

ACE2021 Prospectus

aceannualmeeting.org



Table of Contents

Overview + Audience Advertising	3	Virtual Sponsorship Bundles	11
Branding Opportunities	4	Diamond Sponsor	12
Sponsorship Opportunities	5	Sapphire Sponsor	13
Premier Opportunities	6	Platinum Sponsor	14
	7	Gold Sponsor	15
		Silver Sponsor	16

Overview + Audience

ACE2021 will mark the American Council on Education's 103rd anniversary as the major coordinating body for the nation's colleges and universities. For over a century, ACE's Annual Meeting has been the country's most distinguished higher education event, convening more than 1,700 leaders from deans to presidents from all higher education institutions and associations across the United States.

Campus and nonprofit leaders attend ACE's Annual Meeting to generate fresh perspectives for practical campus solutions, network with top leaders across all higher education sectors, and bring data-driven insights back to their campuses. Presidents, chancellors, provosts, chief academic officers, vice presidents, chief diversity officers, directors, deans, and other campus leaders attend ACE's Annual Meeting.

ACE represents more than 1,700 college and university presidents and the executives at related associations, and is the only national higher education association to represent all types of U.S. accredited, degree-granting institutions: two-year and four-year, public and private. We convene representatives from all sectors to collectively tackle the toughest higher education challenges, with a focus on improving access and preparing every student to succeed, ensuring a pipeline of prepared leaders in higher education, public policy and research, and internationalization and global engagement. This year's Annual Meeting will enable institutional leaders to generate fresh perspectives for practical solutions, network with top leaders across all higher education sectors, and bring data-driven insights back to campus. This spring will be a particularly valuable time, shortly after the elected president is sworn into office and a new Congress convenes, to gather for an informed look at the future of higher education.

Visit www.aceannualmeeting.org for additional information and to register.

Advertising



Branding Opportunities

ATTENDEE CONFIRMATION EMAIL

Your customized digital banner ad (200 px H x 600 px W), with hyperlink, will be included in the registration confirmation sent to ACE2021 attendees.

POST-ACE2021 ATTENDEE E-SURVEY

Exclusive opportunity to keep your brand top of mind with your customized digital banner ad included in the post-Annual Meeting e-survey sent at the end of each conference day. Your banner ad, with hyperlink, will be prominently featured on each page of the survey.

ACE2021 WEBSITE BANNER ADS

Rotating and static banner ads on frequently visited pages of the website between November 2020 and March 2021.

“CHECK YOUR TECH” DAILY OPENING COMMERCIAL

Sponsor-produced 10–15 second clip presented to all attendees immediately prior to that day's plenary.

PLATFORM AD SPACE

Rotating banner advertisements displayed within the conference platform.

SOLUTIONS HUB RESOURCE/NETWORKING SPACE

The Solutions Hub will provide sponsors the opportunity to customize their corner of the virtual conference by uploading custom graphics, digital handouts, videos, and other resources. Sponsors can also set meetings through their Hub Resource Space and use the chat feature to interact with attendees.

Standard Sponsorship Opportunities

Break Activities

CHILDREN'S ACTIVITY

Sponsorship of an educational activity for children, designed to provide attendees the space they need to tune into general sessions without distractions. Sponsorship will include prominent branding and verbal recognition at a plenary session.

SOLUTIONS SNAPSHOTS

These 15-minute videos will be shown during highly coveted time slots prior to the start of the afternoon sessions. The intent of videos is to highlight institutions that have successfully addressed recent challenges or Affiliate Member/institutional partnerships that are working to build solutions for on-campus challenges.

WELL-BEING ACTIVITY

This short daily activity will take place during conference breaks. Sponsorship will include branding and verbal recognition during the activity and plenary session.

Content Sessions

CONCURRENT SESSION SPONSORSHIP

Sponsor a conversation on a critical higher education topic of relevance to your business. Concurrent sessions will be curated by ACE and will be held on all three days of the conference. Sponsorship will include logo recognition before and during the session, as well as verbal recognition during the session.

FOCUS ZONES

ACE Affiliate Members may apply for an opportunity to create one of these non-commercial 30-minute presentations to be available on-demand on the virtual meeting platform for all attendees. This opportunity provides a chance to showcase higher education thought leadership and to spotlight recently released white papers, innovations, case studies, new research, and more. These sessions are intended to provide practical education for senior higher education administrators. Sponsors will have the choice of morning or evening presentation times. Up to eight sessions will be available and advertised for all three days of the conference.

Content Premier Sponsorship Opportunities

Content Sessions

LIVE PARTNER SESSION

ACE Affiliate Members may apply for an opportunity to deliver a non-commercial 45-minute presentation during ACE2021. Up to six sessions will be held during regular concurrent session blocks over the three conference days; limit of one partner session per scheduled time slot. Sessions are intended to provide practical education for senior higher education administrators. All session proposals must include at least one C-suite executive from a college or university who will co-deliver the presentation; preference will be given to proposals that include an ACE member institution.

