



Corporate Engagement Prospectus

2020-2021

Engage with **AGB**

Reach

a critical audience of trustees, presidents, board professionals and other senior administrators leading colleges, universities, and university or college affiliated foundations.

Gain

a trusted partner in higher education with multiple channels to build relevant awareness of your company brand, help achieve business objectives, and share your expertise.

IMPORTANT NOTE

The information below is current as of July 1, 2020

The COVID-19 crisis has had a profound impact on all of us. Out of an abundance of caution about the health and welfare of our members, partners, sponsors and other supporters, AGB events the remainder of 2020 and through June 2021 will be presented virtually. This plan is subject to change if conditions warrant a return to live events.

Our goal, as always, is to present content of the highest quality and relevance to our members and to provide a virtual event environment that will offer our partners and sponsors a platform that will support your needs and help you meet your business goals in engaging with AGB.

We are evaluating virtual event platforms that will best support the delivery of our programming and provide the most fulfilling experience for our virtual attendees. The platform we select will also offer state-of-the-art options to highlight our partners' and sponsors' brands, thought leadership, and products and services available to meet the needs of colleges, universities and affiliated foundations.

THE ORGANIZATION

The Association of Governing Boards of Universities and Colleges (AGB) is the premier organization focused on governance in higher education. AGB's membership represents 40,000 trustee board members, presidents, board professionals, and other senior leaders who oversee nearly 2,000 member institutions and foundations. AGB celebrates its 100-year anniversary in 2021. It continues to be the trusted source for engaged board members providing strategic leadership for higher education to drive student success and institutional vitality.

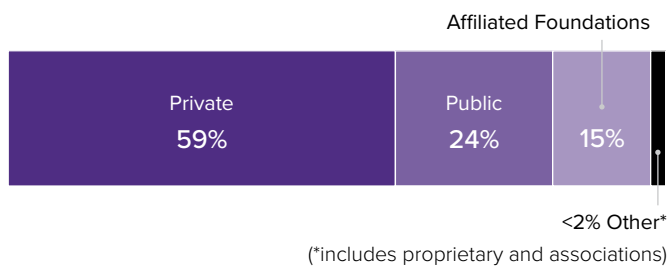
Vision

College, university and foundation board members are indispensable, strategic partners with institutions to fulfill their unique commitments to society, advance student success and well-being, and enhance institutional vitality.

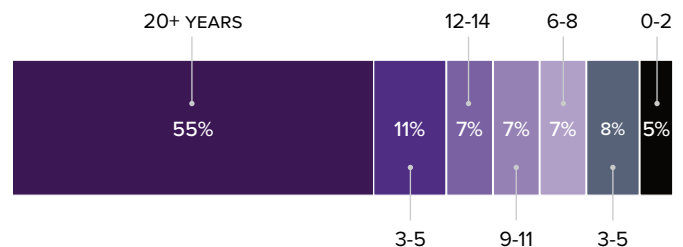
Mission

AGB empowers college, university, and foundation boards and board members to govern with knowledge and confidence, providing guidance and thought leadership through expert services and resources.

AGB Member Institutions:



AGB Members by length of membership:



THE OPPORTUNITY

AGB is proud of its history of working and partnering with corporations. Corporations are powerful, strategic partners with AGB to advance our mission to empower board members to govern with confidence and knowledge. Through partnering with AGB corporations gain a trusted partner in higher education with multiple channels to build relevant awareness of the company brand, help achieve business 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

pg. 4–6

- Sustaining Partner
- Sustaining Champion
- Sustaining Sponsor
- Sustaining Member

Events

pg. 7–9

- Foundation Leadership Forum
- National Conference on Trusteeship
- Workshop for Board Professionals

Advisory Councils

pg. 10

- Advisory Councils comprised of select higher education leaders
- Example: Council of Board Chairs of Colleges and Universities

Institutes

pg. 10

- For board chairs and presidents

Discussion Forums

pg. 11

- Ask the Experts
- Peer-to-Peer

Content & Thought Leadership

pg. 11

- Trusteeship Magazine
- Webinars
- AGB.org Website
- Podcasts
- Blog Posts
- Publications

This prospectus is an accurate presentation of engagement opportunities available with AGB as of July 1, 2020. The opportunities, benefits, and pricing are subject to change without notice.

