable, affordable insurance guidance before and after arrival, creating a high-intent, recurring audience for the right provider.



Banks and blocked-account providers

International students renew residence permits, prove financial capacity, and need fast, competent banking support at every stage. A trusted community channel dramatically reduces friction and builds lasting adoption.



Employers and recruiters

Companies gain direct access to motivated, qualified young profiles: vocational students, Bachelor and Master graduates, and multilingual young professionals with real Germany experience and cross-cultural fluency.



Africa-market companies

Brands targeting African markets meet young entrepreneurs, creators, and diaspora connectors who understand both Germany and Africa. A uniquely valuable audience for cross-market strategies and partnerships.

Before. During. After. One partnership, multiple touchpoints.

10

A Level Up partnership is not a logo on a banner for one day. It is a structured visibility journey that begins weeks before the event and continues months after, across every channel our community already trusts and uses daily.

1

Before the event

Partner announcement, website placement, newsletter mention, social teasers, and audience warm-up across all channels.

2

During the event

Exhibitor table, live stage visibility, speaking moments, branded activation, and direct conversations with 250+ motivated attendees.

3

After the event

Recap mentions, partner interviews, short-form videos, aftermovie visibility, and long-tail content extending your reach well beyond event day.



Active channels: TikTok · Instagram · LinkedIn · WhatsApp · YouTube · Newsletter · Website · On-site event communication

Sponsorship builds the conference

We are not looking for logo support alone. We are building the infrastructure that makes orientation, mentorship, company access, and practical knowledge available to a community that genuinely needs it.



Conference venue and setup

Room rental, stage setup, registration flow, signage, and a professional guest experience in a central Frankfurt location.



Production and media

Photo, video, aftermovie, partner interviews, and content assets that extend sponsor visibility long after the event.



Workshops and speaker formats

Preparation of panels, practical sessions, company workshops, and high-quality moderation for a curated, structured programme.



Mentorship infrastructure

Building the long-term model: every motivated student should be able to access a mentor in their chosen company or professional field.



University and company partnerships

Creating repeatable, scalable formats with universities, employers, and institutions beyond the annual conference cycle.



Community operations

Newsletter, CRM, ticketing, volunteer coordination, communication, and comprehensive post-event reporting for every partner.

PARTNERSHIP LEVELS

Three levels of engagement

Bronze, Silver, and Gold each deliver a different level of visibility, trust, access, and content value. Every deliverable is concrete and measurable. Custom partnerships are available on request.

MOST POPULAR

3

Bronze EUR 500

Community Entry

For first-time partners exploring our community.

WHAT YOU GET

- 1x Logo on event materials and stage backdrop
- 1x Social media post (120k+ combined reach)
- 2x Reserved seats at the Annual Conference
- + Brand mention in welcome address
- + Post-event community impact report

2

Silver EUR 1,000

Trust and Reach

For partners building visibility and credibility.

EVERYTHING IN BRONZE, PLUS

- 3x Social posts across TikTok, Instagram, LinkedIn
- 1x Branded booth at the Annual Conference
- 5x Reserved seats with priority placement
- 1x Co-branded post-event article
- 12mo Logo on website partner page
- + Feature in Level Up partner newsletter

1

Gold EUR 2,000+

Growth and Access

For strategic partners seeking pipeline access and long-term engagement.

EVERYTHING IN SILVER, PLUS

- 1x 30-min branded workshop or session
- 1x Speaker slot at Annual Conference
- + Opt-in lead list from event attendees
- 2x Co-produced thought leadership pieces
- + Logo on annual report and content
- + Dedicated partnership manager
- + Custom recruitment or activation events

A bespoke multi-year strategic partnership integrating your brand across the full Level Up ecosystem is available on top of Gold.

— GET INVOLVED

Let us begin the conversation

Every partnership starts with a conversation. Reach out and a member of the Level Up in Germany team will be in touch within 48 hours. We come prepared with audience data, event details, and a concrete proposal so the conversation moves directly to decisions.

SUGGESTED FIRST STEP

A 30-minute introductory call to understand your objectives and identify the activation format that creates the most value for your team. No obligation. No pitch. Just a direct conversation about what is possible.

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