

Program Partnership Prospectus

2025-26

AAC&U

American Association
of Colleges & Universities

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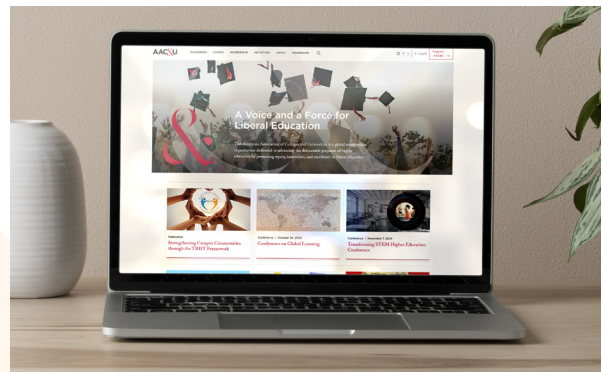
About AAC&U

The American Association of Colleges and Universities (AAC&U) is a global membership organization dedicated to advancing the democratic purposes of higher education by promoting equity, innovation, and excellence in liberal education.

AAC&U was founded in 1915 as the Association of American Colleges. Over the next century and beyond, our membership has grown ever more inclusive, encompassing higher education institutions of all types and sizes across the United States and, increasingly, around the world. What continues to unite us is a shared commitment to extending the advantages of a liberal education to all students.

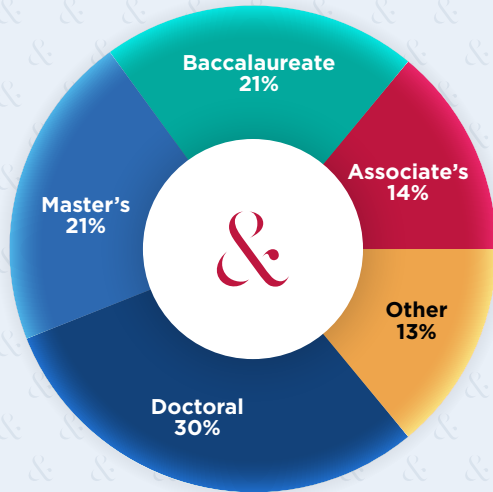
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is, or what their career goals may be.

Through our programs and events, publications and research, public advocacy, and campus-based projects, AAC&U serves as a catalyst and facilitator for innovations that improve educational quality and equity and support the success of all students.



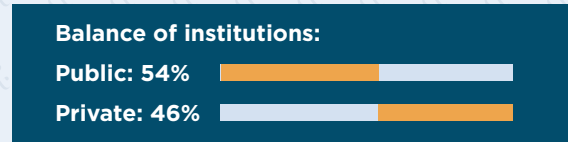
AAC&U Membership Profile

Institutional membership in AAC&U serves administrators, faculty, staff, and students at nearly 800 colleges and universities worldwide. These colleges and universities educate nearly 7.8 million students each year and employ more than 375,000 faculty. In addition, AAC&U membership includes nearly 400 individual members from other campuses, associations, and academic and scholarly organizations. AAC&U has members in all 50 US states, plus the District of Columbia and Puerto Rico, and members are active in 35 other countries. AAC&U member institutions lead scholarly research, policy reform, and higher education transformation.



2024 Membership Composition

● Associate's	14%
● Baccalaureate	21%
● Master's	21%
● Doctoral	30%
● Other	13%



Partnerships

AAC&U partners with for-profit and nonprofit organizations to provide a highly visible platform for aligning shared commitments to improving educational quality, student success, and workforce preparation. AAC&U program partners are thought leaders in higher education, providing solutions and expertise for ongoing campus challenges.

AAC&U offers multiple ways to engage with our broad and diverse network of colleges, universities, and higher education leaders, including:

- Partnership opportunities at AAC&U events, including the AAC&U Annual Meeting, major thematic conferences, and multiple other institutes, forums, and workshops. AAC&U engages over 13,000 individuals annually through its annual meeting, thematic conferences, 10+ institutes, and a range of forums, workshops, and regional events.
- Webinars that span the calendar year. AAC&U webinars routinely reach hundreds of higher education leaders through live and on-demand viewing.
- Advertising opportunities, including the award-winning quarterly print magazine *Liberal Education* and AAC&U News, our monthly e-newsletter.
- Sponsored research projects on special topics.
- AAC&U's Member Marketplace, which provides partners with a unique showcase for products and services at a special discount for AAC&U members.

Institute on AI, Pedagogy, and the Curriculum

September 11, 2025–April 7, 2026 // Online

The online Institute on AI, Pedagogy, and the Curriculum is designed to help departments, programs, colleges, and universities respond effectively to the challenges and opportunities artificial intelligence (AI) presents for courses, curricula, and higher education in general. Throughout the 2025–26 academic year, the institute will engage participating teams via virtual events, mentorship, and interactions as they develop and implement AI action plans for their classrooms, curricula, and campuses.

The institute is designed for departments, programs, colleges, and universities seeking to

- rethink pedagogical and assessment approaches within and across courses;
- address academic integrity concerns and consider new policies and practices;
- contemplate the ethical and equity implications of AI;

- adopt AI competencies and literacies as course and/or programmatic learning outcomes; and/or
- consider how AI can be employed to support an array of administrative and business practices throughout their institution.

