

Sponsorship Prospectus

2023-24



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 across our differences 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 they major in, 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.

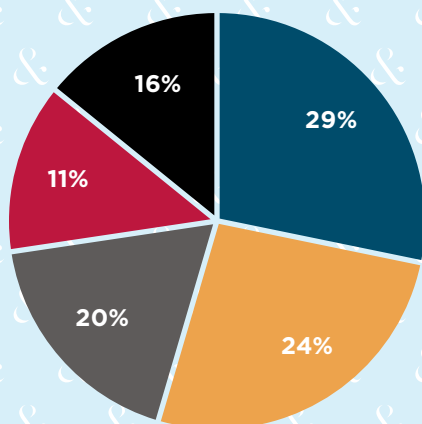
AAC&U MEMBERSHIP PROFILE

AAC&U serves administrators, faculty, staff, and students at nearly 1,000 colleges and universities across the country and around the world, as well as individuals at other institutions and organizations.

Our membership includes accredited public and private, two- and four-year colleges and universities, state higher education systems, agencies, organizations, and individuals throughout the United States and around the world.

MEMBERSHIP COMPOSITION

- Masters
- Baccalaureate
- Doctoral
- Associate
- Other



MEMBERSHIP QUICK FACTS:

Comparable balance
of public and
private institutions
(54% vs. 46%)

Membership includes
approximately 30%
of all HBCUs

AAC&U engages over 13,000 individuals annually through its annual meeting, four major thematic conferences, 12 institutes, and a range of regional events and webinars.

Each thematic conference attracts a diverse range of institutional types and campus stakeholders. Thematic conferences tackle specific areas of innovation and reform within higher education, such as general education; assessment; student success; diversity, equity and inclusion; global and community engagement; and transforming STEM education.

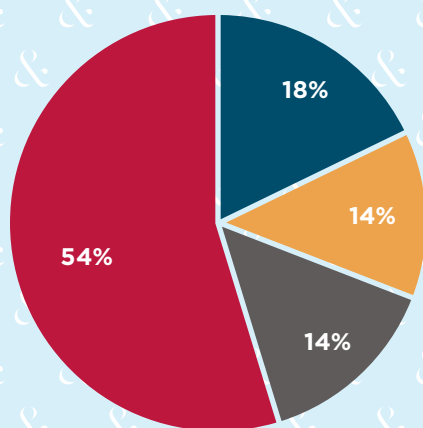
ANNUAL MEETING OVERVIEW

The AAC&U Annual Meeting is the association's largest and most diverse gathering of higher education stakeholders and senior leaders, bringing together provosts/chief academic officers, faculty, student affairs professionals, and other campus leaders gather to explore the integral relationship between liberal education and democracy. This meeting also engages policy leaders from state higher education systems and national associations. Programming includes symposia on particular topics, workshops, concurrent sessions, and exclusive programming for college and university presidents who are members of the AAC&U Presidents' Trust.

2023 ANNUAL MEETING DEMOGRAPHICS

Total Attendees: 1368
Org/Institutions: 553

- VP/Provost/President
- Dean/Chair
- Director
- Faculty/Others



ANNUAL MEETING SPONSORSHIP TIERS

AAC&U seeks to accommodate each sponsor's desired tier of support and engagement with the association and our members.

The chart below outlines sponsorship opportunities across multiple tiers of support. Sponsorship and advertising opportunities can also be combined with additional opportunities for branding, building awareness, generating leads, or thought leadership. Please contact advancement@aacu.org to learn more.

