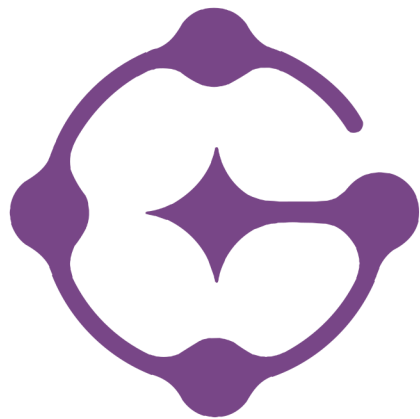




American Association
of Colleges & Universities

2026 Sponsorship Prospectus

CONFERENCE ON
**GLOBAL
LEARNING**



November 11-14, 2026

Washington, DC | GrandHyatt

October 13-14 | Virtual



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.

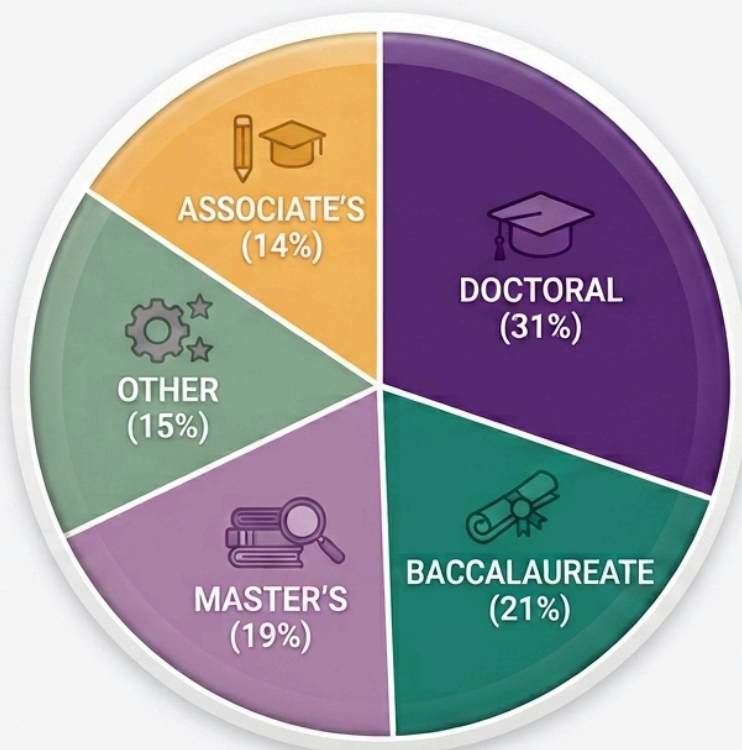
Grounded in equity and inclusion, our vision of educational excellence is focused on the **learning all students need for success** in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major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

A WORLD CONNECTED

Higher education today faces a defining challenge: preparing students to engage meaningfully and ethically with an interconnected world — even as the meaning and mechanisms of that connection rapidly evolve.

Held in Washington, DC—a city uniquely positioned at the crossroads of diplomacy, policy, and global civic life—the 2026 conference (which also has a virtual component) convenes a community of higher education leaders and organizational partners who believe that global learning is a commitment that runs through every dimension of institutional life.

Through an array of in-depth sessions, workshops, employer roundtables, and DC-based engagements, attendees explore the most pressing questions in global and community-based learning, from emerging technology and virtual exchange to career readiness, equity, and institutional strategy.

Session Content Explores:

- fostering innovation in global learning beyond technology alone
- integrating intercultural competence into academic and applied learning
- positioning global learning as a tool for peacebuilding and civic resilience
- expanding access to global learning for all students



WHO ATTENDS?

AAC&U conferences bring together a broad and diverse community of higher education professionals from institutions of all types—public and private, two-year and four-year, residential and online.

Attendees include:

- Global learning, international education and education abroad professionals
- Faculty teaching globally-focused, interdisciplinary, and professional studies courses
- Career services and employer engagement professionals
- Presidents, provosts, and senior academic leaders
- Deans, department chairs, and curriculum leaders
- Community engagement and civic learning professionals
- Policy professionals and DC-based organizational partners
- Institutional researchers and assessment professionals
- Instructional designers and professionals from centers for teaching and learning

Participants represent hundreds of institutions nationwide and internationally, and engage directly with both practical strategies and broader questions of equity, access, and institutional mission.

- International education professionals: **~30–35%**
- Faculty and faculty developers: **~25–30%**
- Academic and administrative leaders: **~20–25%**
- Career services, employer, and community partners: **~10–15%**



CONFERENCE SPONSORSHIP OPPORTUNITIES

AAC&U offers several sponsorship packages designed to provide meaningful engagement with higher education leaders and to support the Conference on Global Learning.

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

Sponsors gain access to AAC&U's expansive membership of more than 1,200 institutional, individual, and affiliate members in the US and globally, including opportunities to:

- Engage directly with institutional decision-makers shaping global learning strategy
- Demonstrate thought leadership at the intersection of global education, workforce readiness, and emerging technology
- Build relationships across academic, administrative, and community-based leadership
- Increase brand visibility among a national and international network
- Connect with a growing cohort of employer and career services partners in the global learning space
- Support equitable, mission-aligned innovation in higher education

SPONSORSHIP LEVELS AND BENEFITS

	PRESENTING \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
 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	★	★			
Curated invitation-only dinner offsite	★				
 Access & Participation					
Complimentary registrations	5	4	3	2	1
On-site exhibit space	★	★	★	★	★
Opt-in registration list pre-meeting (Presenting sponsor)	★				
Opt-in registration list post-meeting		★	★	★	
 Thought Leadership					
50-minute concurrent session (limited availability)	★	★	★		

First Time Sponsor and Multi-Event Sponsor Rate

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

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

Discount cannot be combined.

ADD-ON SPONSORSHIP OPPORTUNITIES

Invite-Only Sponsor-Hosted Luncheon — \$10,000

(2 available)

Opportunity to convene a targeted audience of higher education leaders during the conference.

Benefits include:

- Partner-hosted luncheon
- Partner-led programming (subject to approval)
- Exhibit booth
- Opt-in attendee list (post-conference)
- Three complimentary registrations
- Recognition as a Gold Tier Sponsor

Networking Break Sponsor — \$5,000 *(2 available)*

Brand recognition during one scheduled conference networking breaks.

Benefits include:

- Branding displayed in the networking break area
- Exhibit booth
- One complimentary registration
- Ability to distribute materials or QR codes during break
- Recognition as a Silver Tier Sponsor

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 Grand Hyatt, and may include up to 12 individuals. The invitation list is curated by AAC&U.



Help Us Advance Global Learning in Higher Education

The Conference on Global Learning is supported through the contributions of organizational partners and sponsors whose work advances the goals of global education across higher education.

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 you engage with the global learning community and the higher education leaders who shape its future.

CONFERENCE INFORMATION

In-Person

Dates: November 12-14, 2026

Location: Grand Hyatt Washington,
1000 H Street NW, Washington, DC 20001

Virtual

Dates: October 13-14, 2026

**Deadline for sponsorship:
Friday, October 16, 2026**

Questions?

For general conference questions:
globalconference@aacu.org
To learn more about sponsorship
opportunities, please contact:
advancement@aacu.org