For the latest information or to learn more about corporate engagement at AGB contact our Partnerships Team:

- Steve Abbott, Director of Corporate Relations, (202) 776-0842, sabbott@AGB.org
- Amy Lynch, Resources Coordinator, (202) 776-0828, alynch@AGB.org

AGB THOUGHT LEADERS

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

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 engagement with AGB as a strategic content partner 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 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 and 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.)

SUSTAINING PARTNERS, CHAMPIONS AND SPONSORS ENJOY:

- Opportunity for multi-year engagement terms of up to three (3) years
- Premium positioning and visibility across multiple AGB channels, acknowledgement in signage (print and/or digital) at AGB events and convenings, in AGB executives' remarks where appropriate, and in select communications with AGB members throughout the year
- Presence on AGB.org with partner profile and link to partner website
- Membership on the AGB Corporate Council (see pg. 5).
- Access to select members-only content on AGB.org
- Receive monthly AGB President/CEO Member Update that goes to all AGB members
- Advance notice of new AGB initiatives and opportunities to support
- Subscription to *Trusteeship* magazine
- Annual shared recognition in *Trusteeship* magazine



Year-Round Sustaining-Level Benefits

	PARTNER	CHAMPION	SPONSOR
RIGHTS FEE (PER YEAR)	Min. \$75,000	Min. \$50,000	Min. \$30,000

YEAR-ROUND BENEFITS <i>(included in the rights fee; benefits frequency is per year unless otherwise noted)</i>			<i>Sustaining Sponsors select one item from those marked "optional" below</i>
Focus group with AGB Members	1x	1x	Optional
Present a webinar		1x	Optional
Present a 2-part webinar series	1x		
Article in <i>Trusteeship</i> magazine	1x		
Advertorial in <i>Trusteeship</i> magazine		1x/1-page	Optional
Opportunity to sponsor a topic area in AGB Knowledge Center on AGB.org	1 topic area/6 mos.	1 topic area/3 mos.	Optional
Presence on AGB.org	Full term (logo/350-word profile)	Full term (logo/250-word profile)	Full term (logo/150-word profile)
Sponsorship position at AGB event(s)	Foundation Leadership Forum, National Conference on Trusteeship and Workshop for Board Professionals	Select Forum <u>or</u> National Conference <u>or</u> Workshop for Board Professionals	Select Forum <u>or</u> National Conference <u>or</u> Workshop for Board Professionals
All sponsor benefits at each event	x	At selected event	At selected event
Speaking opportunity at each event	1x (1-hr concurrent)	At the selected event (panel seat)	At the selected event (panel seat)
Link to company content from AGB.org	1x	1x	1x
Shared thank-you ad in <i>Trusteeship</i> magazine	1x	1x	1x
Member AGB Corporate Council (see additional information below)	Full term	Full term	Full term

AGB CORPORATE COUNCIL

Membership in the Corporate Council is exclusively for AGB Sustaining Partners, Champions and Sponsors.

There is no additional fee for participating in the Council. The Council provides a mutually beneficial, multi-stakeholder forum for members, the AGB Leadership Team, and others to share information on the higher education environment from the unique perspective of each, understand and prepare for current and emerging issues, and brainstorm the best approaches to addressing the issues.

Convening of Council meetings, if any, frequency, location, format and other details are solely at the discretion of AGB.

SUSTAINING MEMBERS

With a minimal financial investment, **AGB Sustaining Member** corporations can showcase their support for ensuring knowledgeable, well-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.