Participating teams of faculty, staff, and administrators will design and implement pedagogical and curricular strategies to address the breadth of challenges and opportunities presented by AI.

The 2024–25 Institute welcomed 850+ higher education leaders from 124 campuses. **The 2025–26 Institute will be even larger, with over 1,000 participants on more than 175 teams.** Participants hold a variety of titles, all of whom are decision-makers investing in AI within their classrooms, curricula, and campuses.

Learn More:

www.aacu.org/iapc



Institute on AI, Pedagogy, and the Curriculum Partnership Opportunities

PLATINUM	GOLD	SILVER	BRONZE
<p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute’s private community platform and access to all plenary and concurrent sessions. *</p> <p>5 complimentary institute registrations.</p> <p>Logo on Institute kickoff program, mid-year program and capstone closing program.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.</p> <p>Verbal recognition of program partner at the beginning of the Institute by the AAC&U vice president for digital innovation. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U’s final approval.</p> <p>60-minute virtual webinar as part of the Institute programming, open to all Institute participants; partner and AAC&U collaborate on content development</p> <p>One custom email sent to all Institute participants on behalf of program partner. Content subject to AAC&U’s final approval.</p>	<p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute’s private community platform and access to all plenary and concurrent sessions. *</p> <p>3 complimentary institute registrations.</p> <p>Logo on Institute kickoff program, mid-year program and capstone closing program.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.</p> <p>Verbal recognition of program partner at the beginning of the Institute by the AAC&U vice president for digital innovation. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U’s final approval.</p> <p>60-minute virtual concurrent session as part of Institute programming; partner and AAC&U collaborate on content development.</p>	<p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute’s private community platform and access to all plenary and concurrent sessions. *</p> <p>2 complimentary institute registrations.</p> <p>Logo on Institute kickoff program, mid-year program and capstone closing program.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.</p>	<p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute’s private community platform and access to all plenary and concurrent sessions. *</p> <p>1 complimentary institute registration.</p> <p>Logo on Institute kickoff program, mid-year program and capstone closing program.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p>
\$30,000	\$15,000	\$10,000	\$5,000

*Please note that partners are welcome to participate in all session discussions and chat rooms; however, these are not contexts for direct product marketing.

Conference on Global Learning

November 12–14, 2025 // Online

Despite significant differences across national systems and local contexts, higher education institutions worldwide share fundamental values and purposes now under considerable pressure from external forces. Meanwhile, the landscape of higher education itself is changing rapidly, as are the requirements for success in the roles our students are preparing to take on—both within their communities and in their future careers. In this moment of uncertainty and change, the AAC&U Conference on Global Learning provides a shared space where global educators can pause, reflect, and affirm the essential value of global learning for students, faculty, and staff and for community and workforce partners.

The 2025 Conference on Global Learning will showcase the full range of global learning activities, programs, strategies, and approaches that prepare students for work, life, and citizenship in our interconnected world. Conference sessions will focus on

- making the case for global learning at all levels and to multiple audiences;
- advancing global learning in a time of scarcity, uncertainty, and change;
- sharing global learning strategies and frameworks in diverse international contexts;

- embedding technology within global learning experiences to improve the quality of learning and engagement;
- exploring ways to connect global learning efforts across institutions;
- defining and framing global learning in the current political landscape;
- connecting intercultural skills with global learning in academic and applied learning experiences;
- sharing strategies to advance global learning for all students;
- integrating global learning into community-engaged learning, undergraduate research, and other high-impact practices;
- connecting global learning to career readiness and to efforts to address global challenges; and
- preparing students for meaningful and constructive dialogue in local, global, and international contexts.

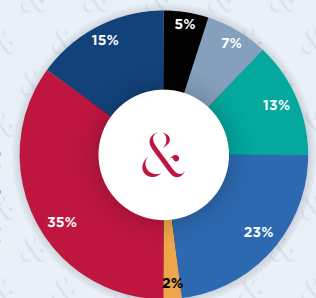
Learn More:

www.aacu.org/global

2025 Conference on Global Learning Demographics

426 total attendees

Academic affairs	13%	Institutional & student affairs	15%
Deans & department chairs	23%	Students	5%
Executive	2%	Educational Nonprofit & Policy Leaders	7%
Faculty	35%		



Conference on Global Learning Partnership Opportunities

<div style="background-color: #f4a460; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">GOLD</div> <p>Partner logo showcased on conference platform and AAC&U conference webpage.</p> <p>3 complimentary conference registrations.</p> <p>Opportunity to post a pre-recorded partner video in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p>60-minute virtual concurrent session as part of conference programming; session content subject to AAC&U approval.</p> <div style="background-color: #f4a460; border-radius: 15px; width: 60px; margin: 10px auto; padding: 5px; text-align: center;">\$7,500</div>	<div style="background-color: #a4c6e0; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">SILVER</div> <p>Partner logo showcased on conference platform and AAC&U conference webpage.</p> <p>2 complimentary conference registrations.</p> <p>Opportunity to post a pre-recorded partner video in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <div style="background-color: #a4c6e0; border-radius: 15px; width: 60px; margin: 10px auto; padding: 5px; text-align: center;">\$5,000</div>	<div style="background-color: #c65911; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">BRONZE</div> <p>Partner logo showcased on conference platform and AAC&U conference webpage.</p> <p>1 complimentary conference registration.</p> <p>Opportunity to post a pre-recorded partner video in the dedicated partner area.</p> <div style="background-color: #c65911; border-radius: 15px; width: 60px; margin: 10px auto; padding: 5px; text-align: center;">\$2,500</div>
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Plenary Session	<i>Investment: \$7,500 (2 available)</i>
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Plenary sessions feature prominent speakers from higher education, industry, or media. Due to the caliber of the invited speaker and schedule placement, these sessions are highly anticipated events.

