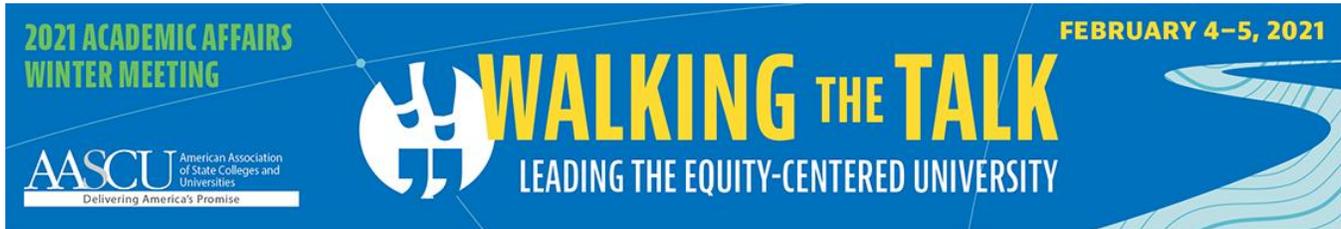




# WALKING THE TALK

LEADING THE EQUITY-  
CENTERED UNIVERSITY

**CORPORATE PROSPECTUS**



## Walking the Talk: Leading the Equity-Centered University

As we begin the third decade of the 21st century, American higher education is at a crossroads. Will it stay on a path toward greater democratization? Or will it contract and become more inaccessible? Research tells us that more low-income, first-generation, and students of color are pursuing baccalaureate degrees than ever before. How can we be sure the playing field is level?

The challenging events of 2020 emphasized the urgency for higher education to stay on the path of democratization, following through on our commitments to equity in every aspect of the enterprise. This includes the classroom and cabinet, policies and procedures, admission to graduation, and how we treat our employees and our students.

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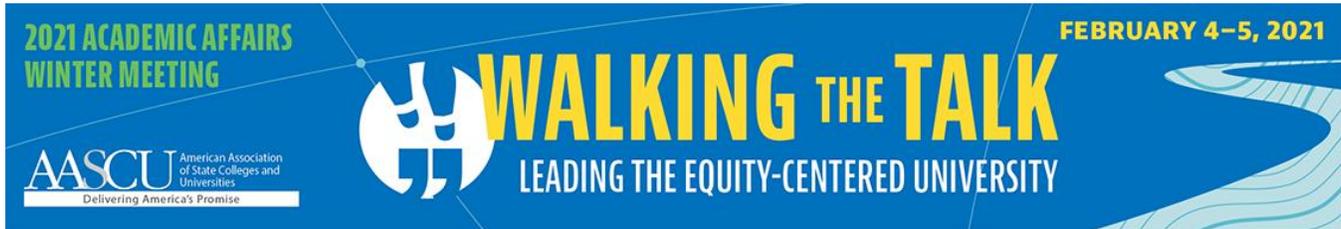
### Corporate Partnership Opportunities

#### Virtual Meeting Platform Sponsorship (One Opportunity) **SOLD**

- Corporate logo featured prominently on the virtual meeting platform.
- Exclusive linkable listing on the platform menu connecting directly to the sponsor's site or other special feature such as a video link, infographic, or research.
- Option to participate in the virtual exhibit hall. Sponsor profile can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information.
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of organization's description and logo on the meeting's virtual platform, the conference website, and the AASCU [program sponsors](#) webpage.
- Option to upload a customized wall post, which can include company logo and a brief message.
- Advance information on expected meeting attendees. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Exclusive banner ad on virtual platform with company logo that redirects to sponsor's website.
- Recognition in the meeting's digital program.

#### Virtual Meeting Exhibit Sponsorship

- Virtual exhibit space in the exhibit hall, that will be accessible to attendees 24/7.
- Sponsor profile can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information.
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.