SPONSORSHIP TIERS FOR THE ANNUAL MEETING

OPPORTUNITIES	GOLD \$15,000	SILVER \$10,000	BRONZE \$5,000
Sponsor logo listed in pre-meeting emails	✓	✓	✓
Sponsor recognition on on-site signage and pre-plenary slideshow	✓	✓	✓
Logo and link to sponsor website on AAC&U Annual Meeting webpage	✓	✓	✓
Sponsor listed in mobile app	✓	✓	✓
Number of complimentary meeting registrations	3	2	1
On-site exhibit booth	✓	✓	✓
Opt-in attendee list (titles and institutions)	✓	✓	✓
One concurrent session led by sponsor	✓	✓	
One app push notification	✓		
One custom email to meeting registrants sent on behalf of sponsor	✓		

ANNUAL MEETING SUB-EVENT SPONSORSHIP OPPORTUNITIES

PRESIDENTS' TRUST SYMPOSIUM

Investment: \$15,000 (4 available)

The AAC&U Presidents' Trust Symposium draws a diverse audience of college and university presidents representing a broad cross-section of higher education institutions from across the country and 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:

- Verbal recognition of sponsorship during 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's final approval.
- Specific recognition (logo with URL, where applicable) as a Presidents' Trust Symposium sponsor on the Presidents' Trust Symposium website, on-site signage and one email to Presidents' Trust members.
- Two complimentary registrations for the Presidents' Trust Symposium and the Annual Meeting.
- One custom email to Symposium attendees sent on sponsor's behalf
- Access to opt-in Presidents' Trust Symposium attendee list (includes titles and institutions)
- Where not otherwise specified, recognition as a "Gold-level" sponsor on all general conference collateral.

PRE-MEETING SYMPOSIUM

Investment: \$4,000 (1 available)

The Pre-Meeting Symposium is a full day supplemental event convening around a timely issue or topic in higher education, such as mental health, racial injustice, or 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
- Recognition as the exclusive sponsor of the Pre-Meeting Symposium on conference website, mobile app, and on-site signage
- Sponsor logo showcased in post-meeting email for "on-demand session."
- One complimentary registration for the Pre-Meeting Symposium and the Annual Meeting
- One custom email to Symposium attendees sent on sponsor's behalf
- Access to Pre-Meeting Symposium opt-in attendee list (includes titles and institutions)

OPENING FORUM

Investment: \$15,000 (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 Annual Meeting 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 sub-event of the Annual Meeting.

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 president, Lynn Pasquerella
 - The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U's final approval
- Sponsor logo will be showcased alongside the Opening Forum on the conference website, mobile app and on-site signage.
- Sponsor may produce and place printed collateral (no larger than 8.5"x11") on chairs in the ballroom before the Forum begins
- Two complimentary registrations to the Annual Meeting
- Where not otherwise specified, recognition as a "Gold-level" sponsor on general meeting collateral

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 annual awards.

BENEFITS:

- Sponsor logo and content prominently displayed in slideshow shown during lead-up to start of Opening Plenary
- Verbal recognition of sponsorship at the beginning of the Plenary by AAC&U 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
- Sponsor logo showcased alongside the Opening Plenary on the conference website, app and on-site signage.
- Sponsor may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins
- Two complimentary registrations to the Annual Meeting
- Where not otherwise specified, recognition as a "Gold-level" sponsor on all general meeting collateral

WOMEN'S LEADERSHIP BREAKFAST

Investment: \$5,000 (3 available)

This 100-person 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 around pressing issues in higher education, politics, literature, and/or industry.

BENEFITS:

- Verbal recognition of sponsor during the breakfast's welcome remarks
- Sponsor logo showcased on on-site signage, event webpage on conference website, and app
- One custom email to Breakfast attendees sent on sponsor's behalf
- Access to opt-in Women's Leadership Breakfast attendee list (includes titles and institutions)
- One registration to the Women's Leadership Breakfast and the Annual Meeting

FACULTY AND ADMINISTRATORS OF COLOR LUNCHEON

Investment: \$5,000 (3 available)

Focused on contemporary challenges faced by faculty and administrators of color, this luncheon provides a unique opportunity to engage with leaders from all types of institutions across the higher education landscape. Like the Women's Leadership Breakfast, this lunch event often reaches its 100-person capacity. Participants span a range of institutional 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 during the luncheon's welcome remarks
- Sponsor logo showcased on on-site signage, event webpage on meeting website and app
- One custom email to Luncheon attendees sent on sponsor's behalf
- Access to opt-in attendee list (includes titles and institutions]
- One registration to the Faculty and Administrators of Color Luncheon and the Annual Meeting



AAC&U holds four major thematic conferences each year. Each thematic conference attracts a diverse range of institution types and campus stakeholders.

