



2021 Summer Council

REFLECT, RECHARGE, REBOOT:
**Leading Resilient
Institutions**

JUNE 29–30 · VIRTUAL

SPONSORSHIP PROSPECTUS

AASCU's 2021 Summer Council will offer presidents, chancellors, and senior leaders the opportunity to connect with their peers, reflect on a challenging year, and strengthen their resolve as they plan for another academic year under uncertain circumstances. Sessions will focus on resilience, crisis leadership, equity-minded leadership, disruption, navigating change, and a collective call for courage and hope. The throughline of our programming remains, as always, a deep and enduring commitment to equity and student success.

Virtual Exhibit Hall Benefits Included With All Sponsorship Opportunities

Exhibit-Only Sponsorship

Investment: \$1,500

Recognition

- ➔ Presence in our virtual exhibit hall, the Solutions Hub, promoted throughout the event, with exclusive exhibit hours listed on the conference program
- ➔ Sponsor profiles can include a company logo; description; website; contact information; social media accounts; document and PDF attachments; and links to external videos, research, reports, and articles
- ➔ Customizable scheduling button: Option to link a “Demo Request” or “Contact Us” button directly to your website, a company representative’s email, a scheduling platform, etc.
- ➔ Corporate logo placement on the conference website and recognition at a major gathering of attendees

Data and Analytics

- ➔ Daily engagement summary, including the name, title, and institution of attendees who added sponsor sessions to their personal agenda and clicked on speaker profiles (if applicable), visited the exhibit space, clicked on banner ads, and/or clicked on attachments and external links in the exhibit space

Engagement

- ➔ Advance information on expected meeting attendees (name, title, and institution); AASCU will provide the list and usage guidelines approximately two weeks prior to the conference
- ➔ Discussion Wall: Option to post a brief (<75 word) message and image on the conference discussion forum
- ➔ Branded prizes: Option to supply company-branded prizes to be promoted through our event games and contests; all exhibitors will be included in platform gamification
- ➔ Chat messaging: One-to-one direct messaging capability that permits direct engagement with attendees and the ability to video chat within that direct message
- ➔ Video rooms: Option to create a designated video room where up to 10 attendees and three moderators can connect at once

Thought Leadership Opportunities

Leadership Skill-Building Sessions (Two Opportunities)

Tuesday, June 29 | 2:30–3:45 p.m. ET

Investment: \$6,000

- ➔ Opportunity to present a live, 75-minute educational workshop focused on building the skills and competencies necessary for public regional comprehensive college and university leaders. Sponsors must co-present with an AASCU university representative
- ➔ Complimentary registration for two (2) people, including access to all sessions and social events, and reduced registration fees for additional company representatives
- ➔ Exclusive banner ad on the virtual event platform with a company logo that redirects to a website of your choice
- ➔ Option to send meeting attendees a push notification with sponsor-developed messaging 15 minutes before your session
- ➔ Content and Resource Links: Linked educational materials (e.g., PDFs, external links) to be included under the session page in the agenda
- ➔ Pre-Event Consultation: Discussion with AASCU leadership to share best practices, evaluate your materials, and identify a target audience—helping you find the right attendees and connect with them in the right way

Exemplary Practice Sessions (Two Opportunities)

Wednesday, June 30 | 1:30–2:15 p.m. ET

Investment: \$4,500

- ➔ Opportunity to present a live, 45-minute discussion of educational topics and challenges relevant to regional comprehensive public universities as we look to a post-pandemic future. Sponsors must co-present with an AASCU university representative
 - ➔ Potential topics include the enrollment crisis, recruiting non-traditional students, changing student needs/preferences, financial sustainability, and new business models
- ➔ Complimentary registration for two (2) people, including access to all sessions and social events, and reduced registration fees for additional company representatives
- ➔ Exclusive banner ad on the virtual event platform with a company logo that redirects to a website of your choice
- ➔ Option to send meeting attendees a push notification with sponsor-developed messaging 15 minutes before your session
- ➔ Content and Resource Links: Linked educational materials (e.g., PDFs, external links) to be included under the session page in the agenda
- ➔ Pre-Event Consultation: Discussion with AASCU leadership to share best practices, evaluate your materials, and identify a target audience—helping you find the right attendees and connect with them in the right way

Roundtable Discussion Facilitation (Four Opportunities)

Tuesday, June 29 | 1:30–2:20 p.m. ET

Wednesday, June 30 | 3:35–4:20 p.m. ET

Investment: \$3,500

Tuesday's roundtable topics will center on reflection, looking back at lessons learned from the past year, and what practices institutions may carry forward post-pandemic. Discussion topics may include student and faculty mental health; best practices that stemmed from necessary pandemic-era changes; and examples of versatility, preparedness, and resilience. Wednesday's roundtables will focus on recharging and rebooting for the upcoming academic year. Potential topics include revising enrollment strategy in light of changing student demographics, reestablishing the value of a college degree, and creative financial sustainability strategies.

