ABOUT AAC&U

The American Association of Colleges and Universities is a global membership organization dedicated to advancing the vitality and democratic purposes of undergraduate liberal education.

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AAC&U MEMBERSHIP PROFILE

AAC&U is proud to work with nearly 1,000 colleges and universities globally across higher education, and many more individuals, higher education associations, and non-campus collaborators as affiliate members.

Membership Composition

- Masters: 16%
- Baccalaureate: 24%
- Doctoral: 20%
- Associate: 11%
- Other: 29%

Membership Quick Facts:
- Collectively our members serve about half of all undergraduate students in the US
- Approximately evenly split between public and private institutions
- Membership includes about 30% of all HBCUs
- International members span 25 countries

ANNUAL MEETING OVERVIEW

AAC&U’s Annual Meeting is the Association’s largest and most diverse gathering of higher education stakeholders and senior leadership, including exclusive programming for college and university presidents. This conference is one of the few places where presidents and provosts/chief academic officers gather collaboratively alongside faculty, student affairs professionals, and other campus leaders (e.g., assessment specialists, instructional designers, and institutional researchers). This conference also engages policy leaders from state higher education systems and national associations. Programming includes pre-conference symposia on special topics, workshops, concurrent sessions, and exclusive programming for college and university presidents who are members of AAC&U’s Presidents’ Trust.

Questions? Please contact us at advancement@aacu.org
Member Attendees at the 2021 Annual Meeting

- Deans, Directors, Department Chairs: 47%
- Faculty Members: 18%
- Education Leaders Outside Academe: 14%
- CEOs & CAOs: 21%

Non-Member Attendees at the 2021 Annual Meeting included:

- Foundation Representatives
- Higher Education Association Representatives
- Higher Education Media
- Start-up Company Representatives
- Corporate/Business Representatives
ANNUAL MEETING SPONSORSHIP LEVELS

AAC&U seeks to accommodate each sponsor’s desired level of support and engagement with the Association and our members. The chart below outlines sponsorship opportunities across multiple levels of support. Sponsorships and advertising opportunities can also be combined with additional opportunities for sponsorship of online content and components of the Annual Meeting (see page 4). AAC&U’s media kit provides add-on options for sponsored content not affiliated with conferences or events.

<table>
<thead>
<tr>
<th>Sponsorship Levels for Annual Meeting</th>
<th>Bronze $5,000</th>
<th>Silver $15,000</th>
<th>Gold $25,000</th>
<th>Platinum $35,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo listed in pre-Meeting email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor listed in mobile app and in virtual PDF program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertising in virtual PDF program</td>
<td>¼ page ad included</td>
<td>¼ page ad included</td>
<td>¼ page ad included</td>
<td>Full page ad included</td>
</tr>
<tr>
<td>Number of complimentary meeting registrations</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Logo and link to sponsor website on AAC&amp;U Annual Meeting webpage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary access to the Presidents’ Trust Symposium at the Annual Meeting for all attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One custom email to meeting registrants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One custom email to membership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibit booth (if in person Meeting)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual exhibit booth (if virtual/hybrid Meeting)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Concurrent session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Three app push notifications</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One branded networking break</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One specialty sponsorship and branding opportunity</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES FOR ANNUAL MEETING FEATURED EVENTS

Presidents’ Trust Symposium
Investment: $20,000 (2 available)
The AAC&U Presidents’ Trust Symposium provides 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 full-day event is open only to presidents, chief executive officers, and invited guests.
Benefits:
- Recognition as a sponsor everywhere that the Presidents’ Trust Symposium is promoted, including at least one email to Presidents’ Trust members, recognition on the Presidents’ Trust Symposium website and recognition in mobile app, in the Annual Meeting app. Recognition would include sponsor logo or name, and links to the sponsor website, where possible.
- Additional verbal recognition of sponsorship at the beginning of the Presidents’ Trust Symposium by AAC&U President Lynn Pasquerella and/or by the current chair of the Presidents’ Trust. The sponsor may provide a short script (approximately 1 minute) for this acknowledgement, subject to AAC&U final approval.
- Access to a diverse audience of college and university presidents representing a broad cross-section of higher education institutions from across the country.
- Two complimentary tickets to attend the Presidents’ Trust Symposium.
- Access to attendee list.