BENEFITS:

- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
 - Partner logo showcased on conference platform and AAC&U conference webpage.
- Three complimentary registrations to the virtual conference.
 - Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
 - Where not otherwise specified, recognition as a Gold Partner on all general conference collateral.

Leadership Institute for Women and Gender-Diverse Leaders

December 2-3, 2025
 O. Henry Hotel // Greensboro, North Carolina

The Credo + AAC&U Leadership Institute equips participants to lead more courageously, authentically, and effectively. The institute intentionally builds a community of exceptional leaders during this time of intense challenges in higher education and creates a leadership development space where the weight of patriarchal structures is just a little bit lighter than is typical across culture and society.

sustaining leadership energy and include panel discussions, expert-led sessions, and space for peer conversation and reflection.

Expected titles of participants include:

- President
- Provost
- Vice President
- Associate/Assistant Vice President
- Chief of Staff
- Dean

The 2025 Leadership Institute will focus on

Learn More:

www.aacu.org/lead

GOLD

Partner logo showcased on on-site signage, Leadership Institute website, and Leadership Institute program.

2 complimentary registrations for women or gender-diverse leaders from partner organization.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

Verbal recognition of partner by Institute co-director within the Institute programming.

Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.

Opportunity to deliver remarks (1-3 minutes) within the Institute by a senior representative of the partnering organization; the partner will provide a short script for this recognition one month prior to the Institute, subject to AAC&U + Credo final approval.

\$7,500

SILVER

Partner logo showcased on on-site signage, Leadership Institute website, and Leadership Institute program.

1 complimentary registration for women or gender-diverse leaders from partner organization.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

Verbal recognition of partner by Institute co-director within the Institute programming.

Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.

\$5,000

BRONZE

Partner logo showcased on on-site signage, Leadership Institute website, and Leadership Institute program.

1 complimentary registration for women or gender-diverse leaders from partner organization.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

Verbal recognition of partner by Institute co-director within the Institute programming.

\$2,500

Leadership Institute for Women and Gender-Diverse Leaders Special Partnership Opportunities

Evening Reception & Dinner

Investment: \$10,000 (1 available)

Exclusive sponsorship and branding opportunities at the evening reception and dinner for all institute participants on Tuesday, December 2.

BENEFITS:

- Partner logo showcased on on-site signage, Leadership Institute website, and Leadership Institute program.
- Partner logo showcased on custom cocktail napkins at the reception.
- Opportunity to deliver remarks (1-3 minutes) at the dinner by a senior representative of the partnering organization; the partner will provide a short script for this recognition one month prior to the Institute, subject to AAC&U + Credo final approval.
- Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.
- Two complimentary registrations for women or gender-diverse leaders from your organization.
- Where not otherwise specified, recognized as Gold Partner on Institute collateral.

Afternoon Tea Break

Investment: \$7,500 (1 available)

Sole sponsorship and exclusive branding of the Afternoon Tea break, a special event unique to the O.Henry Hotel. All Institute participants will attend this afternoon tea that includes house-made delectables such as savory finger sandwiches, traditional scones, and other sweet treats.

BENEFITS:

- Partner logo showcased on on-site signage, Leadership Institute website, and Leadership Institute program.
- Verbal recognition of partner directly before the Afternoon Tea Break; the partner will provide a short script for this recognition one month prior to the Institute, subject to AAC&U + Credo final approval.
- Branded tea napkins with partner, AAC&U, and Credo logos at no additional cost to partner.
- Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.
- One complimentary registration for woman or gender-diverse leader from your organization.
- Where not otherwise specified, recognized as Silver Partner on Institute collateral.

AAC&U Annual Meeting

January 21–23, 2026
Washington, DC // Marriott Marquis

The AAC&U Annual Meeting is the association’s largest and most diverse gathering of higher education senior leaders, bringing together presidents, provosts/chief academic officers, faculty, student affairs professionals, and other campus leaders to focus on the most pressing issues and challenges in higher education. The 2026 Annual Meeting will focus on answering the call for constructive engagement.

The resilience of higher education is being tested more severely than ever by unprecedented government overreach and political interference. Meeting this moment demands collective action to articulate and defend the value of higher education—for our students, our communities, our democracy, and our national prosperity—and to engage constructively with all stakeholders committed to improving higher education and strengthening its vital contribution to the common good.

At the 2026 Annual Meeting, administrators, faculty, and staff from all types of colleges and universities will come together with partners beyond higher education to confront urgent challenges, consider approaches to rebuilding public trust, and chart a path forward to safeguard the fundamental principles at the heart of higher education.