- ➔ Opportunity to convene and facilitate a roundtable discussion on issues AASCU members identified as priorities
- ➔ Opportunity to open the discussion with a short presentation (seven to 10 minutes) of solution-based content to set the stage for discussion, conducted in tandem with a university president/chancellor, followed by breakout groups moderated by sponsor company representatives

Visibility and Awareness Opportunities

Plenary Session (Three Opportunities)

Tuesday, June 29 | 11:30 a.m.–12:45 p.m. ET | With Charlene Li, author and entrepreneur

Wednesday, June 30 | 11:45 a.m.–12:45 p.m. ET and 4:30–5:30 p.m. ET

Investment: \$6,000

- Opportunity to support a keynote session
- Opportunity to offer live or pre-recorded opening remarks at the start of the program (three to five minutes)
- ➔ Complimentary registration for two (2) people, including access to all sessions and social events, and reduced registration fees for additional company representatives
- ➔ Corporate logo on the session page that will redirect to the sponsor's exhibit hall space
- ➔ Exclusive banner ad on the virtual event platform with a company logo that redirects to a website of your choice

Virtual Meeting Platform Sponsorship (One Opportunity)

Investment: \$3,000

- ➔ Corporate logo featured prominently on the virtual meeting platform
- ➔ Exclusive linkable listing on the main menu of the virtual event platform, which can connect directly to your website or house other special features such as video links, infographics, or research
- ➔ Complimentary registration for two (2) people, including access to all sessions and social events, and reduced registration fees for additional company representatives
- ➔ Exclusive banner ad on the virtual event platform with a company logo that redirects to a website of your choice

Student Performance (Three Opportunities)

Tuesday, June 29 | 11:20–11:30 a.m. ET

Wednesday, June 30 | 11:30–11:45 a.m. ET and 4:20–4:30 p.m. ET

Investment: \$1,500

- ➔ Opportunity, as a presenting sponsor, to support a 15-minute performance by students from AASCU member institutions
- ➔ Corporate logo placement at the beginning and end of the performance

Wellness Break (Three Opportunities)

Tuesday, June 29 | 1:15–1:25 p.m. ET

Wednesday, June 30 | 12:30–12:45 p.m. ET and 3:20–3:30 p.m. ET

Investment: \$1,500

- ➔ Opportunity to sponsor a “wellness break” of your choice. Options include stretching or “chair yoga,” a coffee/tea break, or a brief meditation practice, among others
- ➔ Logo placement in the Zoom background throughout the session. Option for sponsor representatives to lead the session, where appropriate
- ➔ Logo placement on the session page in the agenda, which will link to sponsor’s exhibit hall space

Team-Building Exercise: Virtual Escape Room

Wednesday, June 30 | 2:30–3:15 p.m. ET

Investment: \$3,000

- ➔ Opportunity to sponsor a virtual escape room experience, where attendees (presidents and chancellors) will be placed into teams to collaborate with colleagues, solve puzzles, and connect
- ➔ Logo placement on the session page in the agenda, which will link to sponsor’s exhibit hall space
- ➔ Opportunity to provide an item of collateral as a prize for the winning team
- ➔ Representatives from the presenting sponsor’s company can participate in the game with presidents

New Presidents’ Breakfast

Tuesday, June 29 | 10:30–11:15 a.m. ET

Investment: \$5,000

- ➔ Opportunity to sponsor a welcome brunch for new AASCU presidents and their spouses/partners. AASCU President Mildred García and Arkansas State University System President and AASCU Board Chair Charles Welch will host the brunch
- ➔ Opportunity to offer brief remarks at the beginning or end of the program
- ➔ Option to send participants an item of collateral
- ➔ Exclusive invitation for company executives to join breakout table discussions

Summer Council Plus

If you are interested in opportunities to package your Summer Council sponsorship with an Academic Affairs Summer Meeting sponsorship (July 21–23, 2021), please let us know by May 21. Contact:

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