PRESIDENT'S CAUCUS SESSION SPONSORSHIP

Gain an exclusive opportunity to join college and university presidents for a session on a critical higher education topic. Sponsorship will include logo recognition before and during the session, as well as verbal recognition during the session.

Post-Session Roundtables

ROUNDTABLE DISCUSSION

These 45-minute sessions are designed to share knowledge, insights, and experiences among attendees. ACE2021 sessions also will explore a variety of important higher education issues, such as advocacy and public policy; social justice; innovation; leadership in a changing world; higher education governance; and student access, success, and learning. Sponsorship includes the option to participate in a moderator capacity during the event, working in consultation with an ACE content manager. Additionally, verbal recognition will be provided during the session, and sponsorship recognition will be included in all program and marketing materials.

MEET THE SPEAKERS ROUNDTABLE

Similar to the standard roundtable discussion, above, except that this format provides opportunities for attendees to meet and ask questions of major session speakers that may have presented earlier in the day.

Networking Premier Sponsorship Opportunities

103RD ANNUAL ACE BOARD OF DIRECTORS EVENT

This exclusive opportunity will provide the sponsor an opportunity to support and attend ACE's Annual Board Meeting and corresponding social event. The sponsorship will include logo recognition throughout the event, co-branded invitation, verbal recognition by ACE leadership, and a brief non-commercial speaking opportunity. Additionally, there will be an opportunity to provide a branded gift.

TOAST TO WOMEN IN HIGHER EDUCATION LEADERSHIP

This evening session features a prominent keynote speaker and a focus on those important efforts and leaders who have demonstrated a sustained commitment to the advancement of women in higher education. The sponsorship will include logo recognition throughout the event, verbal recognition, and a brief non-commercial speaking opportunity. Additionally, there will be an opportunity to provide a branded gift to attendees.

ACE WOMEN'S NETWORK LEADERSHIP CONFERENCE

Convene with administrators from all 50 ACE State Networks for professional development and networking. The ACE Women's Network identifies, advances, and supports women in higher education careers. Sponsorship includes logo recognition prior to and throughout the sessions, as well as verbal recognition. It also includes the opportunity to submit a proposal on a topic relevant to the state chairs for a session to be considered for the conference agenda; subject to ACE's approval.

Social

Premier Sponsorship Opportunities

OPENING DAY SOCIAL HOUR

Kick-off social networking with this all-attendee event, immediately following the conclusion of the first day's general sessions. After initial conversation, attendees will be divided into breakout rooms by geographic regions for engaging discussions and/or trivia. Sponsorship will include logo recognition before and during the event, along with verbal recognition during the plenary session, and a brief non-commercial speaking opportunity to help set the tone for the networking event.

JOB FUNCTION SOCIAL HOUR

These social events will divide participants up by functional roles on campuses and will take place immediately following the conclusion of the day's general

sessions. Sponsorship will include logo recognition before and during the event, along with verbal recognition during the plenary session, and a brief non-commercial speaking opportunity to help set the tone for the networking event.

CELEBRATING DIVERSITY SOCIAL HOUR

This social event will take place on Tuesday after the general sessions and will engage attendees in discussions of diversity and inclusion in higher ed. Sponsorship will include logo recognition before and during the event, along with verbal recognition during the plenary session, and a brief non-commercial speaking opportunity to help set the tone for the networking event.

Daily Plenaries

Premier Sponsorship Opportunities

MONDAY PLENARY

Welcome attendees to ACE2021 during this kickoff plenary focused on the election impact and other political issues relating to higher education. This all-attendee session will feature Kirsten Powers, CNN senior political analyst and *USA Today* columnist, and Michael Steele, political commentator and Republican National Committee former chair. This sponsorship will include logo recognition prior to and throughout the event, verbal recognition, and a brief non-commercial speaking opportunity during the session.

TUESDAY PLENARY

Take center stage during day two's plenary that focuses on the theme of higher education leadership. Diana Natalicio, former president of The University of

Texas at El Paso, will deliver the Robert H. Atwell Plenary, named by the ACE Board of Directors for the former ACE president who served from 1984 to 1996. This sponsorship will include logo recognition prior to and throughout the event, verbal recognition, and a brief non-commercial speaking opportunity during the session.

WEDNESDAY PLENARY

Help ACE finish the conference on a high note at this all-attendee session that will feature a notable speaker and focus on diversity, equity, and inclusion in higher education. This sponsorship will include logo recognition prior to and throughout the event, verbal recognition, and a brief non-commercial speaking opportunity during the session.



Virtual Sponsorship Bundles

Diamond Sponsor

\$50,000+

(1) One plenary and two premier sponsorships **or** (2) one plenary, one premier sponsorship, and two standard sponsorships, plus one branding item. Custom packages are also available.