Meeting concurrent session tracks:

- Advancing Public Purposes
- Building Anew: Anchoring Student Success in a Divided Landscape
- Educating for a Democracy in Question
- Elevating and Integrating Global Engagement
- Engaging with Evidence
- Preparing Higher Education for an AI-Enhanced Future

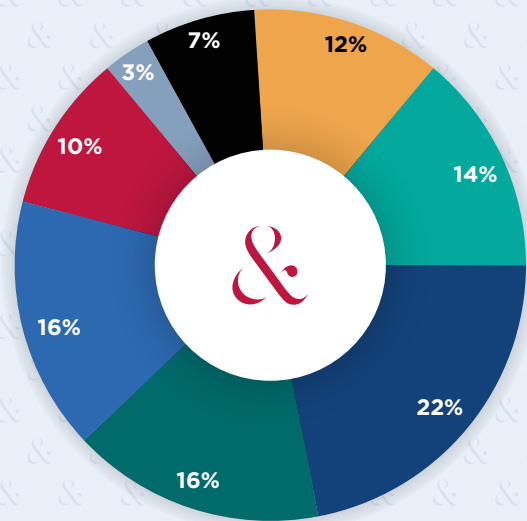
Learn More:

www.aacu.org/am

2025 Annual Meeting demographics

1506 total attendees | 644 organizations represented

Presidents & Provosts	14%
Deans & Department Chairs	22%
Academic Affairs	16%
Faculty	16%
Institutional Affairs	10%
Students	3%
Student Affairs	7%
Educational Non-Profit & Policy Leaders	12%



AAC&U Annual Meeting Partnership Opportunities

The AAC&U Annual Meeting seeks to accommodate the support and engagement of program partners who enhance the mission of AAC&U and our member institutions.

<p style="text-align: center;">PLATINUM <i>(1 available)</i></p>	<p style="text-align: center;">GOLD</p>	<p style="text-align: center;">SILVER</p>	<p style="text-align: center;">BRONZE</p>
<p>Partner logo showcased on the annual meeting website, mobile app, and on-site signage.</p> <p>5 complimentary meeting registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p>Exclusive and dedicated branding throughout the meeting, showcasing the program partner logo and a short description.</p> <p>One app push notification to all attendees.</p> <p>Verbal recognition of partnership at the beginning of the Opening Forum and at the Closing Plenary by the AAC&U president or board chair. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U's final approval.</p> <p style="text-align: center;">\$30,000</p>	<p>Partner logo showcased on the annual meeting website, mobile app, and on-site signage.</p> <p>3 complimentary meeting registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p style="text-align: center;">\$15,000</p>	<p>Partner logo showcased on the annual meeting website, mobile app, and on-site signage.</p> <p>2 complimentary meeting registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.</p> <p style="text-align: center;">\$10,000</p>	<p>Partner logo showcased on the annual meeting website, mobile app, and on-site signage.</p> <p>1 complimentary meeting registration.</p> <p>6-foot on-site exhibit booth.</p> <p style="text-align: center;">\$5,000</p>

AAC&U Annual Meeting Special Partnership Opportunities

Presidents' Trust Symposium

Investment: \$10,000 (4 available)

The AAC&U Presidents' Trust Symposium draws a diverse audience of college and university presidents representing opportunities for chief executive officers to network with peers and engage with leading experts on the most pressing issues facing higher education. Participation in this half-day event is open only to presidents, chief executive officers, and invited guests.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Partner logo showcased on exclusive Presidents' Trust Symposium signage.
- Verbal recognition of partner during the Presidents' Trust Symposium by AAC&U President Lynn Pasquerella and/or the current chair of the Presidents' Trust. The partner may provide a short script (approximately 1 minute) for this acknowledgement, subject to AAC&U's final approval.
- Two complimentary registrations for the Presidents' Trust Symposium and the Annual Meeting.
- Opt-in Presidents' Trust Symposium registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting and symposium concludes.
- Where not otherwise specified, recognition as Gold Partner on Annual Meeting collateral.

Opening Forum

Investment: \$15,000 (1 available)

The opening forum showcases a prominent speaker, typically from higher education, business, or media. This is an evening event that precedes the official opening of the Annual Meeting and is followed by a reception and networking opportunity. Due to the caliber of the invited speaker (s) and the schedule placement, it is a highly anticipated and well-attended event at the annual meeting.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of opening forum.
- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Opportunity to provide a video (up to one minute) to be shown within the opening forum programming to all attendees. Video is subject to AAC&U's approval and must be provided two months prior to the meeting.
- Partner may produce and place printed collateral (no larger than 8.5"x11") on chairs in the ballroom before the forum begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.
- Three complimentary meeting registrations.
- Where not otherwise specified, recognition as a Gold Partner on Annual Meeting collateral.

AAC&U Annual Meeting Special Partnership Opportunities

Opening Plenary

Investment: \$15,000 (1 available)

The opening plenary is the largest gathering of attendees at the Annual Meeting. Presided over by AAC&U's board chair, the plenary features a welcome from AAC&U President Lynn Pasquerella, a keynote address or panel discussion on the meeting theme, and recognition of AAC&U award winners.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of opening plenary.
- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Opportunity to provide a video (up to one minute) to be shown within the Opening Plenary programming to all attendees. Video subject to AAC&U's approval and must be provided two months prior to the annual meeting.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the opening plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.
- Three complimentary meeting registrations.
- Where not otherwise specified, recognition as a Gold Partner on Annual Meeting collateral.

Closing Plenary

Investment: \$10,000 (1 available)

The closing plenary is introduced by AAC&U's board chair and features a panel of leading voices in higher education.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of closing plenary.
- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Opportunity to provide a video (up to one minute) to be shown within the closing plenary programming to all attendees. Video subject to AAC&U's approval and must be provided two months prior to the annual meeting.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the closing plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.
- Two complimentary meeting registrations.
- Where not otherwise specified, recognition as a Silver Partner on Annual Meeting collateral.