Pre-Meeting Symposium
Investment: $4,000
The Pre-Meeting Symposium is a full day convening around a timely issue or topic in higher education, such as mental health, racial injustice, and civic engagement. Attendance typically ranges from 150-200 participants. Sponsorship of the Pre-Meeting Symposium is an excellent opportunity for a sponsor with well-aligned content and/or products to have unique access to a select audience. The AAC&U advancement team can provide information on planned Pre-Meeting Symposia topics for upcoming Annual Meetings.
Benefits:
- Verbal recognition of sponsorship at the beginning of the pre-conference symposium by the symposium organizer. The sponsor may provide a short script (approximately 1 minute) for this recognition, subject to AAC&U final approval.
- Exclusive branding opportunities on the conference website and app
- Sponsor logo showcased in post conference email for “on-demand session.”
- Access to attendee list.

Opening Forum
Investment: $10,000 (1 available)
The Opening Forum showcases a prominent speaker, typically from higher education, industry, or media. This is an evening event that precedes the official opening of the conference and is followed by a welcome reception and networking opportunities. Due to the caliber of the
invited speaker and schedule placement, it is a highly anticipated event of the Annual Meeting conference.

Benefits:

- **Sponsor logo and content prominently displayed in slideshow shown during lead-up to start of Forum**
- **Verbal recognition of sponsorship at the beginning of the Forum by AAC&U’s President Lynn Pasquerella. The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.**
- **Sponsor logo will be showcased alongside the Opening Forum on the Meeting website and app.**

**Opening Plenary**

*Investment: $7,500 (2 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 AACU’s president, Lynn Pasquerella, and recognition of annual awards.

Benefits:

- **Verbal recognition of sponsorship at the beginning of the Forum by AAC&U’s Board Chair or by President Lynn Pasquerella. The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.**
- **Exclusive branding opportunities on the conference website and app.**
- **Sponsor logo showcased in post conference email for “on-demand session.”**
**Sponsored Concurrent Sessions**

*Investment:* $5,000

In-person or virtual 1-hour session with Q&A, scheduled during concurrent sessions. Virtual session presentations will be recorded and available on-demand for 3 months after the meeting.

**Benefits:**

- Present educational content/hands-on demo, either in-person or through the virtual platform.
- Work with the Advancement team to develop your session for maximum appeal to conference attendees.
- Opportunity to select speakers from your organization.
- Session must include representatives from an AAC&U member institution and feature campus-oriented content.
- Sponsor logo showcased on conference website and app.

**Annual Forum on Open Learning and ePortfolios**

*Investment:* $5,000

AAC&U’s Annual Forum on Open Learning and ePortfolios begins as the Annual Meeting comes to a close. This full day virtual event engages participants in interactive concurrent sessions and workshops to share evidence and best practices showcasing how open learning and pedagogical practices, open educational resources, and ePortfolios advance student learning, agency, and success. The Forum highlights a diverse range of faculty development practices, leadership strategies, and student voices to provide participants with actionable steps for implementing and improving open learning and ePortfolio initiatives on their campuses.

**Benefits:**

- One complimentary event registration
- Present one sponsor-provided 45-minute concurrent session. AAC&U must give final approval on the topic, and strongly recommends that sponsors present in conjunction with a speaker(s) currently using the product or service on his or her campus.
- Brand awareness—sponsor logo showcased on website, and conference mobile app
ANNUAL MEETING SPECIAL BRANDING OPPORTUNITIES

Branded Networking Break

Investment: $3,000 (3 available)
Sponsor a moderated onsite discussion, where attendees can gather for discussions on a specific topic or question. As a sponsor of this activity, you will be promoting dialogue. The sponsor can select the topic. It is an opportunity to be creative—host an onsite Coffee House, Dessert Social, or Reception.

Benefits:
- Sponsor logo showcased in pre-meeting email.
- A sponsor can select the question or topic of the room for discussion (with association approval).
- The sponsor representatives will moderate/lead the discussion to engage attendees.

Women’s Leadership Breakfast

Investment: $5,000 (3 available)
This often-sold-out event brings together a diverse group of leaders from across all sectors of higher education. The program typically features a moderated dialogue between two-three prominent female leaders around pressing issues in higher education, politics, literature, and/or industry.

Benefits:
- Verbal recognition of sponsor at the opening welcome.
- Sponsor logo showcased on event page on conference website and app.
- Access to attendee list.
- Two Meeting registrations

Faculty and Administrators of Color Luncheon

Investment: $5,000 (3 available)
Like the Women’s Leadership Breakfast, this lunch event often sells out. Participants span a range of institution types and stakeholder 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.