BENEFITS

- Digital logo recognition as Diamond Sponsor throughout the virtual platform
- Option to provide a 10-second ad during each morning's "Check Your Tech" prior to that day's plenary
- Three-minute welcome message during applicable sponsored content sessions
- Logo recognition during presentation displayed at all main sessions
- Logo recognition, with hyperlink, in all ACE2021 promotional e-blasts
- Solutions Hub resource and engagement space
- Pre- and post-ACE2021 use of attendee names and physical mailing addresses
- Eight complimentary ACE2021 full registrations
- Discounted additional registrations

PLENARY SESSIONS

- Monday Plenary
- Tuesday Plenary
- Wednesday Plenary

PREMIER SPONSORSHIPS

- Roundtable
- Focus zone session
- Live partner session
- Social event
- Solutions snapshot
- Toast to Women in Higher Education Leadership
- Council of Fellows Weekend
- Women's Leadership Conference

STANDARD SPONSORSHIPS

- Focus zone session
- Solutions snapshot
- Solutions Hub resource/networking space
- Well-being activity
- Children's activity

BRANDING ITEMS

- Post-conference survey
- Registration confirmation email
- Three-month banner ad on ACE2021 website
- Platform ad space
- This Week at ACE banner ad

Sapphire Sponsor

\$30,000

(1) One plenary and one standard session; (2) two premier sponsorships; or (3) one premier sponsorship and two standard sponsorships, plus one branding item.

BENEFITS

- Digital logo recognition as Sapphire Sponsor throughout the virtual platform
- Ad during each morning's "Check Your Tech" prior to that day's plenary
- Three-minute welcome message during applicable sponsored content sessions
- Logo recognition during presentation displayed at all main sessions
- Logo recognition, with hyperlink, in all ACE2021 promotional e-blasts
- Solutions Hub resource and engagement space
- Pre- and post-ACE2021 use of attendee names and physical mailing addresses
- Seven complimentary ACE2021 full registration
- Discounted additional registrations

PLENARY SESSIONS

- Monday Plenary
- Tuesday Plenary
- Wednesday Plenary

PREMIER SPONSORSHIPS

- Roundtable
- Social event
- Live partner session
- Toast to Women in Higher Education Leadership
- COF Weekend
- Women's Leadership Conference

STANDARD SPONSORSHIPS

- Focus zone session
- Solutions snapshot
- Well-being activity
- Children's activity

BRANDING ITEMS

- Post-conference survey
- Registration confirmation email
- Three-month banner ad on ACE2021 website
- Platform ad space
- This Week at ACE Banner ad

Platinum Sponsor

\$20,000

(1) One premier sponsorship **or** (2) two standard sponsorships, plus one branding item.

BENEFITS

- Digital logo recognition as Platinum Sponsor throughout the virtual platform
- Ad during each morning's "Check Your Tech" prior to that day's plenary
- Verbal recognition during reception remarks
- Logo recognition during presentation displayed at all main sessions
- Solutions Hub resource and engagement space
- Logo recognition, with hyperlink, in six ACE2021 promotional e-blasts
- Pre- and post-ACE2021 use of attendee names and physical mailing addresses
- Six complimentary ACE2021 full registrations
- Discounted additional registrations

PREMIER SPONSORSHIPS

- Roundtable
- Social event
- Live partner session
- Toast to Women in Higher Education Leadership
- Council of Fellows Weekend
- Women's Leadership Conference

STANDARD SPONSORSHIPS

- Focus zone session
- Solutions snapshot
- Well-being activity
- Children's activity

BRANDING ITEMS

- Post-conference survey
- Registration confirmation email
- Three-month banner ad on ACE2021 website
- Platform ad space
- This Week at ACE banner ad

Gold Sponsor

\$10,000

One standard sponsorship, plus one branding item.

BENEFITS

- Digital logo recognition as Gold Sponsor throughout the virtual platform
- Logo recognition during presentation displayed at all main sessions
- Logo recognition, with hyperlink, in four ACE2021 promotional e-blasts
- Pre- and post-ACE2021 use of attendee names and physical mailing addresses
- Four complimentary ACE2021 full registrations
- Discounted additional registrations

STANDARD SPONSORSHIPS

- Focus zone session
- Solutions snapshot
- Solutions Hub resource/networking space
- Well-being activity
- Children's activity

BRANDING ITEMS

- Post-conference survey
- Registration confirmation email
- Three-month banner ad on ACE2021 website
- Platform ad space
- This Week at ACE banner ad

Silver Sponsor

\$5,000

One standard sponsorship, plus one branding item.

BENEFITS

- Digital logo recognition as Silver Sponsor throughout the virtual platform
- Logo recognition, with hyperlink, in two ACE2021 promotional e-blasts
- Pre- and post-ACE2021 use of attendee names and physical mailing addresses
- Two complimentary ACE2021 full registrations
- Discounted additional registrations

STANDARD SPONSORSHIPS

- Solutions Hub resource/networking space
- Concurrent session sponsorship

BRANDING ITEMS

- Post-conference survey
- Registration confirmation email
- Three-month banner ad on ACE2021 website
- Platform ad space
- This Week at ACE banner ad



ACE[®]2021