AAC&U Annual Meeting Special Partnership Opportunities

Welcome Reception

Investment: \$10,000 (1 available)

Sole sponsorship and exclusive branding during the scheduled all-attendee evening reception. This highly attended and anticipated reception is a highlight of the meeting, engaging attendees in the open mezzanine space and encouraging connection and networking among attendees.

BENEFITS:

- Partner logo prominently displayed in reception area and in slideshow shown during lead-up to start of the opening forum.
- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Verbal recognition of partnership at the beginning of the forum by AAC&U leadership. The partner may provide a short script (approximately 30 seconds) for this acknowledgment, subject to AAC&U's final approval.
- Partner and AAC&U branded cocktail napkins placed at reception, at no additional cost to partner.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.
- Two complimentary meeting registrations.
- Where not otherwise specified, recognition as a Silver Partner in meeting collateral.

Networking Lounge

Investment: \$25,000 (1 available)

Exclusive engagement opportunities within networking lounge space, in a prominent location and open to attendees throughout the meeting. The networking lounge will include partner-branded charging stations, comfortable furniture and tables for engaging conversations, and a specialty coffee cart to encourage attendees to drop in. This highly anticipated networking space provides exclusive branding and space for partner-centered conversation and engagement.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking lounge space. Signage will be co-branded with AAC&U.
- Two partner-branded charging stations, at no additional cost to partner.
- Specialty coffee cart in the networking lounge for three hours of the meeting during Thursday, January 22. Specialty coffee cart signage to include gratitude for partner's support, along with partner and AAC&U branded coffee sleeves. All at no additional cost to partner.
- Opportunity to produce and place collateral on tables in lounge area.
- 6-foot on-site exhibit booth.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes.
- Three complimentary meeting registrations.
- Where not otherwise specified, recognition as a Platinum Partner on Annual Meeting collateral.

AAC&U Annual Meeting Special Partnership Opportunities

Networking Break

Investment: \$5,000 (2 available)

Sponsorship and branding of one of two networking breaks during the meeting. Your support fuels energy and engaging conversation at the meeting.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking break space.
- One complimentary meeting registration.
- 6-foot on-site exhibit booth.
- Where not otherwise specified, recognition as a Bronze Partner on Annual Meeting collateral.

Women's Leadership Breakfast

Investment: \$5,000 (4 available)

This ticketed event brings together a diverse group of leaders from across all sectors of higher education. The program typically features a moderated dialogue among prominent women leaders focused on pressing issues in higher education. Registration typically exceeds 150 people and is often sold out each year.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Partner logo showcased on exclusive luncheon signage.
- Verbal recognition of partner during the breakfast's welcome remarks by AAC&U senior leadership.
- One complimentary registration to the Women's Leadership Breakfast and the Annual Meeting.
- Where not otherwise specified, recognition as a Bronze Partner on Annual Meeting collateral.

**AAC&U Annual Meeting
Special Partnership Opportunities**

Faculty and Administrators of Color Luncheon

Investment: \$5,000 (4 available)

Focused on contemporary challenges faced by faculty and administrators of color, this ticketed luncheon provides a unique opportunity to engage with leaders from all types of institutions across the higher education landscape. Participants span a range of institutional types and leadership roles within colleges and universities. The event features a speaker or panel of higher education leaders addressing pressing issues facing faculty and administrators of color in their efforts to advance student success and liberal education. Registration typically exceeds 100 people and is often sold out each year.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Partner logo showcased on exclusive luncheon signage.
- Verbal recognition of partner during the luncheon’s welcome remarks by AAC&U senior leadership.
- One complimentary registration to the Faculty and Administrators of Color Luncheon and the Annual Meeting.
- Where not otherwise specified, recognition as a Bronze Partner on Annual Meeting collateral.

Partner-Hosted Evening Reception

Investment: \$5,000 (5 available)

Opportunity to host an invitation-only or open reception in AAC&U’s Annual Meeting space. All partner-hosted receptions are from 6:00-8:00 p.m. ET on Thursday, January 22, 2026.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Partner logo showcased on exclusive evening reception signage.
- One complimentary meeting registration.
- Meeting space to be assigned by AAC&U staff.
- Catering and A/V at additional cost to partner.
- Where not otherwise specified, recognition as a Bronze Partner on meeting collateral.

AAC&U Annual Meeting Special Partnership Opportunities

Invitation-Only Partner-Hosted Luncheon

Investment: \$20,000 (3 available)

Opportunity to host an invitation-only luncheon within AAC&U's annual meeting space. All partner-hosted luncheons are held during the 90-minute lunch break on Thursday, January 22, 2026, or Friday, January 23, 2026. This is an ideal opportunity for partners seeking to engage and captivate specific audiences among Annual Meeting attendees.

