CORPORATE ENGAGEMENT PROSPECTUS
2019-2020

Engage with AGB

Reach the trustees, presidents, and other senior leaders of U.S. colleges, universities, and university or college affiliated foundations, working to ensure that U.S. higher education will continue its proud history of preparing and empowering students for life and career success to the benefit of us all.
THE ORGANIZATION

The Association of Governing Boards of Universities and Colleges (AGB) is the premier organization centered on governance in higher education, an indispensable partner for more than 1,300 institutional member boards representing 40,000 volunteer trustees, chief executives, organizational staff, policy makers, and other key industry leaders. For nearly a century, AGB has advanced the theory and practice of America’s unique form of higher education governance as a leading voice, trusted advisor, and effective advocate, helping boards to explore and engage with solutions for their emerging and evergreen governance needs and questions.

THE MARKET

AGB membership includes 1,300 boards representing 1,900 colleges, universities, and institutionally related foundations. The 1,300 boards include about 40,000 individual trustees, college or university presidents, and senior level institution staff.

AGB Member Institution Type

- Private Institutions ................. 59%
- Public Institutions ................. 24%
- Foundations ...................... 15%
- Other .............................. 2%

AGB Members by Role

- Board Members ................... 72%
- Senior Administrators/Executives ... 20%
- Board Professional Staff .......... 4%
- Presidents/Chancellors ........... 4%

Distribution of AGB Members by Years of Membership

- 0-2 .................................... 5%
- 3-5 .................................... 8%
- 6-8 .................................... 7%
- 9-11 .................................. 7%
- 12-14 ................................ 7%
- 15-19 ................................. 11%
- 20+ ..................................... 55%
THE OPPORTUNITY

AGB is proud of its more than 98-year history of working and partnering with corporations to help achieve our mission, serve our trustee members, advance excellence in higher education governance, while helping corporations achieve their objectives and share their expertise.

Forward-thinking corporations that share AGB’s passion and commitment to higher education can engage with us as follows (for details on each opportunity refer to the page numbers shown):

ENGAGEMENT OPPORTUNITIES AT-A-GLANCE

Year-round

1 Sustaining Partner ......................... pg. 4
2 Sustaining Champion ...................... pg. 4
3 Sustaining Sponsor ....................... pg. 4
4 Sustaining Member ....................... pg. 6

Events

1 Foundation Leadership Forum ............ pg. 7
2 National Conference on Trusteeship ........ pg. 9

Additional Opportunities

1 All following may be sponsored as standalone items or added to sponsorship packages
2 Adventorial in Trusteeship Magazine ......... pg. 11
3 Webinars ................................. pg. 11
4 Podcasts ................................. pg. 11
5 Blog Posts ................................. pg. 11
6 Reference Publications ..................... pg. 11
7 Regional meetings ........................ pg. 11

To learn more about sponsorship at AGB contact our Resource Development Team

Steve Abbott
Director of Corporate Relations
(202) 776-0842
sabbott@agb.org

Amy Lynch
Resources Coordinator
(202) 776-0828
alynch@agb.org

YEAR ROUND

These sponsorships are comprehensive year-round, thought leadership opportunities. They include sponsorship of one or both AGB annual events (see pages 7-9) and a robust package of year-round opportunities that provide a cost-effective, sustained strategic engagement with AGB and access to its members.

The Sustaining Partner is the highest level of corporate engagement offered by AGB. Sustaining Partner is designed for companies that want to devote time, financial resources, and subject-matter expertise in a high-profile strategic engagement with AGB to reach AGB members through multiple channels and work with AGB to address critical issues in higher education.

Sustaining Champions are forward-thinking companies who, through their financial support and subject-matter expertise can contribute significantly on a multi-year basis to AGB’s ability to address needs across a range of critical issues important to the ability of governing boards to meet the challenges they face.

Sustaining Sponsors are companies that want to leverage their exposure from an AGB event sponsorship by using other AGB communications channels to maintain a year-round presence with AGB members.

Sustaining Member corporations, with a minimal financial investment, can showcase their support year-round for ensuring well-informed and prepared governing boards. Sustaining Members help to maintain important AGB programs and services. See page 6 for details on membership.