Unlike the Annual Meeting, thematic conferences tackle specific areas for innovation and reform within higher education, such as general education; assessment; student success; diversity, equity and inclusion; global and community engagement; and transforming STEM education. Sponsors with targeted areas of work will benefit from visibility among audiences with interests in these focused topic areas.

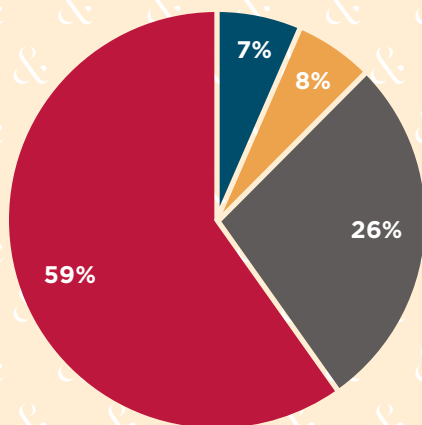
CONFERENCE ON GLOBAL LEARNING

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.

2022 CONFERENCE DEMOGRAPHICS

Total Attendees: 345
Org/Institutions: 194

- VP/Provost/President
- Dean/Chair
- Director
- Faculty/Others



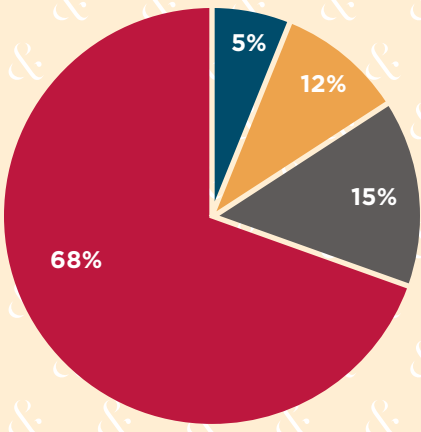
TRANSFORMING STEM HIGHER EDUCATION CONFERENCE

The Transforming STEM Higher Education Conference advances undergraduate STEM education by foregrounding the diverse perspectives, worldviews, and 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.

2022 CONFERENCE DEMOGRAPHICS

Total Attendees: 557
Org/Institutions: 271

- VP/Provost/President
- Dean/Chair
- Director
- Faculty/Others



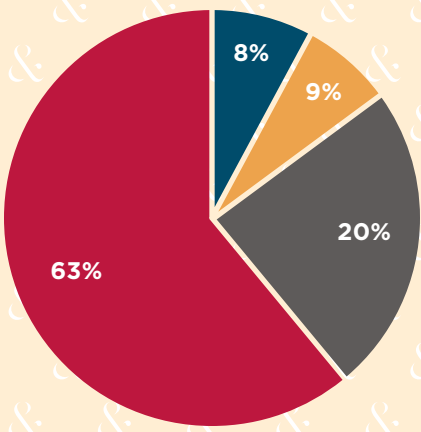
CONFERENCE ON DIVERSITY, EQUITY, AND STUDENT SUCCESS

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.

