



# **SPONSORSHIP OPPORTUNITIES**

**2024**



# **ASHE**

---

ASSOCIATION FOR THE STUDY OF HIGHER EDUCATION

Thank you for your interest in supporting our Association! This packet contains many options for promoting your organization.

## ABOUT ASHE

The Association for the Study of Higher Education (ASHE) is a scholarly society with 2,000 members dedicated to higher education as a field of study. It is committed to diversity in its programs and membership and has enjoyed extraordinary success in involving graduate students in Association activities.

ASHE promotes collaboration among its members and others engaged in the study of higher education through research, conferences, and publications, including its highly regarded journal, *The Review of Higher Education*. ASHE values rigorous scholarly approaches to the study of higher education and practical applications of systemic inquiry.

## 2024 Conference Theme: I Am A Scholar

The intent of the 2024 conference theme, “I Am A Scholar,” is to not only consider our own identities as scholars, but to consider who we are as a scholarly community. As you reflect upon your own ideas about what makes you a scholar, I invite you to consider dismantling the hierarchies that have been constructed about who is worthy of the title “scholar.” I believe these often create barriers to better policy, practice, and scholarship.

The theme is not about navel gazing, something for which many of us are unfairly critiqued in our work. Rather, this is a project to welcome and learn from a community of scholars from a variety of institution types, associations, policy settings, unique identities, geographies, methodologies, epistemologies, positions within and beyond academe, and myriad other locations. Collectively, we can stake our claim as scholars who continue to transform higher education through the work we do.

## THE IMPORTANCE OF YOUR SPONSORSHIP

Sponsorship typically covers about 20% of our in-person event expenses, with the remainder covered by participant registration fees. Sponsor support allows us to keep our registration fees affordable and provide access for members at all career stages who rely on these events to learn about the newest research, for career advancement, and to network with colleagues and collaborators. In 2022, the support of sponsors allowed us to offer a Virtual Ticket, increase engagement opportunities, host a Graduate Student Luncheon, and more.

If you have questions about any of these opportunities, please contact ASHE Executive Director Dr. Jason P. Guilbeau at (202) 660-4106 or [jason@ashe.ws](mailto:jason@ashe.ws).

## THANK YOU

We are grateful to our returning and new sponsors who committed to the Association in 2023:

### Platinum



**BOSTON  
COLLEGE**



**BOSTON COLLEGE**

Carolyn A. and Peter S. Lynch  
 School of Education and Human Development



**Lumina™**  
 FOUNDATION

### Gold



**AMERICAN INDIAN  
COLLEGE FUND**  
 EDUCATION IS THE ANSWER

**HigherEdJobs®**



**College of Education  
& Human Development**



**COLLEGE OF  
EDUCATION**



**UNIVERSITY OF MINNESOTA**  
 Driven to Discover™



**Division of Diversity, Equity  
& Educational Achievement**  
 UNIVERSITY OF WISCONSIN-MADISON

**USC Rossier**  
 School of Education

### Silver

**Bloomsbury Academic  
 Dedoose**

**Louise McBee Institute of Higher Education, University of Georgia**  
**Higher, Adult, and Lifelong Education, Michigan State University**  
**Marsal Family School of Education, University of Michigan**

### Basic

**Center for Post Secondary Research, National Institute for Transformation & Equity, and NSSE**  
**School of Education, Indiana State University**  
**Minnesota Humanities Center**  
**UNCF, Frederick D. Patterson Research Institute**  
**Center for the Study of Higher Education, Penn State**  
**Department of Educational Leadership: Leadership, Learning Design, and Inquiry, University of South Carolina**  
**StataCorp**  
**Program in Higher Education Leadership and Policy, The University of Texas at Austin**  
**College of Education, The University of Utah**

## 2024 GENERAL CONFERENCE SPONSOR LEVELS & BENEFITS

Conference sponsorship can be applied to any event/item listed on the following pages. Sponsors may also elect to allocate sponsorship funds to more than one event and/or item.

