



Sponsorship Opportunities *(Events, Items, and Program)*



44th Annual Conference
November 13-16, 2019
Portland, Oregon

Thank you for your interest in supporting our Association's 44th Annual Conference! This packet contains many options for promoting your organization.

OUR ASSOCIATION

The Association for the Study of Higher Education (ASHE) is a scholarly society with nearly 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.

OUR CONFERENCE

ASHE convenes annually as a community of scholars dedicated to the study of higher education. At least 1,500 individuals representing institutions and organizations from all over the world are anticipated to attend our 2019 conference. The annual conference has continued (and will continue) to grow in attendance, prominence, and success over the past many years:

- 2018 Conference in Tampa, Florida 1,550 attendees
- 2017 Conference in Houston, Texas 1,514 attendees
- 2016 Conference in Columbus, Ohio 1,506 attendees
- 2015 Conference in Denver, Colorado 1,517 attendees

ASHE encourages research from scholars in higher education, allied professional areas such as public policy, disciplines such as sociology, political science, economics, or psychology, and from our colleagues at state and federal agencies and associations with direct scholarly interests in higher education issues.

CONFERENCE THEME

At the 2019 ASHE Annual Meeting we will consider what it takes for individual scholars and the higher education research community to reimagine in ways that will be of use in solving problems in practice, policy, theory, and scholarship. In Portland we will engage our will to reimagine the study of higher education.

If you have questions about any of these opportunities, please contact ASHE Executive Director Jason Guilbeau at 702-895-2737 or jason.guilbeau@unlv.edu.

SPONSOR LEVELS & BENEFITS

With over 1,500 attendees, nearly 400 presentations, and a variety of formal and informal gatherings and events, we are able to customize your sponsorship to ensure you are reaching your target audience.

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 Sponsor: \$10,000 (Fair Market Value: \$820)

- Prime logo recognition on general sponsor signage
- Prime logo recognition at specific sponsored event
- Prime logo recognition on ASHE web site
- Full page conference program announcement
- Conference registration for 2 attendees
- Facebook and Twitter posts, with your logo and link to your page
- Access to ASHE member mailing list

Gold Sponsor: \$5,000 (Fair Market Value: \$475)

- Logo recognition on general sponsor signage
- Prime logo recognition at specific sponsored event
- Logo recognition on ASHE web site
- Half-page conference program announcement
- Conference registration for 1 attendee
- Facebook and Twitter posts, with your logo and link to your page

Silver Sponsor: \$2,500

- Name recognition on general sponsor signage
- Prime logo recognition at specific sponsored event
- Name recognition on ASHE web site
- Quarter-page conference program announcement
- Conference Registration for 1 attendee
- Facebook and Twitter posts, with your logo and link to your page

Basic Sponsor: \$1,000

- Name recognition on general sponsor signage
- Logo recognition at specific sponsored event
- Name recognition in conference program
- Name recognition on ASHE website

In order to ensure all amenities are received, the priority deadline for Sponsors is 8/31/2019.

PRE-CONFERENCE EVENTS

Council for the Advancement of Higher Education (CAHEP) Pre-Conference Thursday, November 14

Anticipated attendance: 40

The mission of CAHEP is to enrich the teaching and learning experiences of graduate students and faculty in the Association's constituent Higher Education Programs within North America and around the world. Towards that end, the purpose of the Pre-Conference is to facilitate the exchange among program coordinators/directors, faculty, students, and other interested members of the Association

<u>Level</u>	<u>Amount</u>
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Council for the Advancement of Higher Education (CAHEP) Early Career Faculty Workshop

Wednesday, November 13 & Thursday, November 14

Anticipated attendance: 35

Now in its 11th 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 of recently tenured faculty and senior 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.

<u>Level</u>	<u>Amount</u>
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Council on International Higher Education (CIHE) Pre-Conference Wednesday, November 13 & Thursday, November 14

Anticipated attendance: 50

CIHE will convene its 29th Annual Forum with the theme "The Will to Reimagine the Study of Higher Education around the Globe." International higher education is a key force in shaping a democratic society and promoting global citizenry. The notion of international higher education has evolved over the years and has taken many forms, to the extent that the playing field for most universities is now the global landscape.

<u>Level</u>	<u>Amount</u>
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Council on Ethnic Participation (CEP) Pre-Conference
Wednesday, November 13 & Thursday, November 14
Anticipated attendance: 175

The CEP Pre-Conference Forum consists of two components: the presentation of research/scholarly papers, roundtables, and symposia, as well as the CEP Mentor-Protégé Program, which provides mentoring/professional development sessions. The CEP Pre-Conference Forum will highlight scholarship and offer opportunities to reimagine the study of race, racism, and intersectionality with other forms of oppression, in higher education.

Level	Amount
Gold Sponsor (**Exclusive Sponsor**)	\$5,000
Silver Sponsors	\$2,500

CEP Mentor-Protégé Program
Wednesday, November 13 & Thursday, November 14
Anticipated attendance: 84 protégés; 55 mentors

The CEP's Mentor-Protégé Program (MPP) 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.

