



American Association *of*
Colleges & Universities

2027 Sponsorship Prospectus

ANNUAL MEETING

**Higher Education at 250:
Purpose, Trust, and Transformation**

January 20–22, 2027

Seattle, WA | Sheraton Grand Seattle



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.

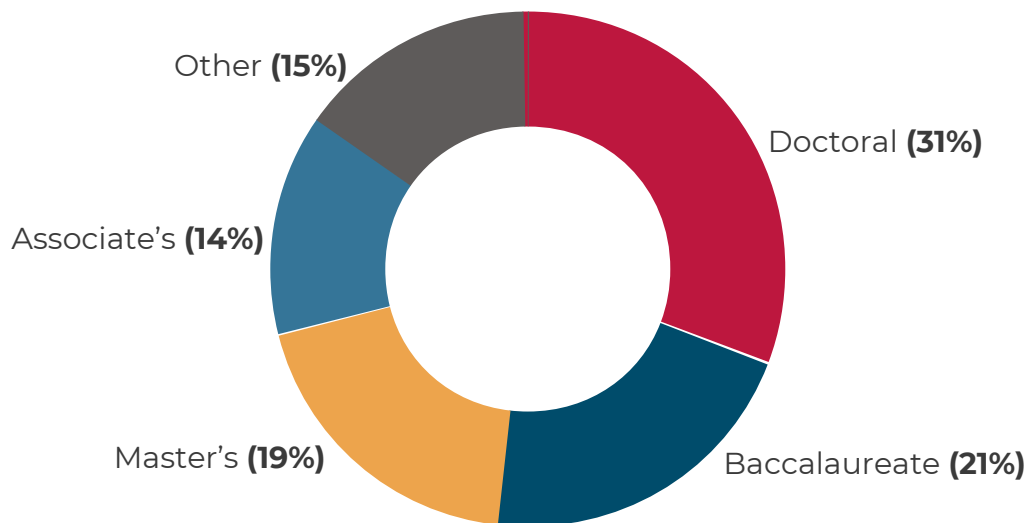
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is, 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 includes more than 1,200 institutional, individual, and affiliate members globally. AAC&U member institutions educate nearly 7.8 million students each year and employ more than 375,000 faculty and staff. AAC&U has members in all 50 US states, plus the District of Columbia and Puerto Rico, and in 18 other countries. AAC&U member institutions lead scholarly research, policy reform, and higher education transformation.

2026 MEMBERSHIP COMPOSITION



Balance of institutions: Public 55% | Private 45%

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, engaging over 13,000 individuals annually through its annual meeting, thematic conferences, 10+ institutes, and a range of forums, workshops, and regional events.
- **Webinars** that routinely reach hundreds of higher education leaders through live and on-demand viewing.
- Advertising opportunities in our 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.

HIGHER EDUCATION AT 250

The [AAC&U Annual Meeting](#) is the association's largest and most diverse gathering of higher education senior leaders, bringing together presidents, provosts and chief academic officers, faculty, student affairs professionals, and other campus leaders to focus on the most pressing issues and challenges in higher education.

The resilience of higher education is being tested more severely than ever. 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 2027 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.

2027 Thematic Meeting Tracks:

- Advancing Public Trust
- Creating Student Pathways to Purpose and Success
- Educating for Democracy
- Engaging with Evidence
- Leveraging AI
- Rethinking Pedagogy and Practice
- Strengthening Global Engagement

WHO ATTENDS?

Based on 2026 Annual Meeting participation:

1,372

Total Attendees

576

Organizations Represented

Attendee Profile

- Deans & Department Chairs: 31%
- Academic Affairs: 16%
- Faculty: 18%
- Presidents & Provosts: 14%
- Educational Non-Profit & Policy Leaders: 12%
- Institutional Affairs: 6%
- Student Affairs: 3%

Participants represent hundreds of institutions nationwide and internationally, engaging directly with both practical strategies and broader questions of purpose, trust, and institutional mission.

Past Sponsors have included:

- Arthur Vining Davis Foundation
- Braven
- Canopy
- CodeSignal
- Elsevier
- EAB
- FIU
- GradGraph
- Instructure
- Kaplan
- McGraw-Hill Education
- QuadC
- Riipen
- Stellic

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

AAC&U offers several sponsorship packages designed to provide meaningful engagement with higher education leaders and to support the AAC&U Annual Meeting.