This prospectus is an accurate presentation of sponsorships and other engagement opportunities available with AGB as of May 2019. The opportunities available, benefits related to each opportunity, and pricing are subject to change without notice.
## YEAR-ROUND SPONSORSHIP OPPORTUNITIES

### 2019-2020

<table>
<thead>
<tr>
<th></th>
<th>SUSTAINING PARTNER</th>
<th>SUSTAINING CHAMPION</th>
<th>SUSTAINING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAXIMUM COMPANIES THIS LEVEL</strong></td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>TERM</strong></td>
<td>1 yr/Option 2, 3 yrs</td>
<td>1 yr/Option 2, 3 yrs</td>
<td>1 year</td>
</tr>
<tr>
<td><strong>RIGHTS FEE (PER YEAR)</strong></td>
<td>Min. $75,000</td>
<td>Min. $50,000</td>
<td>Min. $30,000</td>
</tr>
</tbody>
</table>

### YEAR-ROUND BENEFITS

*(included in the rights fee; benefits frequency is per year unless otherwise noted)*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>SUSTAINING PARTNER</th>
<th>SUSTAINING CHAMPION</th>
<th>SUSTAINING SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus group with AGB members</td>
<td>1x</td>
<td>1x</td>
<td>Optional*</td>
</tr>
<tr>
<td>Email to AGB members</td>
<td>2x</td>
<td>1x</td>
<td>1x (shared)**</td>
</tr>
<tr>
<td>Present a Webinar</td>
<td>1x</td>
<td>1x</td>
<td>Optional*</td>
</tr>
<tr>
<td>Advertorial in Trusteeship magazine</td>
<td>1x/1-page</td>
<td>1x/1-page</td>
<td>Optional*</td>
</tr>
<tr>
<td>Presence on agb.org</td>
<td>Full term</td>
<td>Full term</td>
<td>Full term</td>
</tr>
<tr>
<td>(logo/150-word profile)</td>
<td></td>
<td>(logo/100-word profile)</td>
<td>(logo/75-word profile)</td>
</tr>
<tr>
<td>Sponsorship position at AGB events</td>
<td>Foundation Leadership Forum AND National Conference on Trusteeship</td>
<td>Select Forum OR National Conference</td>
<td>Select Forum OR National Conference</td>
</tr>
<tr>
<td>All sponsor benefits at each event</td>
<td>x</td>
<td>At selected event</td>
<td>At selected event</td>
</tr>
<tr>
<td>Speaking opportunity at each event</td>
<td>x</td>
<td>At selected event</td>
<td>At selected event</td>
</tr>
<tr>
<td>Post content on agb.org</td>
<td>1x</td>
<td>1x</td>
<td>1x</td>
</tr>
<tr>
<td>Subscription to Trusteeship (6 issues)</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Shared thank-you ad in Trusteeship</td>
<td>1x</td>
<td>1x</td>
<td>1x</td>
</tr>
</tbody>
</table>

**THOUGHT LEADERSHIP INITIATIVE**

*See additional information on page 5.*

<table>
<thead>
<tr>
<th></th>
<th>x</th>
<th>x</th>
</tr>
</thead>
</table>

**MEMBER AGB CORPORATE COUNCIL**

*See additional information on page 5.*

<table>
<thead>
<tr>
<th></th>
<th>Full term</th>
<th>Full term</th>
<th>Full term</th>
</tr>
</thead>
</table>

*Sustaining Sponsors may select one item from those marked “optional” below.*

*Sustaining Sponsors select one item from those marked “optional” below.

**All Sustaining Sponsors are featured in one email — each provides a short paragraph of information for inclusion in the email.*
THOUGHT LEADERSHIP INITIATIVE
2019-2020

SUSTAINING PARTNER
A portion of the Partner’s rights fee will help support an AGB Thought Leadership initiative. The specifics of the Partner’s participation in the development of the initiative is subject to discussion and agreement between the Partner and AGB. The Partner may elect to invest additional funds in the initiative and in so doing work with AGB to develop an initiative more quickly or grow it in scope, impact, relevance and awareness. The Partner can claim credit for advancing thinking, developing solutions and promoting action to address the chosen issue. The program could include an array of events, products, and initiatives. Final decisions on program structure and elements remain with AGB.