2023 CONFERENCE DEMOGRAPHICS

Total Attendees: 1106
Org/Institutions: 491

- VP/Provost/President
- Dean/Chair
- Director
- Faculty/Others



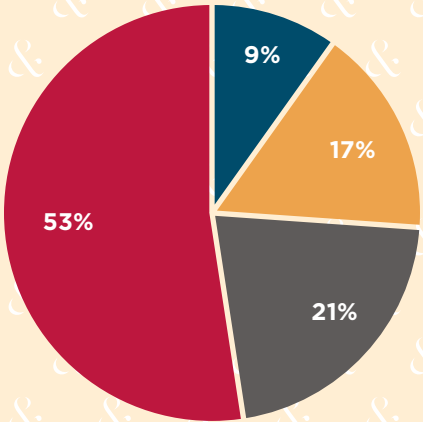
CONFERENCE ON GENERAL EDUCATION, PEDAGOGY, AND ASSESSMENT

The Conference on General Education, Pedagogy, and Assessment 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.

2023 CONFERENCE DEMOGRAPHICS

Total Attendees: 795
Org/Institutions: 377

- VP/Provost/President
- Dean/Chair
- Director
- Faculty/Others



THEMATIC CONFERENCE SPONSORSHIP TIERS

OPPORTUNITIES	GOLD \$10,000	SILVER \$7,500	BRONZE \$4,000
Sponsor logo listed in pre-conference email	✓	✓	✓
Sponsor recognition on on-site signage and pre-plenary slideshow	✓	✓	✓
Logo and link to sponsor website on AAC&U Conference webpage	✓	✓	✓
Sponsor listed in mobile app	✓	✓	✓
Number of complimentary conference registrations	3	2	1
On-site exhibit booth	✓	✓	✓
Opt-in attendee list (titles, institutions)	✓	✓	✓
One concurrent session	✓	✓	
One app push notification	✓	✓	
One custom email to conference registrants sent on behalf of sponsor	✓		

SPECIAL SPONSORSHIP OPPORTUNITIES

PLENARY SESSION

Investment \$10,000 (Availability varies by conference)

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, these sessions are highly anticipated events during the thematic conferences.

BENEFITS:

- Verbal recognition of sponsorship at the beginning of the session by a member of the AAC&U executive leadership team
 - The sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
 - Sponsor logo showcased on conference website, app, and on-site signage
 - Sponsor may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins
 - One complimentary registration to the conference
 - Where not otherwise specified, recognition as a "Gold-level" sponsor on all general conference collateral.
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EVENING RECEPTION

Investment: \$5,000 (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 logo showcased on on-site signage, conference website, and app
 - Work with the Advancement team to explore additional personalization or engagement opportunities for maximum appeal to conference attendees
-

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
- Opportunity to select speakers from your organization
- Sponsor logo showcased on on-site signage, conference website, and app
- Work with the Advancement team to develop your session for maximum appeal to conference attendees

ADDITIONAL OPPORTUNITIES

We welcome creative ideas for increasing brand awareness and engagement at the Annual Meeting and Thematic Conferences.

Contact advancement@aacu.org with ideas of your own or to learn more about:

Registration swag

Registration tote bag sponsorship

Registration flyer/brochure insert

Conference registration giveaways

Lanyards

Charging stations

Private meeting room access

Concurrent sessions

On-site focus groups

Branded refreshment/networking break

Private receptions

Hotel keycards

Conference Wi-Fi

On-site venue branding (e.g., wall clings, elevators, escalators, column wraps)

AAC&U INSTITUTES

AAC&U Institutes offer opportunities for teams and individuals to develop and exchange best practices in support of advancing campus change initiatives. AAC&U welcomes the gracious support and participation of program partners at the following institutes:

- Curriculum-to-Career Innovations Institute
- Institute on ePortfolios
- Institute on General Education and Assessment
- Institute on Open Educational Resources
- Institute on Truth, Racial Healing & Transformation Campus Centers
- Institute on High-Impact Practices and Student Success

ADVERTISING

Build awareness through advertising opportunities in AAC&U publications, including the award-winning *Liberal Education* magazine and AAC&U News, our monthly e-Newsletter.

THOUGHT LEADERSHIP

Position your organization as a leader in higher education by partnering with AAC&U on webinars that span the calendar year and routinely reach a large audience of higher education stakeholders or sponsored research projects on special topics.