Sponsorship Prospectus

November 19-22, 2024 // Greensboro, NC

About the Institutes

The Credo + AAC&U Leadership Institutes for Women and Gender-Diverse Leaders equip participants to lead more courageously, vulnerably, and effectively. They create a leadership development space where the weight of patriarchal structures is just a little bit lighter than is typical across culture and society.

Credo and AAC&U share a passion for building and supporting an increasingly diverse leadership pipeline across higher education. The 2024 institutes will be open to presidential leaders and senior leaders at colleges and universities.

The Leadership Institutes are focused on the development of leaders who identify as women and gender diverse. The Leadership Institutes are open to all higher education leaders regardless of gender identity.

This year’s institutes focus on the theme “Leading with Hope,” and include a mix of panel discussions, attendee-presented sessions, time with industry experts, and space for leader-to-leader conversation and reflection. These institutes focus on building a community of exceptional leaders during this time of intense challenges in higher education.

Target Audience

120 college and university leaders will participate in two overlapping institutes:

- Senior Leadership Institute (Nov. 19-20)
- Presidential Leadership Institute (Nov. 20-22)

Expected titles of participants include:

- President
- Provost
- Vice President
- Associate/Assistant Vice President
- Chief of Staff
- Dean
Institute Sponsorship & Engagement Opportunities

AAC&U offers a variety of sponsorship engagement opportunities for this program. Contact advancement@aacu.org to discuss opportunities for this or other AAC&U programs.

Leadership Institutes Patron

*Investment: $10,000 (1 available)*

Premiere sponsorship of the institutes. Show your organization’s support for women and gender-diverse leaders of higher education.

- Sponsor logo showcased on on-site signage for both Institutes, Leadership Institutes website, and Leadership Institutes program
- Opportunity to deliver welcome remarks (1-3 minutes) at the beginning of the Senior Leaders Institute by a senior representative of the sponsoring organization; the sponsor will provide a short script for this recognition, subject to AAC&U + Credo final approval
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for both Leadership Institutes
- Two complimentary registrations to the Senior Leaders Institute for women or gender-diverse leaders from your organization
- One custom email sent by AAC&U on behalf of the sponsor to all registrants of both the Senior Leadership and Presidential Leadership Institutes.

Keynote Dinner – *Leading with Hope* with Jessica Riddell

*Investment: $10,000 (1 available)*

Sponsorship, branding, and exclusive programmatic opportunities at the keynote dinner featuring Jessica Riddell. Attendees include participants of both the Senior Leadership and Presidential Leadership Institutes.

Benefits:

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Opportunity to deliver welcome remarks (1-3 minutes) at the beginning of the keynote dinner by a senior representative of the sponsoring organization; the sponsor will provide a short script for this recognition, subject to AAC&U + Credo final approval
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for both Leadership Institutes
- Two complimentary registrations to the Senior Leaders Institute, for women or gender-diverse leaders from your organization
- One custom email sent by AAC&U on behalf of the sponsor to all registrants of both the Senior Leadership and Presidential Leadership Institutes.
Pre-Keynote Evening Reception

*Investment: $7,500 (1 available)*

Exclusive sponsorship and branding opportunities at the evening reception directly preceding the Leadership Institutes’ joint Keynote & Dinner. Attendees include participants of both the Senior Leadership and Presidential Leadership Institutes.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for both Leadership Institutes
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization
- One custom email sent by AAC&U on behalf of the sponsor to all registrants of both Leadership Institutes

Welcome & Opening Reception

*Investment: $5,000 (Senior Leadership Institute only)*

Exclusive sponsorship and branding opportunities at the Senior Leadership Institute Welcome & Opening Reception.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for the Senior Leadership Institute
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization
- One custom email sent by AAC&U on behalf of the sponsor to registrants of the Senior Leadership Institute
**Lunch Sponsorship**

*Investment: $5,000 (Senior Leadership Institute only)*

Sponsorship, branding, and exclusive programmatic opportunities during the scheduled lunch break.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Verbal recognition of sponsorship during opening remarks at the beginning of the Institute’s programming for that day; the sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U + Credo final approval
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for the Senior Leadership Institute
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization
- One custom email sent by AAC&U on behalf of the sponsor to registrants of the Senior Leadership Institute

**Afternoon Tea Break**

*Investment: $5,000 (Senior Leadership Institute only)*

Sole sponsorship and exclusive branding of the Senior Leadership Institute Afternoon Tea break, a special event specific to the O.Henry Hotel that includes house-made afternoon tea delectables such as traditional scones, savory finger sandwiches and other sweet treats.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Verbal recognition of sponsorship during opening remarks at the beginning of the Institutes’ programming for that day; the sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U + Credo final approval
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for the Senior Leadership Institute
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization
Breakfast
*Investment: $3,500 (Senior Leadership Institute only)*

Sole sponsorship and exclusive branding of one of the scheduled networking breakfasts.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Verbal recognition of sponsorship during opening remarks at the beginning of the Institute’s programming for that day; the sponsor may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U + Credo final approval
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for the Senior Leadership Institute
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization

**Individual Session**
*Investment:*

- $1,500 for Senior Leadership Institute (5 available)
- $2,500 for Presidential Leadership Institute (4 available)

Sole sponsorship of one of the sessions during the Senior Leadership Institute or Presidential Leadership Institute.

**Benefits:**

- Sponsor logo showcased on on-site signage, Leadership Institutes website, and Leadership Institutes program
- Sponsor may produce and place collateral (no larger than 8.5”x11”) or swag in attendee welcome materials for the Senior Leadership or Presidential Leadership Institute
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization

**Association Partner Sponsorship**
*Investment: $1,000*

Available to non-profit educational associations who want to show support for the Leadership Institutes.

**Benefits:**

- Listed as an Association Partner in the Leadership Institutes program
- One complimentary registration to the Senior Leaders Institute for a woman or gender-diverse leader from your organization