



ASHE

ASSOCIATION FOR THE STUDY OF HIGHER EDUCATION

2021 Sponsorship Opportunities

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 more than 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.

THE IMPACTS OF THE COVID-19 PANDEMIC

Until 2020, ASHE convened annually in person since 1976. In 2020, due to the COVID-19 pandemic, we hosted professional development events, pre-conferences, and the general conference virtually between September and December. Between the 17 events hosted in 2020, there was an 8% increase in attendance as compared to 2019, with 2,642 registrations. With all of these events, technology allowed the Association to remain true to our mission of understanding and promoting the scholarship of higher education.

For 2021, the General Conference will once again be in person on November 3-6, 2021 in San Juan, Puerto Rico. The Staff and Board of Directors continue to monitor local, national, and global regulations as we situate ourselves as visitors to Puerto Rico. The four Pre-Conferences and 12 Professional Development events will be virtually beginning in July and ending in December. The most up-to-date information can be found at www.ashe.ws/2021updates.

THE IMPORTANCE OF YOUR SPONSORSHIP

Sponsorship typically covers about 15% of our in-person event 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 these events to learn about the newest research, for career advancement, and to network with colleagues and collaborators. In 2020, the support of sponsors allowed us to cover our virtual conference platform costs with participant registration fees covering additional overhead expenses. This allowed us to reduce our registration fees by more than half.

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.

THANK YOU

We are grateful to our returning and new sponsors who committed to the Association in 2020:



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2021 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
General Recognition				
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 on Virtual Platform	Prime logo recognition	Logo recognition	Name recognition	Name recognition
Listing during Keynotes	Prime logo recognition	Logo recognition	Name recognition	Name recognition
Conference Program Book (Printed and Digital)				
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
Guidebook App (1,000 unique downloads in 2019)				
Listing as a sponsor in the sponsor tab	Prime logo recognition	Logo recognition	Name recognition	Name recognition
Banner announcement	5 second rotation	3 second rotation		
Sponsored Event(s)/Item(s)				
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
Conference Attendees				
Conference Registration (includes access to the Virtual Ticket)	3 complimentary (in-person) or 6 Virtual Tickets	2 complimentary (in-person) or 4 Virtual Tickets	1 complimentary (in-person) or 2 Virtual Tickets	

Fair Market Value of sponsorships are the respective attendee registration costs. Otherwise no goods or services will be provided in exchange for this contribution. In order to ensure all amenities are received, the priority deadline for Sponsors is 8/31/2021.

2021 CONFERENCE SPONSORSHIP OPPORTUNITIES

KEYNOTE ADDRESS (3 ADDRESSES) - Friday, November 5 & Saturday, November 6

Anticipated attendance: 500

The most attended events of the Annual Conference have been the keynote addresses. Past speakers have included Dr. Freemin Hrabowski, Dr. Sapna Cheryan, Dr. Mildred García, and Dr. Dolores Delgado Bernal. This also includes the Opening Ceremony and Presidential Address.

All Sponsorship Levels Available

OPENING RECEPTION – Wednesday, November 3

Anticipated attendance: 500

The Opening 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.

All Sponsorship Levels Available

NEWCOMERS LUNCHEON - Thursday, November 4

Anticipated attendance: 200

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.

All Sponsorship Levels Available

AWARDS RECEPTION - Friday, November 5

Anticipated attendance: 150

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>.

All Sponsorship Levels Available

COFFEE BREAKS (3 BREAKS)
Thursday, November 4; Friday, November 5; Saturday, November 6
Anticipated attendance: 300 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.

Levels Available	Amount
Silver Sponsor (**Exclusive Sponsor/Break**)	\$2,500
Basic Sponsors	\$1,000

12TH ANNUAL ASHE DASH 5K RUN & 1K WALK - Saturday, November 6
Anticipated attendance: 60

Now in its 12th 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. Virtual registrants will also receive an ASHE DASH T-shirt and are able to complete the DASH on their own.

Levels Available	Amount
Silver Sponsor (**Exclusive Sponsor**) -With addition of Logo included on ASHE Dash T-Shirts	\$2,500
Basic Sponsors -With addition of Name included on ASHE Dash T-Shirts	\$1,000

GRADUATE STUDENT LUNCHEON – Friday, November 5 & Saturday, November 6
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.

NAMETAG LANYARD
Anticipated distribution: 1000

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

Levels Available	Amount
Gold Sponsor (**Exclusive Sponsor**)	\$5,000

2021 PRE-CONFERENCE SPONSOR LEVELS & BENEFITS

The Pre-Conference sponsorship amount is \$2,000	
Recognition during the Pre-Conference	
General Recognition	Recognized as a presenting sponsor of the respective pre-conference
Respective Pre-Conference Website	Prime logo recognition
Virtual Event Recognition	Logo will be featured on the sponsor slide prior to each Pre-Conference breakout session
Pre-Conference Attendees	
Pre-Conference Registration	Complimentary pre-conference registration for 5
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
Guidebook App (1,000 unique downloads in 2019)	
Listing as a sponsor in the sponsor tab	Name recognition

2021 PRE-CONFERENCE SPONSORSHIP OPPORTUNITIES

(All Pre-Conferences will be held Virtually)

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

Thursday, October 28

2020 attendance: 53

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

Council for Ethnic Participation (CEP) Pre-Conference

Friday, October 29

2020 attendance: 233

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.

Council on International Higher Education (CIHE) Pre-Conference

Monday, October 25

2020 attendance: 89

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, a formal structure within ASHE for scholars with interests in international higher education, and a focal point and network for students entering the field of international higher education research.

Council on Public Policy In Higher Education (CPPHE) Pre-Conference

Tuesday, October 26

2020 attendance: 122

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.

2021 PROFESSIONAL DEVELOPMENT EVENTS

SPONSOR LEVELS & BENEFITS

The Professional Development Event sponsorship amount is \$1,500	
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) or 2 Virtual Tickets
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
Guidebook App (1,000 unique downloads in 2019)	
Listing as a sponsor in the sponsor tab	Name recognition

2021 PROFESSIONAL DEVELOPMENT EVENTS

(All Events will be held Virtually)

Early Career Faculty Workshop – September 2021

2020 attendance: 56

Now in its 12th 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 – December 2021

2020 attendance: 22

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- December 2021**2020 attendees: 38**

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 – October 2021**2020 attendance: 117**

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- October 2021**2020 attendance: 16**

The CIHE Career Success Workshop for International Students and Scholars 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.

Research Method Workshops (4)- July, September, October, November 2021**2020 Attendance: Average of 75**

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.

CIHE Mentor Program – October 2021**2020 attendance: 54**

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 – October 2021**2020 attendance: 56**

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 80+ 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 8/31/21.

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 but are available digitally in color.

PROGRAM SPONSORSHIP SIZES & RATES

<u>Size</u>	<u>Width</u>	<u>Length</u>	<u>Amount</u>
Quarter page	3.875"	4.875"	\$800
Half page	8"	4.845"	\$1,200
Full Page	8"	9.750"	\$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 an 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 jason@ashe.ws

PROGRAM ANNOUNCEMENT/SPONSORSHIP

If your sponsorship level includes a program announcement, the announcement should be sent to jason@ashe.ws by 8/31/2021.

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@ashe.ws. You can find ASHE's Payment Policy at 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.