Benefits:
- Verbal recognition of sponsor at the opening welcome.
- Sponsor logo showcased on event page on conference website and app.
- Access to attendee list.
- Two Meeting registrations
SPECIAL ADVERTISING OPPORTUNITIES

Tile Ad on the Meeting Homepage
Investment: $5,000 (2 available)
Display your company’s custom graphics on a tile to be displayed on the AAC&U Annual Meeting Home Page.
Benefits:
• Sponsor Tile (text, graphic, and link) visible to all participants during the meeting and for 3 months afterward.

Top Banner Ad During Livestream
Investment: $5,000 (3 available)
Display your company’s custom graphics on the top banner to be displayed for the Opening Evening Forum, the Opening Plenary, and the Closing Plenary.
Benefits:
• Sponsor banner (text, graphic, and link) visible to participants at the opening evening Forum, opening plenary, and closing plenary.
• Smaller banner to be included on 1 non-sponsored session for on-demand exposure for up to 3 months to all that view the selected session.

Rotating Bottom Banner Ad on the Session Livestream
Investment: $2,500 (5 available)
Display your company’s custom graphics on a rotating banner to be displayed on the session player during the Annual Meeting. Banners will rotate every 3–5 seconds.
Benefits:
• Sponsor banner (text, graphic, and link) visible to participants of all sessions.
Rotating Ad on the Meeting Navigation Menu

*Investment:* $2,500 (5 available)
Display your company’s custom graphics on a rotating banner to be displayed on the AAC&U Annual Meeting Page Navigation Bar. Banners will rotate every 3–5 seconds.

Benefits:
- *Sponsor banner (text, graphic, and link) visible to all participants.*

ANNUAL MEETING APP ADVERTISING OPPORTUNITIES

Tile Ad on the App Home Screen

*Investment:* $1,500 (2 available)
Display your organization’s custom graphics on a tile to be displayed on the AAC&U App Home Page.

Benefits:
- *Sponsor Tile (text, graphic, and link) visible to meeting app users.*

Meeting App Subpage Banner

*Investment:* $1,000 (3 available)
Display your company’s custom banner on a subpage to be displayed on the AAC&U App.

Benefits:
- *Sponsor Banner (text, graphic, and link) visible to all meeting app users.*

App Push Notifications

*Investment:* $500 (10 available)
Display your company’s custom notification through the meeting app.

Benefits:
- *Custom notification in meeting app sent to all app users.*
SPONSORSHIP OF AAC&U THEMATIC CONFERENCES

AAC&U holds four major thematic conferences each year. Each thematic conference attracts a diverse range of institutional types and campus stakeholders. Unlike the Annual Meeting, thematic conferences tackle specific areas of innovation and reform within higher education, such as general education, student success, global and community engagement, and transforming STEM education. Sponsors with more targeted areas of work will benefit from visibility among audiences with interest in these more focused topic areas. A synopsis of each thematic conference is below:

◊ **The Conference on Global Learning** delves deeply into bold new ideas and transformative innovations that prepare all students to thrive in an increasingly interconnected world. Through an array of in-depth sessions and workshops, participants explore the most relevant topics around global learning, community-based learning, and other high-impact practices in a global context.

◊ **The Transforming STEM Higher Education Conference** advances undergraduate STEM education by foregrounding the diverse perspectives, worldviews, voices of STEM faculty—especially those from groups historically marginalized in STEM. This event provides a deeper understanding of classroom, institutional, and national levers of reform and catalyzes a national agenda to drive discovery, innovation, and social change in STEM higher education.

◊ **The Conference on Diversity, Equity, and Student Success (DESS)** focuses on building coalitions and breaking down institutional siloes to create more just and equitable campuses and communities. This conference includes opportunities to explore how educators are advancing effective practices, identifying solutions to enduring challenges, and leading change for the common good.

◊ **The Conference on General Education, Pedagogy, and Assessment (GEPA)** engages educators across higher education to examine strategies for innovating general education curricula to better prepare students to thrive in their fields of study, their future careers, as civic agents, and as lifelong learners. Conference sessions reflect on current practices, question staid approaches, and spotlight innovative solutions to enhance quality and equity in student learning. Unique among AAC&U’s thematic conferences, GEPA includes both in-person and virtual conference programming, each with its own sponsorship opportunities.