BENEFITS:

- Partner hosted luncheon on Thursday, January 22 or Friday, January 23 of the meeting.
- Invitation-only; 75-person maximum.
- Partner will use the opt-in registration list exclusively to reach specific individuals to invite. Partner will manage invitations and RSVPs.
- Buffet lunch for all attendees and speaker/panel necessities (table and chairs, podium, microphone, etc.) at no additional cost to partner.
- Partner has the opportunity to craft luncheon programming and invite speakers/co-presenters, subject to AAC&U's approval.
- Partner logo showcased on the meeting website, mobile app, and on-site signage.
- Partner logo showcased on exclusive partner-hosted luncheon signage.
- 6-foot on-site exhibit booth.
- Opt-in Annual Meeting registration list (includes names, titles, institutions, and email addresses) sent two months prior to the annual meeting, one month prior to the annual meeting, and one week after the meeting concludes.
- Three complimentary meeting registrations.
- Where not otherwise specified, recognition as a Gold Partner on meeting collateral.

AAC&U Annual Meeting Special Partnership Opportunities

Partner-Branded Wi-Fi

Investment: \$10,000 (1 available)

Sole sponsorship and exclusive branding of meeting Wi-Fi, open to and utilized by all attendees.

BENEFITS:

- Partner logo showcased on the annual meeting website, mobile app, and on-site signage.
- Opportunity to personalize meeting wi-fi password; subject to AAC&U approval.
- Two complimentary registrations to the annual meeting.
- Where not otherwise specified, recognition as a Silver Partner on meeting collateral.

Partner-Branded Lanyards

Investment: \$7,500 (1 available)

Sole sponsorship and exclusive branding of 1,500 lanyards, distributed to all Annual Meeting participants.

BENEFITS:

- Partner logo showcased on the annual meeting website, mobile app, and on-site signage.
- Lanyard design includes alternating partner and AAC&U logos. Lanyard designed by AAC&U, with review by partner, and final approval by AAC&U. AAC&U coordinates printing/shipping to meeting venue.
- Two complimentary registrations to the Annual Meeting.
- Where not otherwise specified, recognition as a Silver Partner on meeting collateral.

Interested in other program partnership or branding opportunities at AAC&U's 2026 Annual Meeting? We are enthusiastic about innovative and creative ways to help your organization reach your target audience.

Reach out to advancement@aacu.org to learn more.

Forum on Transformational Leadership

April 15–16, 2026 // Tucson, Arizona

The Forum on Transformational Leadership is designed to prepare leaders in higher education with the knowledge, tools, and courage to meet complex challenges and create change at their institutions. Sessions are curated to draw from theory to reframe leadership as a set of skills that can be taught and applied to practice.


Change agents with a variety of titles and roles in higher education have an interest in transforming institutional culture, the power to make decisions, the skill to organize social movements, and the expertise that applies to leadership at multiple levels of colleges and universities. Therefore, this forum is for leaders with a variety of titles and roles in higher education.

More than 120 mid-career higher education professionals working at colleges and universities across the country will attend this program. Expected titles include:

- Associate/assistant provosts
- Academic deans
- Department chairs
- Faculty leaders

Learn More:

www.aacu.org/transform



GOLD

Partner logo showcased on on-site signage, forum website, and forum program.


2 complimentary forum registrations.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.

Verbal recognition of partner by forum director within the forum programming. The partner may provide a 30-second script for this recognition one month prior to the forum, subject to AAC&U final approval.

\$7,500



SILVER


Partner logo showcased on on-site signage, forum website, and forum program.

1 complimentary forum registration.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.

\$5,000



BRONZE

Partner logo showcased on on-site signage, forum website, and forum program.

1 complimentary forum registration.

Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.

\$2,500

Forum on Transformational Leadership Special Partnership Opportunities

Wednesday Networking Reception

Investment: \$10,000 (1 available)

Exclusive sponsorship and branding opportunities at an evening networking reception for all forum participants on Wednesday, April 15.

BENEFITS:

- Partner logo prominently displayed in reception area.
- Partner and AAC&U branded cocktail napkins placed at reception, at no additional cost to partner.
- Opportunity to deliver remarks (1-3 minutes) at the beginning of the reception by a senior representative of the partnering organization; the partner will provide a short script for this recognition one month prior to the forum, subject to AAC&U final approval.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.
- Three complimentary forum registrations.
- Where not otherwise specified, recognized as Gold Partner in forum collateral.

Welcome Tote Bag Sponsorship

Investment: \$3,000 (1 available)

Sole sponsorship and exclusive branding of the attendee welcome tote bags, provided to all participants.

BENEFITS:

- Partner logo showcased on forum webpage, mobile app, and on-site signage.
- Partner and AAC&U branded welcome tote bags to be provided to all forum participants, at no additional cost to partner.
- One complimentary forum registration.
- Where not otherwise specified, recognition as a Bronze Partner in forum collateral.

Networking Break

Investment: \$2,500 (2 available)

Sole sponsorship and exclusive branding of one of two networking breaks. Your support fuels energy and engaging conversation at the forum.

BENEFITS:

- Partner logo showcased on forum webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking break space.
- One complimentary forum registration.
- Where not otherwise specified, recognition as a Bronze Partner in forum collateral.

Conference on Learning and Student Success (CLASS)

*April 16–18, 2026
Tucson, Arizona, Hybrid, and Online*

CLASS is designed to elevate, amplify, and extend AAC&U's core work on transforming student learning and the undergraduate experience by dismantling silos and collaborating across organizational structures to harness the collective wisdom and power of our diverse expertise and experiences to make our shared vision of educational excellence a reality.

CLASS will tackle current realities head-on, from the questioning of the value of the college degree to the challenges inherent to creating and sustaining educational environments that seek to achieve a sense of belonging for all students and educators informed by who they are.