Level	Amount
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Council on Public Policy in Higher Education (CPPHE) Pre-Conference
Wednesday, November 13 & Thursday, November 14
Anticipated attendance: 80

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. This year, we will focus on issues surrounding the translation of policy research to policy action, such as federal policymaking and its impact on state policy, alternative methods of communicating research, and engaging diverse voices on emerging higher education policy issues.

Level	Amount
Gold Sponsor (**Exclusive Sponsor**)	\$5,000
Silver Sponsors	\$2,500

Graduate Student Policy Seminar

Thursday, November 14

Anticipated attendance: 45

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.

Level	Amount
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Joint Pre-Conference Reception

Wednesday, November 13

Anticipated attendance: 400+

The Joint Pre-Conference Reception is a social event for the more than 400 ASHE members who attend any of the seven pre-conference events listed above. Attendees enjoy an open bar as well as light hors oeuvres.

Level	Amount
Gold Sponsor (**Exclusive Sponsor**)	\$5,000
Silver Sponsors	\$2,500

CONFERENCE EVENTS

Newcomers Luncheon

Thursday, November 14

Anticipated attendance: 300

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

Level	Amount
Platinum Sponsor (**Exclusive Sponsor**)	\$10,000
Gold Sponsor	\$5,000
Silver Sponsors	\$2,500

Welcome Reception

Thursday, November 14

Anticipated attendance: 500

The Welcome Reception immediately follows the annual ASHE Presidential Address. Attendees are able to enjoy an open bar, passed hors d'oeuvres, and meet up with colleagues old and new.

Level	Amount
Platinum Sponsor (**Exclusive Sponsor**)	\$10,000
Gold Sponsor	\$5,000
Silver Sponsors	\$2,500

Awards Reception & Champagne Toast

Friday, November 15

Anticipated attendance: 500

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/asheawards>.

Level	Amount
Platinum Sponsor (**Exclusive Sponsor**)	\$10,000
Gold Sponsor	\$5,000
Silver Sponsors	\$2,500

Coffee Breaks (5 breaks)
Thursday, November 14; Friday, November 15; Saturday, November 16
Anticipated attendance: 500 each

Throughout the conference, coffee breaks are a time for attendees to re-charge. Coffee breaks are set-up in high traffic areas. In addition, "Conversations Over Coffee," coinciding with each coffee break, are hosted in the Grad Student Lounge.

Level	Amount
Basic Sponsor (**Exclusive Sponsor**)	\$1,000

Keynote Address (2 addresses)
Friday, November 15 & Saturday, November 16
Anticipated attendance: 600

The most attended events of the Annual Conference have been the keynote addresses. Speakers for 2018 were Dr. Patricia Williams, the James L. Dohr Professor of Law at Columbia Law School, and Dr. Brittney Cooper, Associate Professor of Women's and Gender Studies and Africana Studies at Rutgers University.

Level	Amount
Platinum Sponsor (**Exclusive Sponsor**)	\$10,000
Gold Sponsor	\$5,000
Silver Sponsors	\$2,500

10th Annual ASHE Dash 5k Run & 1k Walk
Saturday, November 16
Anticipated attendance: 80

Now in its 10th 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.

Level	Amount
Silver Sponsor (**Exclusive Sponsor**)	\$2,500
Basic Sponsors	\$1,000

Graduate Student Luncheon
Saturday, November 16
Anticipated attendance: 125

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.

Level	Amount
Platinum Sponsor (**Exclusive Sponsor**)	\$10,000
Gold Sponsor	\$5,000
Silver Sponsors	\$2,500

ASHE ITEMS

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>Level</u>	<u>Amount</u>
Gold Sponsor (**Exclusive Sponsor**)	\$5,000

Promotional Items

Anticipated distribution: 1500

Promotional items vary from year to year and have included sunglasses, pens, portfolios, and sticky notes. The sponsor's name will appear on the promotion item.

<u>Level</u>	<u>Amount</u>
Gold Sponsor (**Exclusive Sponsor**)	\$5,000

PROGRAM SPONSORSHIP

The 80+ page conference program will be distributed to attendees of the ASHE conference. 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 8/31/19.

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 ASHE@unlv.edu.
- Program Sponsorships are printed in black and white.

PROGRAM SPONSORSHIP SIZES & RATES

<u>Size</u>	<u>Width</u>	<u>Length</u>	<u>Amount</u>
Quarter page	3.875"	4.875"	\$1,000
Half page	8"	4.845"	\$2,000
Full Page	8"	9.750"	\$4,000
Inside Cover (front or back)	8"	9.750"	\$5,000

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 Jason 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 or two, please be sure to include their name(s) in the Sponsorship Registration.

HOTEL ACCOMMODATIONS

Lodging arrangements need to be made directly with the host hotel through 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 702-895-2737 or jason.guilbeau@unlv.edu.

CANCELLATION

Notice of cancellation must be received in writing by the ASHE Office by 10/1/2019, in order to receive a refund less \$100.

REGISTRATION & PAYMENT

To register and pay for your sponsorship, please visit www.ashe.ws/conferencesupport.