Questions? Please contact us at advancement@aacu.org
THEMATIC CONFERENCE SPONSORSHIP LEVELS

AAC&U seeks to accommodate each sponsor’s desired level of support and engagement with the Association and our members. The chart below outlines sponsorship opportunities across multiple levels of support for both in-person and virtual programming options (where available):

<table>
<thead>
<tr>
<th>Sponsorship Levels for All In-Person Thematic Conferences</th>
<th>Bronze $3,500</th>
<th>Silver $7,000</th>
<th>Gold $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo listed in pre-Conference email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship listed on Conference webpage, mobile app, and in program (dependent on Conference format)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of complementary meeting registrations</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>One custom email to meeting registrants</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite exhibit booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of app push notifications</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Concurrent session</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>One custom email to membership</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

THEMATIC CONFERENCES SPECIAL SPONSORSHIP OPPORTUNITIES

Plenary or Keynote Session

*Investment $3,000 (Availability/Selection varies by conference)*

Plenary and keynote sessions feature a prominent speaker, typically 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. Because of the caliber of the invited speaker and schedule placement, these sessions are anticipated events during the thematic conferences.

Benefits:
- *Sponsor logo and content prominently displayed in slideshow during lead-up to start of the session*
- *Verbal recognition of sponsorship during session opening remarks. The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.*
- *Sponsor logo will be showcased alongside the session listing on the conference website and app.*

Questions? Please contact us at advancement@aacu.org
Sponsored Concurrent Sessions
*Investment:* $3,000 *(Availability/Selection varies by conference)*
In-person one-hour session with Q&A during one of the scheduled concurrent session blocks.
Benefits:

- Present educational content/hands-on demo
- Work with the Advancement team to develop your session for maximum appeal to conference attendees.
- Opportunity to select speakers from your organization.
- Session must include representatives from an AAC&U member institution and feature campus-oriented content.
- Sponsor logo showcased on conference website and app.

Poster Session
*Investment:* $1,500 *(Availability/Selection varies by conference)*
Engage with conference attendees in a poster session-style presentation format during one of the scheduled main poster session and reception opportunities.

Benefits:

- Present educational content in a poster session-style format as part of either the Welcome Reception & Poster Session or Networking Happy Hour & Poster Session time frames.
- Work with the Advancement team to develop your session for maximum appeal to conference attendees.
- Opportunity to select speakers from your organization.
- Sponsor logo showcased on conference website and app.

Evening Reception
*Investment:* $3,000 *(Availability/Selection varies by conference)*
Sole sponsorship, exclusive branding, and optional personalized engagement opportunities during one of the scheduled evening reception opportunities.

Benefits:

- Sponsor logo and content prominently displayed in reception area.
- Sponsor or AAC&U representative delivers reception opening welcome remarks and/or verbal recognition of sponsorship. The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Sponsor logo will be showcased alongside the session listing on the conference website and app.

Networking Break
*Investment:* $2,000 *(Availability/Selection varies by conference)*
Sole sponsorship, exclusive branding, and optional personalized engagement opportunities during one of the scheduled networking breaks.

Benefits:

- Sponsor logo and content prominently displayed in networking break area.
- Sponsor logo will be showcased alongside the break listing on the conference website and app.
- Work with the Advancement team to explore additional personalization or engagement opportunities for maximum appeal to conference attendees.
Breakfast/Lunch

**Investment:** $3,000 (Availability/Selection varies by conference)

Sole sponsorship, exclusive branding, and optional personalized engagement opportunities during one of the scheduled breakfasts or lunches.

**Benefits:**
- Sponsor logo and content prominently displayed in networking break area.
- Sponsor logo will be showcased alongside the break listing on the conference website and app.
- Work with the Advancement team to explore additional personalization or engagement opportunities for maximum appeal to conference attendees.

### THEMATIC CONFERENCES VIRTUAL SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Additional Sponsorship Levels for Virtual Programming</th>
<th>Bronze $3,000</th>
<th>Silver $5,000</th>
<th>Gold $7,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo listed in pre-Conference email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship listed on website, on mobile app, and in program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Virtual exhibit booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Number of complimentary Conference registrations</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Concurrent session</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of app notifications</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>One custom email to meeting registrants</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>“Featured Exhibitor” logo placement on conference platform main page with direct link to virtual booth</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Virtual Exhibit Booth
Virtual exhibit booths provide a dedicated digital space for you to engage with program attendees in a variety of ways.

Benefits:

- Header graphic
- Logo
- Social media links
- Booth hours for live staff engagement opportunities
- Video hosting
- Files/Resources section
- Sponsored session callout box
- Contact Us form
- Appointment scheduling or “Meet Now” option via embedded virtual meeting room within the virtual conference platform

Please contact the AAC&U Advancement team at advancement@aacu.org if you are interested in sponsorship opportunities for AAC&U’s thematic conferences.