These opportunities provide varying levels of visibility, engagement, and access to leadership for organizations seeking to connect with institutional decision-makers.

Conference sponsors will engage directly with decision-makers from colleges and universities globally—including presidents, provosts, faculty leaders, international education officers, and senior administrators—as well as employer and community partners.

First Time Sponsor and Multi-Event Sponsor Rate

We offer a one-time 10% sponsor discount to organizations that either:

- sponsor the 2027 UERU Conference, or
- sponsor any other AAC&U thematic conference for fiscal year 2027 (July 1, 2026 through June 30, 2027), or
- have not sponsored an AAC&U event in the last two years.

Discounts cannot be combined.

SPONSORSHIP PREMIER LEVELS

All sponsors at this level receive complimentary registrations and access to opt-in registrants' contact information for networking purposes. We offer limited sponsor opportunities at this level, making the Premier Levels the most exclusive option.

PRESENTING **starts at \$50,000**

- Co-branding on lanyards & conference-wide
- Exclusive and dedicated branding throughout the meeting, showcasing the program partner logo and a short description
- Remarks at Opening Plenary Session
- Welcome Reception Host recognition
- Curated invitation-only off-site dinner (up to 12 guests)
- 50-minute concurrent session (limited number availability)
- One app push notification to all attendees
- 5 complimentary registrations
- Ad space in *Liberal Education* Magazine
- On-site exhibit space
- Opt-in registrant list provided in advance of Annual Meeting

PLATINUM **starts at \$35,000**

- Verbal recognition of partnership at the beginning of the Opening Forum and at the Closing Plenary
- 50-minute concurrent session (limited number available)
- Exclusive and dedicated branding throughout the meeting, showcasing the program partner logo and a short description
- One app push notification to all attendees
- 4 complimentary registrations
- Ad space in *Liberal Education* Magazine
- On-site exhibit space
- Opt-in registration list sent after Annual Meeting concludes

SPONSORSHIP LEVELS

GOLD starts at \$15,000

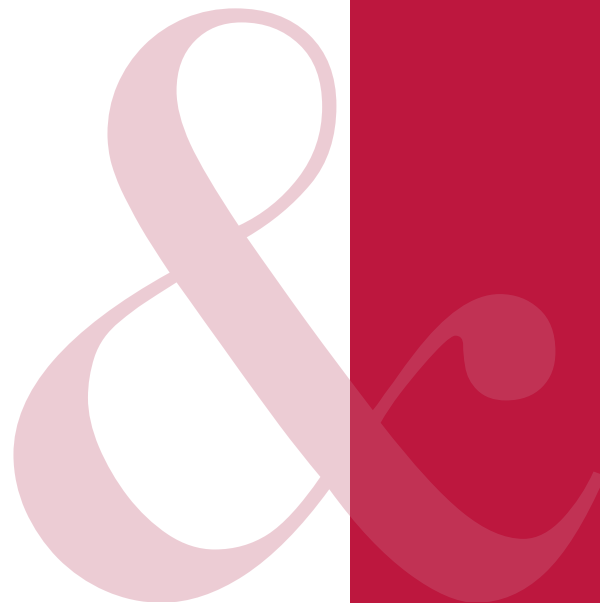
- 50-minute concurrent session (limited number available)
- Partner logo showcased on the website, mobile app, and on-site signage
- 3 complimentary meeting registrations
- Ad space in *Liberal Education* Magazine
- On-site exhibit space
- Opt-in registration list sent after Annual Meeting concludes

SILVER starts at \$7,500

- Partner logo showcased on the annual meeting website, mobile app, and on-site signage
- 2 complimentary meeting registrations
- On-site exhibit space
- Opt-in registration list sent after Annual Meeting concludes

BRONZE starts at \$5,000

- Partner logo showcased on the annual meeting website, mobile app, and on-site signage
- 1 complimentary meeting registration
- On-site exhibit space



SPONSOR BENEFITS SUMMARY

	Presenting \$50,000	Platinum \$35,000	Gold \$15,000	Silver \$7,500	Bronze \$5,000
Brand Visibility					
Logo on website, app & signage	★	★	★	★	★
Exclusive & dedicated branding throughout meeting	★	★			
App push notification to all attendees	★	★			
Verbal recognition at Opening Forum & Closing Plenary	★				
Advertising space in AAC&U e-Newsletter/ <i>Liberal Education</i> Magazine	★	★	★		
Thought Leadership					
50-minute concurrent session (limited availability)	★	★	★		
Access & Participation					
Complimentary Registrations	5	4	3	2	1
Opt-in registration list (pre- meeting)	★				
Opt-in registration list (post- meeting)		★	★	★	
On-site exhibit space	★	★	★	★	★