SUSTAINING CHAMPION
A portion of the Champion’s rights fee will help support an AGB Thought Leadership initiative. The Champion will be recognized as a sponsor of the selected initiative. The Champion may offer strategic and content suggestions/materials for consideration by AGB to support the initiative. The Champion will be acknowledged on digital and print materials developed for the initiative.

CORPORATE COUNCIL
Membership in the council is exclusive to AGB Sustaining Partners, Sustaining Champions, and Sustaining Sponsors. There is no additional fee for participating in the council. The Council is envisioned as a mutually beneficial forum for AGB and our corporate partners to share information on the higher education environment from the unique perspective of each, proactively understand and prepare for current and emerging issues, and brainstorm the best approaches to addressing the issues. AGB believes that corporations are critical partners in understanding the issues and developing solutions that help trustees to successfully fulfill their obligations. Convening of council meetings, if any, frequency, location, format and other details are solely at the discretion of AGB.
With a minimal financial investment, AGB Sustaining Member corporations can showcase their support for ensuring well-informed and prepared governing boards. Sustaining Members help to maintain important AGB programs and services that provide critical resources to AGB-member governing boards. In return for this support, AGB provides year-round visibility with AGB members and the opportunity to share company knowledge and expertise in a variety of ways.

<table>
<thead>
<tr>
<th>YEAR-ROUND MEMBER BENEFITS*</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits are the same regardless of dues level.</td>
<td></td>
</tr>
<tr>
<td><strong>Year-round presence in the Sustaining Member section of <a href="http://www.agb.org">www.agb.org</a> (logo, 50-word description, hyperlink to company website)</strong></td>
<td>12 months</td>
</tr>
<tr>
<td><strong>Opportunity to post solutions-focused content in Sustaining Member section of <a href="http://www.agb.org">www.agb.org</a> (non-marketing/PR focus, subject to approval by AGB)</strong></td>
<td>1x</td>
</tr>
<tr>
<td><strong>Discounts</strong></td>
<td></td>
</tr>
<tr>
<td>• On rights fee for AGB sponsorship at the Foundation Leadership Forum OR National Conference on Trusteeship (basic sponsorship level only) (5% for companies up to 499 employees; 10% for 500 or more)</td>
<td>5% or 10%</td>
</tr>
<tr>
<td>• On advertorial opportunities in Trusteeship magazine</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Shared acknowledgement (logo with hyperlink to company website) in footer of email to AGB members</strong></td>
<td>1x</td>
</tr>
<tr>
<td><strong>Shared acknowledgement</strong></td>
<td></td>
</tr>
<tr>
<td>• On signage at AGB’s Foundation Leadership Forum and National Conference on Trusteeship</td>
<td>Each event</td>
</tr>
<tr>
<td>• In Thank-You ad (company logo) in the printed program for AGB’s Foundation Leadership Forum and National Conference on Trusteeship</td>
<td>Each event</td>
</tr>
<tr>
<td>• In Thank-You ad in Trusteeship magazine</td>
<td>1x</td>
</tr>
<tr>
<td><strong>Subscription to Trusteeship magazine (2 per company)</strong></td>
<td>6 issues per year</td>
</tr>
</tbody>
</table>

*Sustaining Member corporations are not members of, and receive no benefits from, AGB’s broader membership program that is restricted to trustees of colleges, universities, and affiliated foundations. This is a non-exclusive membership. AGB may have an unlimited number of corporate members.

**ANNUAL DUES**

Dues are based on the number of full-time employees in the entire company or, for investment firms, assets under management in their higher education practice. Dues are for a 12-month membership.

- Under 50 employees ........................................... $1,000
- 50–499 employees or investment firms with less than $3 billion in assets under management in higher education practice .......................... $1,500
- 500-4,999 employees or investment firms with $3 billion or more in assets under management in higher education practice .......................... $2,500
- 5,000 or more employees ................................. $4,000
Events available are the Foundation Leadership Forum (January) and the National Conference on Trusteeship (April).

All event sponsors are partners in the event experience and have exclusive access to important audiences.
- We limit the number of sponsoring companies. Once we reach the limit, no additional sponsors are accepted.
- Only sponsoring companies can attend the event.

Our sponsors are integrated into the program, not relegated to an exhibit hall (there is no exhibit hall!).
Sponsors are welcomed and encouraged to fully participate in event workshops and sessions to interact with attendees and contribute to the conversation about higher education issues.