	Platinum - 10,000	Gold - 5,000	Silver - 2,500	Basic - 1,000
<b>General Recognition</b>				
Listing on event signage	Prime logo recognition	Logo recognition	Name recognition	Name recognition
Listing on ASHE Website	Prime logo recognition	Logo recognition	Name recognition	Name recognition
Listing during Keynotes	Prime logo recognition	Logo recognition	Name recognition	Name recognition
<b>Conference Program Book (Printed and Digital)</b>				
Announcement in the program book	Full-page	Half-page	Quarter-page	
Listing as a sponsor on the back cover	Prime logo recognition	Logo recognition	Name recognition	Name recognition
<b>Attendee Schedule App</b>				
Featured listing on attendee schedule app (Whova)	Featured listing & logo rotation on main page	Featured listing & logo rotation on main page		
<b>Sponsored Event(s)/Item(s)</b>				
Listing on event signage	Prime logo recognition	Prime logo recognition	Logo recognition	Logo recognition
Listing in event program	Prime logo recognition	Logo recognition	Name recognition	Name recognition
<b>Conference Attendees</b>				
Conference Registration	3 complimentary	2 complimentary	1 complimentary	

Fair Market Value of sponsorships are the respective attendee registration costs. Otherwise, no goods or services will be provided in exchange for this contribution. To ensure all amenities are received, the priority deadline for Sponsors is 8/31/2024.

## 2024 CONFERENCE SPONSORSHIP OPPORTUNITIES

### OPENING RECEPTION

Wednesday, November 20 | Anticipated attendance: 600

The Opening Reception will kick off the General Conference. Attendees can enjoy hors d'oeuvres and soft drinks, live and local entertainment, and connect and reconnect with colleagues.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

### OPENING SESSION AND PRESIDENTIAL ADDRESS

Thursday, November 21 | Anticipated attendance: 800

The Opening Session will welcome attendees to begin the first full day of the conference. Conference Leaders will share introductory remarks and ASHE 2024 President Dr. Jeni Hart will deliver the annual ASHE Presidential Address.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

### KEYNOTE ADDRESS (2 ADDRESSES)

Friday, November 22 & Saturday, November 23 | Anticipated attendance: 800

The most attended events of the Annual Conference have been the keynote addresses. Past speakers have included Dr. Marcelo Suarez-Orozco, Dr. Ruha Benjamin, Dr. David Gillborn, Dr. Sandy Grande, Julio Ricardo Varela, Dr. Freemin Hrabowski, Dr. Sapna Cheryan, Dr. Mildred García, and Dr. Dolores Delgado Bernal.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## NEWCOMERS RECEPTION

Thursday, November 21 | Anticipated attendance: 300

All first-time attendees are invited to a complimentary breakfast, lunch, or reception to kick-off their conference experience. Attendees are provided with tips on how to navigate the conference and encouraged to network with each other.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## NEWLY TENURED FACULTY CELEBRATION

Thursday, November 21 | Anticipated attendance: 30

Faculty who have earned tenure within the past year are invited to a reception with ASHE leaders to celebrate their achievements and network with each other.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## AWARDS CEREMONY

Thursday, November 21 | Anticipated attendance: 200

ASHE awards are intended to recognize exemplary achievements and contributions to the study of higher education through research, leadership, or service to ASHE and the field of higher education. A full list of ASHE Awards, including past recipients, can be found at <https://www.ashe.ws/awards>.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

COFFEE BREAKS (4 BREAKS)

Wednesday, November 20 (Pre-Conference Coffee Break); Thursday, Nov 20; Friday, Nov 21; & Saturday, Nov 22 | Anticipated attendance: 400-800 each

Throughout the conference, coffee breaks are a time for attendees to recharge. Coffee breaks are set up in high-traffic areas.

<u>Levels Available</u>	<u>Amount</u>
Gold Sponsor (**Exclusive Sponsor/Break**)	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## 14<sup>TH</sup> ANNUAL ASHE DASH 5K RUN

Saturday, November 23 | Anticipated attendance: 75

Now in its 14<sup>th</sup> year, the ASHE Dash allows participants to enjoy a scenic walk, jog, or stroll around the host city. After this morning exercise, participants are treated to a light breakfast and informal networking with colleagues.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Gold Sponsor (**Exclusive Sponsor**) <i>-With the addition of Logo included on ASHE Dash T-Shirts</i>	5,000
Silver Sponsor <i>-With the addition of Name included on ASHE Dash T-Shirts</i>	2,500
Basic Sponsor	1,000

## GRADUATE STUDENT LUNCHEON

Saturday, November 23 | Anticipated attendance: 200

The Graduate Student Luncheon engages graduate students in productive and practical conversations about completing the dissertation, searching on the job market, and the variety of transitions that occur from graduate to postgraduate life.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## NAMETAG LANYARD

Anticipated distribution: 1500

Each conference attendee is provided with a nametag and lanyard. The sponsor's name will appear on the lanyard.