SPECIAL ADD-ON SPONSORSHIP OPPORTUNITIES

NEW! Presidents' Lounge

\$20,000 (1 available)

Exclusive sponsorship of a dedicated lounge space reserved for college and university presidents and invited senior leaders throughout the Annual Meeting. The Presidents' Lounge provides an intimate, high-visibility environment for the most senior participants in the meeting, making it the most premium and sought-after engagement opportunity at the 2027 Annual Meeting.

BENEFITS:

- Exclusive partner-branded signage in the Presidents' Lounge, co-branded with AAC&U
- Partner logo prominently displayed on the meeting website, mobile app, and on-site signage
- Verbal recognition of partnership during the Presidents' Trust Symposium
- Opportunity to produce and place collateral on tables in the lounge area
- Opt-in registration list of Annual Meeting attendees (includes names, titles, institutions, and email addresses) sent one week after the meeting concludes
- 4 complimentary meeting registrations
- Ad space in *AAC&U eNewsletter/Liberal Education Magazine*
- Where not otherwise specified, recognition as a Platinum Partner on Annual Meeting collateral

Presidents' Trust Symposium

\$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.

- 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.
- 2 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 conclude

Opening Night Forum

\$15,000 (1 available)

The Opening Night 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"×11") 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
- 3 complimentary meeting registrations
- Ad space in AAC&U eNewsletter/*Liberation Education Magazine*
- Where not otherwise specified, recognition as a Gold Partner on Annual Meeting collateral

Networking Lounge

\$17,500 (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 charging stations, comfortable furniture and tables for engaging conversations, and special features to encourage attendees to drop in. This 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, co-branded with AAC&U
- Partner-branded charging stations, at no additional cost to partner
- Opportunity to produce and place collateral on tables in lounge area
- 6-foot on-site exhibit booth
- Ad space in AAC&U eNewsletter/*Liberal Education Magazine*
- Opt-in registration list sent one week after the meeting concludes

Women's Leadership Breakfast

\$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.

BENEFITS:

- Partner logo showcased on the meeting website, mobile app, and on-site signage
- Partner logo showcased on exclusive breakfast 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

Faculty and Administrators of Color Luncheon

\$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. 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 luncheon and the Annual Meeting
- Where not otherwise specified, recognition as a Bronze Partner on Annual Meeting collateral

Global Issues Breakfast

\$2,500 (4 available)

Focused on global challenges faced by faculty and administrators, this ticketed breakfast provides a unique opportunity to engage with leaders from all types of institutions across the higher education landscape. The event features a speaker or panel of higher education leaders.

BENEFITS:

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

Contemporary Issues Breakfast

\$2,500 (4 available)

Focused on contemporary challenges faced by faculty and administrators, this ticketed breakfast provides a unique opportunity to engage with leaders from all types of institutions across the higher education landscape. The event features a speaker or panel of higher education leaders.

BENEFITS:

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

Partner-Hosted Evening Receptions

\$5,000 (2 available)

Opportunity to host an invitation-only or open reception in AAC&U's Annual Meeting space.

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

DINE AROUND SPONSOR

\$7,500 (2 available)

A Dine Around may be added to any existing sponsorship tier. Dine-arounds are held off-site, within walking distance of the Sheraton Grand Seattle, and may include up to 12 individuals. The invitation list is curated by AAC&U.



Help Us Shape the Future of Liberal Education

AAC&U's Annual Meeting is supported through the contributions of organizational partners and sponsors whose work advances the goals of higher education and its service to the common good.

Sponsorships provide essential funding that offsets the cost of producing the conference, including programming and attendee experience. AAC&U is enthusiastic about innovative and creative ways to help your organization reach your target audience. We welcome conversations about custom branding, engagement, and thought leadership opportunities at the 2027 Annual Meeting.

CONFERENCE INFORMATION

Dates: January 20–22, 2027

Location: Sheraton Grand Seattle
Seattle, WA

Deadline for sponsorships:
Friday, October 30, 2026

Questions?

For general conference questions:
annualmeeting@aacu.org

To learn more about sponsorship opportunities, please contact:
advancement@aacu.org

