

Forum on Transformational Leadership

Partnership
Prospectus 2025-26

AAC&U

American Association
of Colleges & Universities

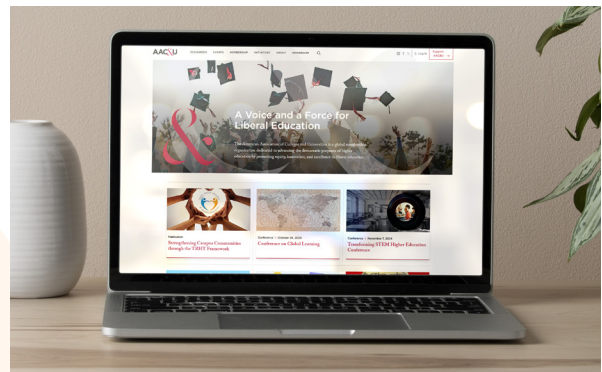
About AAC&U

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.

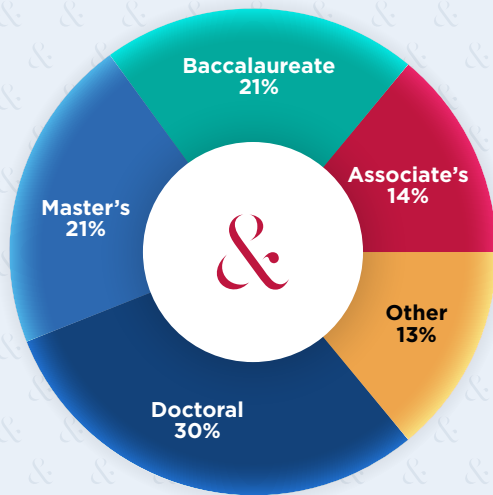
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is,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



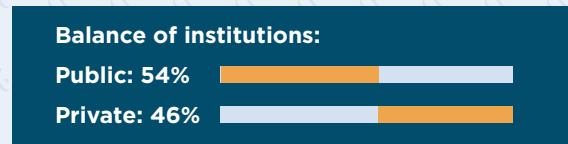
AAC&U Membership Profile

Institutional membership in AAC&U serves administrators, faculty, staff, and students at nearly 800 colleges and universities worldwide. These colleges and universities educate nearly 7.8 million students each year and employ more than 375,000 faculty. In addition, AAC&U membership includes nearly 400 individual members from other campuses, associations, and academic and scholarly organizations. AAC&U has members in all 50 US states, plus the District of Columbia and Puerto Rico, and members are active in 35 other countries. AAC&U member institutions lead scholarly research, policy reform, and higher education transformation.



2024 Membership Composition

● Associate's	14%
● Baccalaureate	21%
● Master's	21%
● Doctoral	30%
● Other	13%



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, including the AAC&U Annual Meeting, major thematic conferences, and multiple other institutes, forums, and workshops. AAC&U engages over 13,000 individuals annually through its annual meeting, thematic conferences, 10+ institutes, and a range of forums, workshops, and regional events.
- Webinars that span the calendar year. AAC&U webinars routinely reach hundreds of higher education leaders through live and on-demand viewing.
- Advertising opportunities, including the 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.

Forum on Transformational Leadership

April 15–16, 2026 // Tucson, Arizona

The Forum on Transformational Leadership is designed to prepare leaders in higher education with the knowledge, tools, and courage to meet complex challenges and create change at their institutions. Sessions are curated to draw from theory to reframe leadership as a set of skills that can be taught and applied to practice.

Change agents with a variety of titles and roles in higher education have an interest in transforming institutional culture, the power to make decisions, the skill to organize social movements, and the expertise that applies to leadership at multiple levels of colleges and universities. Therefore, this forum is for leaders with a variety of titles and roles in higher education.

More than 120 mid-career higher education professionals working at colleges and universities across the country will attend this program. Expected titles include:

- Associate/assistant provosts
- Academic deans
- Department chairs
- Faculty leaders

Learn More:

www.aacu.org/transform

GOLD	SILVER	BRONZE
<p>Partner logo showcased on on-site signage, forum website, and forum program.</p> <p>2 complimentary forum registrations.</p> <p>Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.</p> <p>Verbal recognition of partner by forum director within the forum programming. The partner may provide a 30-second script for this recognition one month prior to the forum, subject to AAC&U final approval.</p>	<p>Partner logo showcased on on-site signage, forum website, and forum program.</p> <p>1 complimentary forum registration.</p> <p>Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.</p>	<p>Partner logo showcased on on-site signage, forum website, and forum program.</p> <p>1 complimentary forum registration.</p> <p>Partner may produce and place collateral (no larger than 8.5"x11" or a small item) or swag in attendee welcome materials.</p>
\$7,500	\$5,000	\$2,500

Forum on Transformational Leadership Special Partnership Opportunities

Wednesday Networking Reception

Investment: \$10,000 (1 available)

Exclusive sponsorship and branding opportunities at an evening networking reception for all forum participants on Wednesday, April 15.

BENEFITS:

- Partner logo prominently displayed in reception area.
- Partner and AAC&U branded cocktail napkins placed at reception, at no additional cost to partner.
- Opportunity to deliver remarks (1-3 minutes) at the beginning of the reception by a senior representative of the partnering organization; the partner will provide a short script for this recognition one month prior to the forum, subject to AAC&U final approval.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the forum concludes.
- Three complimentary forum registrations.
- Where not otherwise specified, recognized as Gold Partner in forum collateral.

Welcome Tote Bag Sponsorship

Investment: \$3,000 (1 available)

Sole sponsorship and exclusive branding of the attendee welcome tote bags, provided to all participants.

BENEFITS:

- Partner logo showcased on forum webpage, mobile app, and on-site signage.
- Partner and AAC&U branded welcome tote bags to be provided to all forum participants, at no additional cost to partner.
- One complimentary forum registration.
- Where not otherwise specified, recognition as a Bronze Partner in forum collateral.

Networking Break

Investment: \$2,500 (2 available)

Sole sponsorship and exclusive branding of one of two networking breaks. Your support fuels energy and engaging conversation at the forum.

BENEFITS:

- Partner logo showcased on forum webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking break space.
- One complimentary forum registration.
- Where not otherwise specified, recognition as a Bronze Partner in forum collateral.