Collectively and collaboratively, we must remain focused on what we know is foundational for learning and student success: evidence-based, inclusive and expansive teaching and learning practices; proven strategies that advance recruitment, retention, progression, and graduation practices; robust assessment praxis and data-driven truth-telling; effective academic, co-curricular, and social program supports; transparent curricula to careers; sharing solutions to inequities in student and educator outcomes, and capacity-building through faculty and staff professional development that improves diverse learning environments.

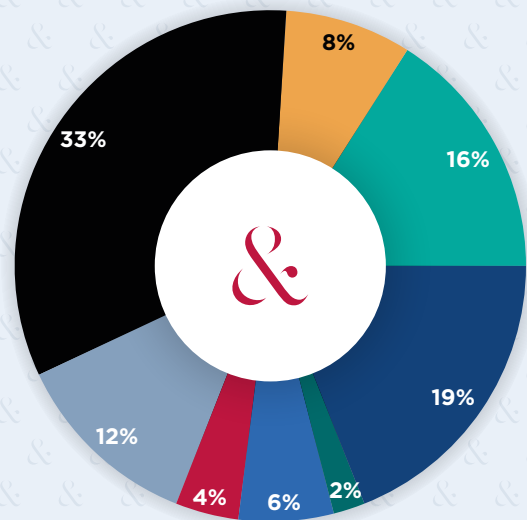
Learn More:

www.aacu.org/class

2025 CLASS Demographics





1,493 total attendees | 549 organizations represented

Academic Affairs	16%
Deans & Department Chairs	19%
Executive (Presidents & Provosts)	2%
Institutional Affairs	6%
Students	4%
Student Affairs	12%
Faculty	33%
Educational Nonprofit & Policy Leaders	8%



CLASS Partnership Opportunities

The Conference on Learning and Student Success seeks to accommodate the support and engagement of program partners who enhance the mission of AAC&U and our member institutions.

 <p>PLATINUM <i>(1 available)</i></p>	 <p>GOLD</p>	 <p>SILVER</p>	 <p>BRONZE</p>
<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>5 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p>Exclusive and dedicated branding throughout the meeting, showcasing the program partner logo and a short description.</p> <p>One app push notification to all attendees.</p> <p>Verbal recognition of partnership at the beginning of the Opening Forum and at the Closing Plenary by the AAC&U president or board chair. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U's final approval.</p> <p style="text-align: center;">\$30,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>3 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p style="text-align: center;">\$15,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>2 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p style="text-align: center;">\$10,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>1 complimentary conference registration.</p> <p>6-foot on-site exhibit booth.</p> <p style="text-align: center;">\$5,000</p>

CLASS Special Partnership Opportunities

Opening Plenary

Investment: \$15,000 (1 available)

The opening plenary will feature a higher education leader specializing in curriculum, assessment, digital innovation, diversity, equity, and/or inclusion work. The opening plenary often directly precedes receptions or other social networking events. Due to the caliber of the invited speaker(s) and schedule placement, the opening plenary is a highly anticipated session during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow displayed during lead-up to start of Opening Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

Friday Morning Plenary Session

Investment: \$15,000 (1 available)

The Friday morning plenary session will feature a higher education leader specializing in curriculum, assessment, digital innovation, diversity, equity, and/or inclusion work. Due to the caliber of the invited speaker(s) and schedule placement, plenaries are highly anticipated sessions during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of Friday Morning Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

CLASS Special Partnership Opportunities

Closing Plenary Session

Investment: \$10,000 (1 available)

Plenary sessions feature a prominent speaker from higher education, industry, or media. These sessions typically open or close a day of conference programming and often directly precede receptions or other social networking events. Due to the caliber of the invited speaker and schedule placement, plenaries are highly anticipated sessions during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of Friday Morning Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Silver Partner on conference collateral.

Welcome Reception

Investment: \$15,000 (1 available)

Sole sponsorship and exclusive branding during the scheduled all-attendee welcome reception. This highly attended and anticipated reception is a highlight of the conference, featuring local flair and encouraging connection and networking among attendees.

BENEFITS:

- Partner logo prominently displayed in reception area and in slideshow shown during lead-up to start of the Opening Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partnership within the Opening Plenary programming by AAC&U senior leadership. The partner may provide a short script (approximately 30 seconds) for this acknowledgment, subject to AAC&U's final approval.
- Partner and AAC&U branded cocktail napkins placed at reception, at no additional cost to partner.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner in conference collateral.

CLASS Special Partnership Opportunities

Networking Lounge

Investment: \$25,000 (1 available)

Exclusive engagement opportunities within networking lounge space, in a prominent location and open to attendees throughout the conference. The networking lounge will include partner-branded charging stations, comfortable furniture and tables for engaging conversations, and a specialty coffee cart. This highly anticipated networking space provides exclusive branding and space for partner-centered conversation and engagement.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking lounge space.
- Two partner-branded charging stations, at no additional cost to partner.
- Specialty coffee cart in the networking lounge for three hours of the conference. Specialty coffee cart signage to include gratitude for partner's support, along with partner and AAC&U branded coffee sleeves. All at no additional cost to partner.
- Opportunity to produce and place collateral on tables in lounge area.
- 6-foot on-site exhibit booth.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Platinum Partner in conference collateral.