- Placement of organization's description and logo on the meeting's virtual platform, the conference website, and the AASCU [program sponsors](#) webpage.
- Option to upload a customized wall post, which can include sponsor logo and a brief message.
- Advance information on expected meeting attendees. AASCU will provide the registration list and usage guidelines approximately two weeks prior to the conference.
- Recognition/acknowledgment of sponsorship at a major gathering of attendees.
- Banner ad on the virtual meeting platform with company logo.
- Recognition in the meeting's digital program.

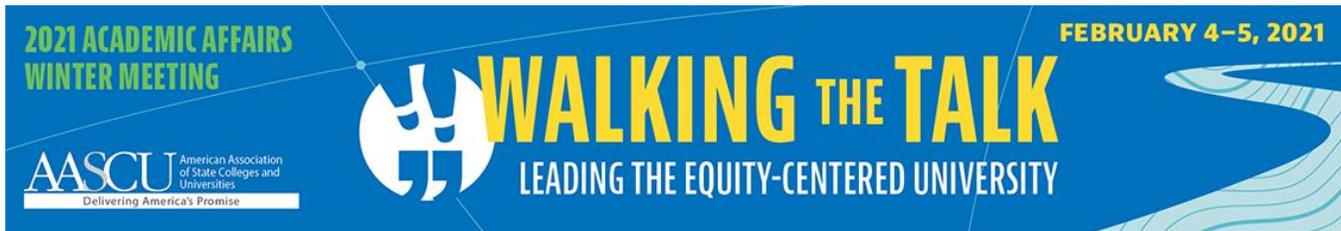
*Sponsorship Opportunity: \$1,500*

### **Pre-Conference Workshops (Two Opportunities) *SOLD***

*Wednesday, Feb. 3, 12–2 p.m. and 2:30–4:30 pm ET*

- Opportunity to host an interactive and engaging two-hour workshop for campus teams to focus on approaches to the challenges on their campuses. Sponsors should present or co-present, preferably with a university partner, non-commercial information of interest to our members.
- A proposal for program content, format, and presentation materials must be submitted for review and approval by December 21, 2020.
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of organization's description and logo on the meeting's virtual platform, the conference website, and the AASCU [program sponsors](#) webpage.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information that will be internally linked to sponsored sessions.
- Advance information on expected meeting attendees. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Banner ad on the virtual meeting platform that redirects to sponsor's website.
- Sponsor push notifications in the virtual meeting platform allow for pre-approved sponsor messaging, which can be sent either to all attendees or to specific groups.
- Option to upload a customized wall post, which can include company logo and a brief message.
- Option to use a virtual background during your session, featuring company name and logo.
- Recognition in the meeting's digital program.

*Sponsorship opportunity: \$4,500*



## Topical Sessions (Four Opportunities) **SOLD**

*Thursday and Friday, Feb. 4–5*

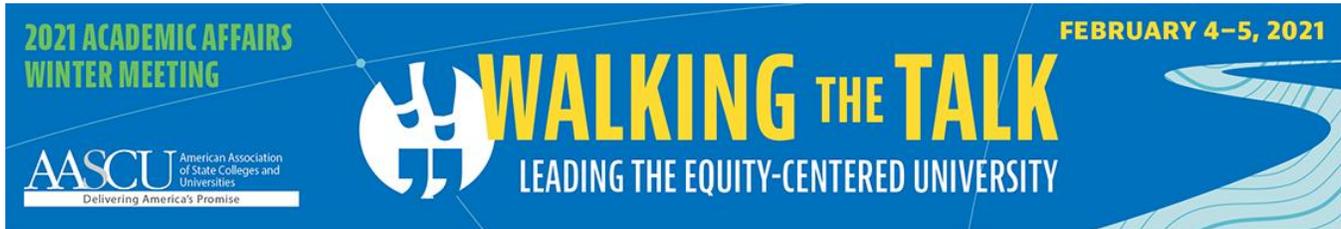
- Opportunity to submit a proposal for a live 50-minute in-depth discussion of topics relevant to regional public universities. Designed to present multiple perspectives on a topic and engage the audience in discussion. Additionally, sponsors should present or co-present, preferably with a university partner, non-commercial information of interest to our members.
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of organization's description and logo on the meeting's virtual platform, the conference website, and the AASCU [program sponsors](#) webpage.
- AASCU social media coverage of the session.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information that will be internally linked to sponsored sessions.
- Exclusive banner ad on the virtual meeting platform that redirects to sponsor's website.
- Sponsor push notifications in the virtual meeting platform allow for pre-approved sponsor messaging, which can be sent either to all attendees or to specific groups.
- Option to upload one customized wall post, which can include sponsor logo and a brief message.
- Option to use a virtual background during your session, featuring company name and logo.
- Advance information on expected meeting attendees. AASCU will provide the registration list and usage guidelines approximately two weeks prior to the conference.
- Recognition/acknowledgment of sponsorship at a major gathering of attendees.
- Recognition in the meeting's digital program.

