

Thank you for your interest in supporting our Association's 45th Annual Conference! This packet contains many options for supporting our organization.

ABOUT OUR ASSOCIATION

The Association for the Study of Higher Education (ASHE) is a scholarly society with 2,200 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.

ABOUT OUR CONFERENCE IN A GLOBAL PANDEMIC

ASHE has convened in person since 1976. This year, due to the global pandemic, we will be meeting virtually. With this opportunity, we are remaining true to our mission of understanding and promoting the scholarship of higher education. We will have more than 500 presentations over the course of eight days. We will also host events traditionally held immediately prior to and during the conference throughout the Fall.

THE IMPORTANCE OF YOUR SPONSORSHIP

Sponsorship typically covers about 15% of our annual conference expenses, with the remainder covered by participant registration fees. Sponsor support allows us to keep our registration fees low and provide access for members at all career stages who rely on the annual conference to learn about the newest research, for career advancement, and to network with colleagues and collaborators.

We also recognize that while returning and new sponsors may want to begin or continue supporting our annual conference, budget reductions may inhibit the ability to do so. As such, we have reconfigured our sponsorship packages in light of a virtual conference as well as potential budget restrictions. These reimagined packages provide a way for you to support the annual conference, garner recognition of your support, as well as provide registrations to graduate students, faculty members, and staff through the complimentary registrations included in each package.

If you have questions about any of these opportunities, please contact ASHE Executive Director Dr. Jason P. Guilbeau at 702-895-2737 or jason@ashe.ws.

SPONSOR LEVELS & BENEFITS

Named Virtual Breakout Room Sponsor (14 available): \$2,500

- Naming rights to a breakout room (e.g., The Maryland Room sponsored by the University of Maryland, College Park). The breakout room name will appear on the online conference schedule and digital program as well as include your logo in the room itself.
- Logo will be featured on the conference website
- Logo will be featured on the conference sponsor slide prior to each breakout session
- Half-page announcement in digital program book (provided by you)
- Logo will be featured on the back of the digital program
- Complimentary conference registration for 8; this includes both the live conference as well as conference recordings

Pre-Conference Sponsor (4 available): \$2,000

- Recognized as a presenting sponsor of the respective pre-conference
- Logo will be featured on the respective pre-conference website
- Logo will be featured on the conference website
- Name will be featured on the conference sponsor slide prior to each breakout session
- Quarter-page announcement in digital program book
- Name recognition on the back of the digital program
- Complimentary pre-conference and conference registration for 5; this includes both the live conference as well as conference recordings

Professional Development Event Sponsor (8 available): \$1,500

- Recognized as a presenting sponsor of the respective professional development event
- Logo will be featured on the respective professional development event website
- Logo will be featured on the conference website
- Name will be featured on the conference sponsor slide prior to each breakout session.
- Complimentary conference registration for 3; this includes both the live conference as well as all conference recordings.

Basic Sponsor (Unlimited): \$1,000

- Name will be featured on the conference website.
- Name will be featured on the conference sponsor slide prior to each breakout session.
- Complimentary conference registration for 3; this includes both the live conference as well as all conference recordings.

Fair Market Value of sponsorships are the respective attendee registration costs and are available at <https://www.ashe.ws/registration>. Otherwise no goods or services will be provided in exchange for this contribution.

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 9/15/20.

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 jason@ashe.ws
- Program Sponsorships are printed in black and white.

PROGRAM SPONSORSHIP SIZES & RATES

Size	Width	Length	Amount
Full Page	8"	9.750"	\$2,000
Half page	8"	4.845"	\$1,200
Quarter page	3.875"	4.875"	\$800

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>.

ABOUT THE PRE-CONFERENCES

Council for the Advancement of Higher Education (CAHEP) Pre-Conference

The CAHEP Pre-Conference will facilitate the exchange among higher education program coordinators/directors, faculty, students, and other interested members of the Association

Council on Ethnic Participation (CEP) Pre-Conference

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

Council for International Higher Education (CIHE) CIHE Pre-Conference

The CIHE Pre-Conference highlight scholarship that explores international higher education as a key force in shaping a democratic society and promoting global citizenry.

Council for Public Policy in Higher Education (CPPHE) Pre-Conference

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

ABOUT THE PROFESSIONAL DEVELOPMENT EVENTS

Early Career Faculty Workshop

Now in its 11th year, the CAHEP Early Career Faculty Workshop bring together a diverse group scholars who 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

The CAHEP Mid-Career Faculty Workshop provide workshop attendees with tools and resources to navigate the mid-career stage including advancement to full and/or administrative pursuits.

Academic Leaders Workshop

This workshop addresses challenges of academic leadership 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.

Mentor-Protégé Program

The CEP Mentor-Protégé Program provides members of racially/ethnically minoritized populations with mutually beneficial mentoring relationships and sessions focused on personal development.

Career Success Workshop for International Students and Scholars

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

International Mentor Program

The CIHE Mentor-Networking Program will 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

The CPPHE 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.

SPONSORSHIP INFORMATION

ATTENDEE INFORMATION: We will follow up with instructions on how to register individuals.

DEADLINE: The deadline for confirmation of sponsorship, receipt of program announcement, and logo is 8/31/20. However, if confirmation and logo is received sooner, we will be able to begin promoting your sponsorship sooner.

FAIR MARKET VALUE: Fair Market Value of sponsorships are the respective attendee registration costs. Otherwise no goods or services will be provided in exchange for this contribution. Program announcements should adhere to IRS Regulations concerning advertising, otherwise the value of the program announcement may become non-deductible. 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>.

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