Networking Break

Investment: \$5,000 (2 available)

Sole sponsorship and exclusive branding of one of two networking breaks during the conference. Your support fuels energy and engaging conversation at the conference.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking break space.
- Partner and AAC&U branded coffee sleeves, at no additional cost to partner.
- One complimentary conference registration.
- 6-foot on-site exhibit booth.
- Where not otherwise specified, recognition as a Bronze Partner in conference collateral.

CLASS Special Partnership Opportunities

Partner-Branded Wi-Fi

Investment: \$10,000 (1 available)

Sole sponsorship and exclusive branding of conference Wi-Fi, open to and utilized by all attendees.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Opportunity to personalize conference Wi-Fi password; subject to AAC&U approval.
- Two complimentary conference registrations.
- Where not otherwise specified, recognition as a Silver Partner on conference collateral.

Invitation-Only Partner-Hosted Luncheon

Investment: \$20,000 (2 available)

Opportunity to host an invitation-only luncheon at CLASS. All partner-hosted luncheons will be held during the lunch break on Friday, April 17, 2026. This is an opportunity ideal for partners aiming to gather and captivate specific CLASS attendees.

BENEFITS:

- Partner hosted luncheon on day two of the conference.
- Invitation-only; 75-person maximum.
- Partner will use the opt-in registration list to reach specific individuals to invite. Partner will manage invitations and RSVPs.
- Buffet lunch for all attendees and A/V at no additional cost to partner.
- Partner has the opportunity to craft luncheon programming and invite speakers/presenters, subject to AAC&U's approval.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Partner logo showcased on exclusive partner-hosted luncheon signage.
- 6-foot on-site exhibit booth.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent two months prior to CLASS, one month prior to CLASS, and one week after CLASS concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

Interested in other program partnership or branding opportunities at AAC&U's 2026 Conference on Learning and Student Success? We are enthusiastic about innovative and creative ways to help your organization reach your target audience.

Reach out to advancement@aacu.org to learn more.

Webinars

60-minute Webinar

Investment: \$10,000

AAC&U partner webinars highlight the thought leadership and mission-aligned work of partners, while connecting the organization's work to AAC&U's higher education expertise. Partner webinars may promote the services or products of the partner, as long as the promotion is seamlessly integrated into the webinar programming.

Partnering with AAC&U on a webinar positions your organization as a leader in higher education. AAC&U limits the number of webinars it offers annually to maximize engagement and attendance. Partner webinars are generally hosted monthly, February through November.

Partner webinar content typically centers on the work an organization is doing to

- address challenges in higher education;
- identify best practices in teaching and learning;
- demonstrate the value of liberal education; or
- prepare students to contribute to a diverse democracy.

BENEFITS:

- One live, 60-minute webinar (including Q&A) hosted by AAC&U.
 - AAC&U and partner collaborate on content development.
 - Webinar will be moderated by a senior leader at AAC&U.
 - Webinar must include at least one speaker from a college or university, to demonstrate the way the partner organization is currently impacting higher education.
- Pre-webinar announcement in monthly AAC&U News e-newsletter, timeline permitting (distribution: 143,000+).
- Pre-webinar email to a targeted distribution list, based on the webinar content.
- “Last chance” email to a targeted distribution list, based on the webinar content.
- Social media promotion of webinar.
- Post-session email sent to registrants with link to webinar recording.
 - Webinar recording is available open to all online for one month after the webinar. After one month, the webinar may be available to AAC&U members only.
- Opt-in webinar registration list (includes names, titles, institutions, and email addresses) sent to partner approximately one week after webinar concludes.

Advertising

Build awareness by advertising in AAC&U’s award-winning Liberal Education magazine and AAC&U News, our monthly e-newsletter.

Liberal Education Magazine	<i>Investment: \$2,000 (half-page ad) \$4,000 (full-page ad)</i>
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Liberal Education, AAC&U’s award-winning and nationally recognized quarterly print magazine.

- Print subscriber distribution list: 5,200.
- Ad placements specs:
 - Half-page: 7.33” wide x 4.68” deep.
 - Full-page:
 - Non-bleed (inset) ads: 7.33” wide x 9.66” deep.
 - Bleed ads: 8.5” wide x 11” deep with .125” bleed.

Acceptance of advertisements does not indicate or imply endorsement of any specific advertiser or product by Liberal Education or AAC&U. Please see [AAC&U’s Advertising Policy](#) for more information.

AAC&U News E-Newsletter	<i>Investment: \$2,500 (Placement) \$4,000 (Design and Placement)</i>
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AAC&U’s monthly e-newsletter provides an opportunity to reach a broad audience of constituents across higher education, to raise visibility and awareness of your organization and promote your products, services, and events.

- Distribution: 143,000+ subscribers, including AAC&U members and non-members.
- Open rate: 22.2%
- Click rate: 29.6%
- Ad placement specs: 1040 x 220 pixel ad (PNG, JPG, GIF) with destination URL.

Advertisement Placement	<i>Investment: \$2,500</i>
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Includes one advertisement placement in the monthly e-newsletter.

Advertisement Design and Placement	<i>Investment: \$3,500</i>
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Want help designing your ad? AAC&U will craft a professionally designed ad based on your content and tailored to the AAC&U audience. Three rounds of revisions are included, and eight weeks’ notice is required. Includes one advertisement placement in the monthly e-newsletter.



**American Association
of Colleges & Universities**