The conference serves as an exceptional venue for generating product/service visibility, engaging in professional networking, supporting efforts to inform higher education public policy, and enhancing state legislative relations.

Ideal sponsors for HEGRC include the following:
- Advocacy and voter engagement software companies,
- National foundations,
- Issue-based advocacy coalitions,
- Lobbying firms,
- Private sector businesses, and
- Institutions and systems of higher education.

For information about becoming a sponsor for HEGRC 2019, contact:

Ramona Crawford
Director, Corporate Partnership Program, AASCU
crawfordr@aascu.org
202-478-4643
<table>
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<tr>
<th>Partnership Opportunities Available for 2019 Higher Education Government Relations Conference (HEGRC)</th>
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| **1. State Relations Awards Program Sponsorship**  
$5,000 (one opportunity)**

The Awards Program Sponsor partners with the task force in co-hosting this awards program, where government relations professionals from across the country are recognized for achievements that model the late Marvin D. Johnson and Edwin R. Crawford, two consummate professionals in higher education.

**Sponsorship includes these benefits:**

- The opportunity to provide brief remarks at the awards ceremony.
- Sponsor’s name and logo on the awards program.
- Two complimentary registrations.
- Use of a six-foot display table in the registration area.
- A list of all conference registrations will be provided two weeks in advance of the meeting.
- Print and electronic recognition, including on the mobile app.

| **2. Conference Reception Sponsorship**  
$5,000 (one opportunity)**

The opening reception provides attendees with networking time in a relaxed setting either at the hotel or at a notable location in the conference host city. The task force would welcome the opportunity to work with a sponsor to host this reception.

**Sponsorship includes these benefits:**

- Opportunity to provide brief remarks before or during the reception.
- Two complimentary registrations.
- Use of a six-foot display table in the registration area.
- A list of all conference registrations will be provided two weeks in advance of the meeting.
- Print and electronic recognition, including on the mobile app.

| **3. Charging Station Sponsorship**  
$5,000 (one opportunity)**

**Sponsorship includes these benefits:**

- Your company logo displayed on the mobile charging station.
- Two complimentary registrations.
- Use of a six-foot display table in the registration area.
- A list of all conference registrations will be provided two weeks in advance of the meeting.
- Print and electronic recognition, including on the mobile app.

| **4. Mobile Application Sponsorship**  
$5,000 (one opportunity)**

The entire conference program, presentations, articles and documents are available to all attendees for the meeting and up to a year beyond the meeting through an app.

**Sponsorship includes these benefits:**

- Recognition as the official mobile app sponsor when users open the app.
- The sponsor’s logo may be linked to a banner ad.
- Two complimentary registrations.
- Use of a six-foot display table in the registration area.
- A list of all conference registrations will be provided two weeks in advance of the meeting.
- Print and electronic recognition, including on the mobile app.
5 Badge Holders Sponsorship  
$4,000 (one opportunity)

Sponsorship includes these benefits:
› Your company logo displayed on conference badges.
› One full conference registration.
› Recognition on print and electronic signage, including on the mobile app.
› Use of a six-foot display table in the registration.
› A list of all conference registrations will be provided two weeks in advance of the meeting.

6 Task Force Dinner  
$2,000

Several plenary sessions are presented throughout the conference that feature panel discussions and expert speakers.

Sponsorship includes these benefits:
› Recognition at the beginning of a plenary session as a brief description of the sponsor is given.
› One complimentary registration.
› Use of a six-foot display table in the registration area.
› A list of all conference registrations will be provided two weeks in advance of the meeting.
› Print and electronic recognition, including on the mobile app.

7 Exhibit-only Opportunities  
$1,000

Sponsorship includes these benefits:
› One full conference registration.
› Use of one six-foot display table.
› Print and electronic recognition, including on the mobile app.