*Sponsorship opportunity: \$4,000*

## Plenary Sessions (Three Opportunities)

*Thursday and Friday, Feb. 4–5*

- Opportunity to support a plenary session. This is not a content opportunity.
- Opportunity to offer brief live or pre-recorded opening remarks at the start of the program (two-to-three minutes).
- Complimentary registration for two (2) people, including access to all sessions and social events. Reduced registration fee for additional sponsor staff.
- Placement of organization's description and logo on the meeting's virtual platform, the conference website, and the AASCU [program sponsors](#) webpage.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information that will be internally linked to sponsored sessions.



- Advance information on expected meeting attendees. AASCU will provide the list and usage guidelines approximately two weeks prior to the conference.
- Recognition in the meeting’s digital program.

*Sponsorship opportunity: \$6,000*

**NEW Sponsored “Expert Talk” Programming Inserts (Four Opportunities)**

*Thursday and Friday, Feb. 4–5*

- Opportunity to present a 10-minute, high-impact expert talk on a topic to be agreed upon by sponsor and AASCU’s Academic Innovation and Transformation team.
- Talk must be pre-recorded.
- An opening and closing sponsor page may bookend the presentation.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information that will be internally linked to sponsored sessions.

*Sponsorship opportunity: \$2,000*

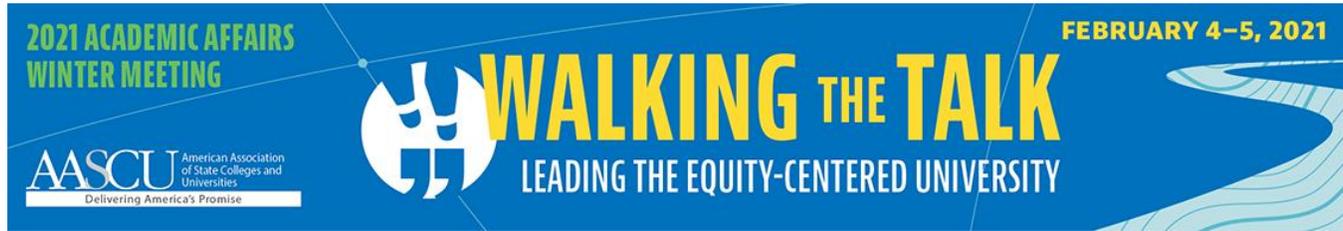
**NEW Watch Party and Follow up Discussion Sponsorship (One Opportunity)**



A feature documentary from Three Frame Media filmmakers Jaye & Adam Fenderson, *Unlikely* investigates America’s college dropout crisis and the barriers students face in their pursuit of a college degree and meaningful career.

- Opportunity to sponsor the “after hours” digital screening of the film *Unlikely*.
- Opportunity to participate in and help facilitate the follow-up discussion following the screening.
- Option to participate in the virtual exhibit hall. Sponsor profiles can include company logo, description, website, social media accounts, document attachments, external videos, and a demo request button, as well as contact information that will be internally linked to sponsored sessions.

*Sponsorship opportunity: \$3,000*



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