



Leadership Institute for Women and Gender-Diverse Leaders

Partnership
Prospectus 2025-26

AAC&U

American Association
of Colleges & Universities

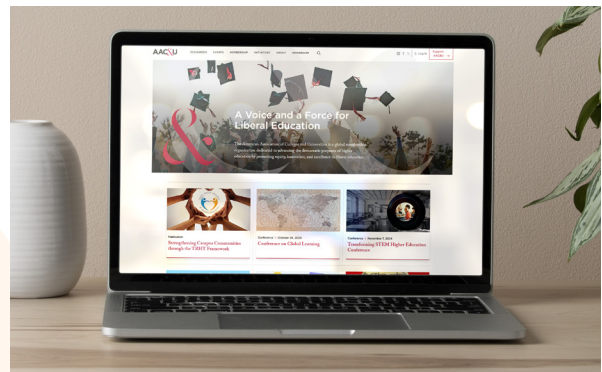
About AAC&U

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.

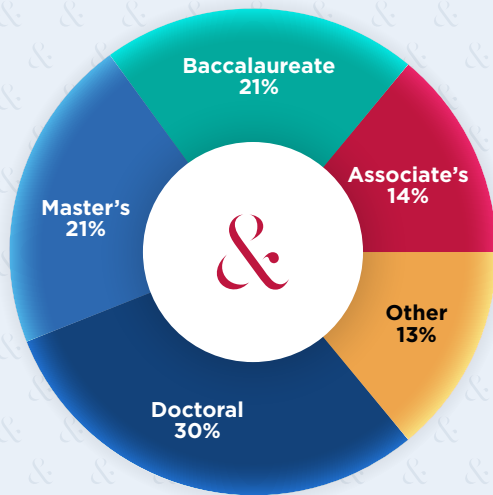
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is,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

Balance of institutions:



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.

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.