<u>Levels Available</u>	<u>Amount</u>
Gold Sponsor (**Exclusive Sponsor**)	5,000



RESEARCH METHOD WORKSHOPS (4)

DATES TBD | Expected Attendance: 25 each

The ASHE Research Methods Workshops are intended as a space for ASHE members to engage with and explore cutting-edge quantitative and qualitative research methodologies in ways that center critical methods and inquiry in research. Each workshop will be led by leading scholars in the field and will challenge participants to expand their methodological imagination.

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

## PRE-CONFERENCE SPONSORSHIP OPPORTUNITIES

Each ASHE Council hosts a pre-conference event featuring peer-reviewed presentations, keynote speakers, and networking opportunities focused around a specific topic. Each Pre-Conference is available for sponsorship at all levels:

<u>Sponsorship Levels Available</u>	<u>Amount</u>
Platinum Sponsor	10,000
Gold Sponsor	5,000
Silver Sponsor	2,500
Basic Sponsor	1,000

### COUNCIL FOR THE ADVANCEMENT OF HIGHER EDUCATION PROGRAMS (CAHEP)

Wednesday, November 20 | Anticipated Attendance: 60

The purpose of the Pre-Conference is to facilitate the exchange among program coordinators/directors, faculty, students, and other interested members of the Association

### COUNCIL FOR ETHNIC PARTICIPATION (CEP)

Wednesday, November 20 | Anticipated Attendance: 200

The CEP Pre-Conference Forum highlights scholarship and offers opportunities to reimagine the study of race, racism, and intersectionality with other forms of oppression, in higher education.

### COUNCIL ON INTERNATIONAL HIGHER EDUCATION (CIHE)

Wednesday, November 20 | Anticipated Attendance: 90

CIHE provides a forum for the dissemination and discussion of research in order to advance research and theory on higher education from comparative and international perspectives.

### COUNCIL ON PUBLIC POLICY IN HIGHER EDUCATION (CPPHE) PRE-CONFERENCE

Wednesday, November 20 | Anticipated Attendance: 100

The CPPHE Pre-Conference Forum examines the role of higher education research in informing decision-making in the public policy arena, while simultaneously exploring how key actors shape public policy.

## PROFESSIONAL DEVELOPMENT EVENTS SPONSOR LEVELS & BENEFITS

*Professional Development events will be hosted in Spring of 2024, Fall of 2024, and Spring of 2025 and will be held virtually to extend access.*

The Professional Development Event sponsorship amount is <u>\$2,000</u>	
Recognition during the Event	
General Recognition	Recognized as a presenting sponsor of the respective professional development event
Respective Event Website	Prime logo recognition
Virtual Event Recognition	Logo will be featured on the sponsor slide prior to and during the event
Conference Attendees	
Conference Registration	1 complimentary (in-person)
General Recognition	
Listing on General Conference event signage	Name recognition
Listing on ASHE Website	Name recognition
Listing on Virtual Platform	Name recognition
Listing during Keynotes	Name recognition
Conference Program Book (Printed and Digital)	
Announcement in the program book	Quarter Page Ad
Listing as a sponsor on the back cover	Name recognition

## PROFESSIONAL DEVELOPMENT EVENTS

(All Events will be held Virtually)

### Early Career Faculty Workshop

September 2024 | Expected Attendance: 50

Now in its 13th year, the CAHEP Early Career Faculty Workshop is offered to assistant professors, new associate professors in higher education programs, and advanced doctoral students at the dissertation stage who intend to become faculty. A diverse group scholars from around the country will share advice and expertise about how to craft and develop a research agenda, effectively teach and advise, earn tenure and promotion, and shape a successful and meaningful career.

### Mid-Career Faculty Workshop

Spring 2025 | Expected Attendance: 20

The CAHEP Mid-Career Faculty Workshop is intended for mid-career faculty including associate professors and those faculty members who are full professors, but with 15 years plus remaining prior to retirement. The goal is to provide workshop attendees with tools and resources to navigate the mid-career stage including advancement to full and/or administrative pursuits.

### Academic Leaders Workshop

Spring 2025 | Expected Attendance: 20

This workshop addresses these challenges by engaging those who aspire to move, are moving into, or have moved into leadership positions, including program chairs, center directors, department chairs, dean's office positions, or higher level positions in discussions around leadership, management, continuing a scholarly agenda, balancing work and family life, conflict resolution, and working with difficult people.