FOUNDATION LEADERSHIP FORUM

JANUARY 26-28, 2020  •  SAN DIEGO, CA

Audience
Trustees of public university and college affiliated foundations; presidents; and other senior leaders.

Attendees
500 or more

Format
Preconference workshops, main conference plenary and concurrent sessions, and networking opportunities.

Purpose
The Forum is the only national event for foundation board members and executives to share best practices, learn from subject-matter experts, and develop strategies to enhance the effectiveness of foundations.

Attendees by Role

- Presidents ........................................ 24%
- Trustees ........................................ 31%
- Senior leaders ................................ 29%
- Other ............................................ 16%*

*includes speakers and sponsor representatives
SPONSORSHIP BENEFITS

Preconference
- Acknowledgement in footers of preconference emails to potential attendees and/or registered attendees with hyperlink to company website.
- List of attendees provided three weeks in advance (includes individual’s name, institution, title, and state)
- Acknowledgement on the Forum section of the AGB website to include company logo/name and hyperlink to company website.

Onsite
- Complimentary registration for two (2) senior executives.
- Full-page company profile with logo and contact information in the printed Forum program.
- Acknowledgement during plenary sessions (logo projection and in AGB executive’s remarks from the podium).
- Networking opportunities with AGB attendees. Sponsors are invited and encouraged to fully participate in all conference sessions and contribute to the conversation about higher education issues.
- Display area with signage for sponsor materials in high-traffic area.

Post-Conference
- Listing in shared sponsor recognition ad in the May/June issue of Trusteeship magazine thanking all AGB sponsors; includes company logo and name. Circulation: 25,000

BASIC SPONSORSHIP: $10,000
All benefits on left

SPONSORSHIP WITH SPEAKING OPPORTUNITY (IF AVAILABLE): $13,000 OR $15,000

SPONSORSHIP OPPORTUNITIES AVAILABLE TO ENHANCE THE BASIC SPONSORSHIP:
- Breakfast, luncheon, or reception*—$7,500 per event
- Plenary session*—$5,000 per plenary
- Preconference 3-hour workshop*—$5,000

*All events may not be available and are subject to change without notice. Speaking opportunities vary by event and may not be available for all events. Opportunity to distribute company materials at seats or on tables at individually sponsored plenary sessions or preconference workshops. Not available as standalones.
NATIONAL CONFERENCE ON TRUSTEESHIP
2020

Audience
Trustees of public and private universities and colleges, presidents, and other senior leaders. This is the largest gathering specifically for higher education governing boards.

Attendees
1,000 or more

Format
Preconference workshops, main conference plenary and concurrent sessions, and networking opportunities.

Purpose
Attendees share their experiences; learn from each other and subject-matter experts; and network around the common goal of advancing higher education.

Attendees by Role

- Presidents .................................. 12%
- Trustees .................................. 42%
- Senior leaders ............................ 40%
- Other ................................. 6%*

*includes speakers and sponsor representatives
SPONSORSHIP BENEFITS

Preconference
• Acknowledgement in footers of preconference emails to potential attendees and/or registered attendees with hyperlink to company website.
• List of attendees provided three weeks in advance (includes individual’s name, institution, title, and state).
• Acknowledgement on the National Conference section of the AGB website to include company logo/name and hyperlink to company website.

Onsite
• Complimentary registration for three (3) senior executives.
• Full-page company profile with logo and contact information in the printed National Conference program.
• Company logo and brief company description in the conference app.
• Acknowledgement during plenary sessions (logo projection and in AGB executive’s remarks from the podium).
• Networking opportunities with AGB attendees. Sponsors are invited and encouraged to fully participate in all conference sessions and contribute to the conversation about higher education issues.
• Display area with signage for sponsor materials in high-traffic area.

Post-Conference
• Listing in shared sponsor recognition ad in the May/June issue of Trusteeship magazine thanking all AGB sponsors; includes company logo and name. Circulation: 25,000

BASIC SPONSORSHIP: $15,000
All benefits on left

SPONSORSHIP WITH SPEAKING OPPORTUNITY
(IF AVAILABLE): $18,000 OR $20,000

SPONSORSHIP OPPORTUNITIES AVAILABLE TO ENHANCE THE BASIC SPONSORSHIP:
• Breakfast, luncheon, or reception*— $7,500 per event
• Plenary session*— $5,000 per plenary
• Preconference 3-hour workshop* — $5,000

*All events may not be available and are subject to change without notice. Speaking opportunities vary by event and may not be available for all events. Opportunity to distribute company materials at seats or on tables at individually sponsored plenary sessions or preconference workshops. Not available as standalones.

