ABOUT AAC&U

AAC&U advances the vitality and public standing of liberal education by making quality and equity the foundations of excellence in education in service to democracy.

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AAC&U MEMBERSHIP PROFILE

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

![Membership Quick Facts:](image)
- 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.

AAC&U’s Annual Meeting is one of the largest and most diverse gatherings of higher education leaders. 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.

Member Attendees at the 2021 Annual Meeting included:

![Member Attendees](image)

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

Questions? Please contact us at advancement@aacu.org
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 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-conference email</td>
<td>✓</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>
<td>✓</td>
</tr>
<tr>
<td>Advertising in virtual PDF program</td>
<td>¼ page ad included</td>
<td>½ page ad included</td>
<td>½ page ad included</td>
<td>Full page ad included</td>
</tr>
<tr>
<td>Complementary 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>Number of complementary meeting registrations</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>One custom email to meeting attendees</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</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>
<tr>
<td>Rotating ad on the Annual Meeting Homepage Navigation Menu</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 Presidents’ Trust members, recognition on the Presidents’ Trust Symposium website, 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.

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. Because of the caliber of the invited speaker and schedule placement, it is an 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 conference website and app.

Opening Plenary
Investment: $7,500 (2 available)
The Opening Plenary is the largest gathering of attendees at the Annual Meeting, typically
ranging from 2000-2500 people. 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.”**

**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.**
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: $7,500
AAC&U’s Annual Forum on Open Learning and ePortfolios begins as the Annual Meeting comes to a close. This full day 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. Sponsor to provide a short (1–2 minutes) pre-recorded introduction.

Benefits:
- The sponsor will have up to 2 minutes of pre-recorded video dependent on the platform.
- Brand awareness—sponsor logo showcased on website, and 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.

Faculty and Administrators of Color Luncheon
Investment: $5,000 (3 available)
Like the Women’s Leadership Breakfast, this lunch event often sells out. Participants spans a range of institutions 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.

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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 company’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:
• Send custom notification in meeting app 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 are more narrowly pitched to 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 General Education, Pedagogy, and Assessment** engaging 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.

◊ **The Conference on Global Learning** delves deep 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** 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.

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