### CEP Mentor-Protégé Program

Fall 2024 | Expected Attendance: 100

The CEP's Mentor-Protégé Program is intended to provide members of racially/ethnically minoritized populations with mutually beneficial mentoring relationships. To facilitate this process, protégés will be paired with mentors based upon primary scholarly and professional interests. Our objective is that this mentoring relationship will contribute to the protégé and mentor's personal and professional development.

### International Scholars Workshop

Fall 2024 | Expected Attendance: 20

The International Scholars Workshop is intended for advanced doctoral students, recent graduates, post-docs, and early career faculty from international backgrounds. This workshop will provide nuanced advice and mentorship to international doctoral advisees who aspire for academic and alternative careers in the U.S. or abroad.

### CIHE Mentor Program

Spring 2025 | Expected Attendance: 30

The main goal of the CIHE Mentor-Networking Program is to provide a structure that facilitates the creation of new connections and potential mentoring relationships between faculty, staff, researchers, and students who are interested in international/comparative higher education.

### Graduate Student Policy Seminar

Spring 2024 | Expected Attendance: 100

The Graduate Student Policy Seminar provides graduate students with opportunities to interact with researchers and policymakers who are knowledgeable about critical public policy issues related to higher education. The seminar also offers participants an opportunity to engage other advanced graduate students with similar interests and ambitions from universities across the nation.

## PROGRAM SPONSORSHIP

The 100+ page conference program will be distributed to attendees of the ASHE conference both in-print and digitally. Sponsoring the program is a great way to ensure exposure for your products, services, and educational opportunities.

### DEADLINE

- The deadline for Program Sponsors (both confirmation of sponsorship and receipt of artwork) is 8/31/24.

### MECHANICAL REQUIREMENTS

- Advertisements must be in a digital format (.jpg, .tif, .pdf) with a minimum 300 dpi.
- Artwork submissions should be made via email to [conference@ashe.ws](mailto:conference@ashe.ws)
- Program Sponsorships are printed in black and white but are available digitally in color.

### PROGRAM SPONSORSHIP SIZES & RATES

<u>Size</u>	<u>Width</u>	<u>Height</u>	<u>Amount</u>
Quarter page	3.5"	4.4"	800
Half page	7.24"	4.45"	1,200
Full Page	7.25"	8.75"	2,000

### FAIR MARKET VALUE

The Fair Market Value of Program Sponsorships is \$0 so long as the sponsor upholds IRS Regulations concerning advertising. The general distinction is that there can be no call to action in your Program Sponsorship. For example, you can include your website, but you cannot say "visit our website at..." For clarification, you can reach out to ASHE Executive Director Dr. Jason P. Guilbeau or visit

<https://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments>.

## SPONSORSHIP INFORMATION

### ATTENDEE INFORMATION

If your sponsorship level includes a conference attendee(s), we will send you instructions and a promo code for individuals to register. Please note that individuals should register themselves for events to ensure they are able to provide accessibility information as well as to review and sign on to the ASHE Events Code of Conduct.

### LOGO

Email your logo for signage and promotions to ASHE Communications Coordinator Naomi Rodriguez at [naomi@ashe.ws](mailto:naomi@ashe.ws).

### PROGRAM ANNOUNCEMENT/SPONSORSHIP

If your sponsorship level includes a program announcement, the announcement should be sent to ASHE Communications Coordinator Naomi Rodriguez at [naomi@ashe.ws](mailto:naomi@ashe.ws). by 8/31/2024.

### HOTEL ACCOMMODATIONS

Lodging arrangements need to be made directly with the host hotel through [www.ashe.ws/conference](http://www.ashe.ws/conference).

### PAYMENT TERMS

Payment must accompany registration. Checks and credit cards are acceptable. The online registration system requires payment by credit card. If you wish to pay by check, please contact Jason Guilbeau, ASHE Executive Director, at [jason@ashe.ws](mailto:jason@ashe.ws). You can find ASHE's Payment Policy at [www.ashe.ws/paymentpolicies](http://www.ashe.ws/paymentpolicies)

### CANCELLATION

In normal instances, sponsorships are not transferable and not refundable.

### REGISTRATION & PAYMENT

To register and pay for your sponsorship, please visit [www.ashe.ws/sponsorsandaexhibitors](http://www.ashe.ws/sponsorsandaexhibitors).