A SPECIAL OPPORTUNITY AT THE NATIONAL CONFERENCE
The Workshop for Board Professionals (WBP) is a preconference event held in conjunction with the National Conference. Board professionals are those in higher education who staff boards of trustees in roles such as assistant to the president, general counsel, secretary of the college, vice president, and chief of staff. Sponsorships are available for this 3-day workshop. More than 280 board professionals attended the 2018 event.

Sponsorship of the Workshop is available as a standalone opportunity — $5,000 - $7,500.

Contact the AGB Resource Development team for details on the Workshop, sponsorship opportunities and tie-ins to the National Conference.
ADDITIONAL SPONSORSHIP OPPORTUNITIES
2019-2020

A

of the following are available as standalone sponsorships. They can also be included in year-round sponsorships or added to event sponsorships. Availability of these opportunities is subject to change without notice. Advertorials, webinars, podcasts, and blog posts must be solutions focused and cannot have an overt marketing, advertising or public relations focus. For the latest information contact the AGB Resources Team.

Advertorials
One (1) full-page advertorial in Trusteeship magazine, the official AGB member magazine on a topic of sponsor’s choice subject to approval from AGB. An advertorial is an exclusive opportunity for the sponsor to address a topic in more depth than traditional advertising. The magazine does not accept traditional advertising.

• Rights fee: $5,000

Webinars
Create your own on a hot topic, subject to approval from AGB, that will help give attendees the tools they need to address and manage an issue facing campuses today. Other conditions apply.

• Rights fee: $5,000

Podcasts
A company desiring to do a podcast will present a concept and outline for consideration to participate in a podcast for AGB’s Trusteeship Radio. The content of the podcast is sponsor’s choice in consultation with AGB and must be focused on current issues in higher education which impact governance. The format of Trusteeship Radio is an approximately 20-minute host-guided conversation between two guests about the specific issue. Other conditions apply.

• Rights fee: $5,000

Blog Posts
Posts are subject to review/approval by AGB and posts must align with the style and length of other posts on agb.org. Approximately 350–400 words. Companies are limited to a maximum of two blog posts per calendar year.

• Rights fee: $1,500

Reference Publications
AGB publications are in-depth treatments of timely topics by authors who are subject-matter experts. These are exclusive sponsorships.

• Rights fee: $5,000-$7,500

Regional Meetings
Small group meetings of 35-50 attendees convened by AGB on topics needing more focused, in-depth discussion such as shared governance. Sponsorship is limited to a maximum of five companies per meeting.

• Rights fee: $3,000-$10,000
AGB RESOURCE DEVELOPMENT TEAM CONTACTS

To learn more about AGB corporate sponsorships and engagement opportunities, please contact:

Steve Abbott  
Director of Corporate Relations  
(202) 776-0842  
sabbott@agb.org

Amy Lynch  
Resources Coordinator  
(202) 776-0828  
alynch@agb.org

1133 20th Street, NW  
Suite 300  
Washington, DC 20036  
www.agb.org

THINGS TO NOTE

• This prospectus is an accurate presentation of sponsorships and other engagement opportunities available with AGB as of May 2019. The opportunities available, benefits related to each opportunity, and pricing are subject to change without notice.
• AGB sponsorships are non-exclusive except where noted.
• Sponsorship rights fees and corporate Sustaining Member annual dues are not refundable, are unrestricted and may be used at AGB’s discretion.
• All sponsorships are designed to be most effective when all benefits are fully executed. The basic elements of each package are not subject to negotiation. However, the details of each element are subject to discussion and customization between the sponsor and AGB. The sponsor may elect to not take advantage of some of the benefits, however there is no refund or discount of the rights fee in such a case.
• Sustaining Member corporations are not members of, and receive no benefits from AGB’s broader membership program that is restricted to trustees of colleges, universities, and affiliated foundations.