YEAR-ROUND MEMBER BENEFITS*

BENEFITS ARE THE SAME REGARDLESS OF DUES LEVEL • FREQUENCY IS PER YEAR OF MEMBERSHIP

Year-round presence in the Sustaining Member digital resource section of www.AGB.org (logo, 75-word description, hyperlink to company website)	12 months
Opportunity to link to solutions-focused content on company website from company profile in Sustaining Member section of www.AGB.org (non-marketing/PR focus, subject to approval by AGB)	1x
Opportunity to write a blog for www.AGB.org	1x
Discount on rights fee for AGB sponsorship at the Foundation Leadership Forum OR National Conference on Trusteeship (basic sponsorship level only)	5% discount for companies with 0-499 employees 10% for companies with 500+
Discount on one (1) advertisement, article or advertorial in <i>Trusteeship</i> magazine	10%
Shared acknowledgement on signage at AGB's Foundation Leadership Forum and National Conference on Trusteeship	Each event
Shared acknowledgement in Thank You ad (company logo) in the digital program and app for AGB's Foundation Leadership Forum and National Conference on Trusteeship	Each event
Shared acknowledgement in footer of email to AGB members (logo w/hyperlink to company Website)	1x
In Thank You ad in <i>Trusteeship</i> magazine	1x
Subscription to <i>Trusteeship</i> magazine (2 per company, per year)	6 issues per year

*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.

1-499 **\$1,500**

(And investment firms with less than \$3 billion assets under management in higher education practice)

500-4999 **\$2,500**

(And investment firms with \$3 billion or more assets under management in higher education practice)

5,000+ **\$4,000**

EVENTS AVAILABLE:

- **Foundation Leadership Forum (Jan.)**
- **National Conference on Trusteeship (Apr.)**
- **Workshop for Board Professionals (Apr.)**

VIRTUAL EVENT ENGAGEMENT LEVELS

Underwriting Partner

\$20,000 per event

- 1-hr. concurrent session speaking opportunity in the selected event
- 2 blog posts: one prior to the event, one after the event
- A focus group with AGB members after the event
- A full-page advertisement in *Trusteeship* magazine
- Premium positioning and visibility in all event channels and other AGB channels
- All Event Benefits (see pg. 8)

Contributing Sponsor

\$10,000 per event

- Panel seat in a 1-hr. concurrent session in the selected event
- 1 blog post before or after the event
- A full-page advertisement in *Trusteeship* magazine
- All Event Benefits (see pg. 8)

Event Sponsor

\$5,000 per event

- 1 blog post before or after the event
- All Event Benefits (see pg. 8)

Add On

Available to all levels: Add a 1-year **AGB Corporate Sustaining Membership** to your event sponsorship for \$1,000. Among the benefits of membership are:

- A year-round presence on AGB.org to include a company description, logo, and hyperlink to company website
- Opportunity to write a blog for AGB.org
- Opportunity to link to solutions-focused content on the company website
- Subscription to *Trusteeship* magazine
- Full member benefits pg. 6

EVENT BENEFITS

All event underwriting partners, contributing sponsors, and event sponsors enjoy the following benefits:

Pre-Event

- **Virtual event registration list** provided three weeks in advance (includes individual's name, institution, title, and state)
- **Company name in footers of pre-event emails** to potential registrants and/or registrants with hyperlink to company website
- **Acknowledgement on the event website and virtual platform** to include company logo/name and hyperlink to company website

Event

- **Complimentary passes to attend** the event (Number provided depends on the event and sponsorship level).
- **Customized, company profile** with logo, contact information, and link to company website on the event website and virtual platform. Page is active for six (6) months.
- **Underwriters/sponsors are welcome to fully participate in event sessions** and contribute to the conversation about higher education issues.
- **We limit the number of underwriting/sponsoring companies based on the size of the event** to ensure maximum visibility for our underwriter/sponsors.
- **Only underwriting/sponsoring companies will be invited** to the event.
- **AGB President and CEO will thank and acknowledge underwriters/sponsors** in welcoming remarks at the opening and closing webinar in the event.
- **At the beginning of all webinars in the virtual events, the session moderator will verbally acknowledge underwriters/sponsor support** accompanied by a recognition slide with company logos.
- **Underwriters/sponsors will be featured in a virtual environment** with branding and engagement opportunities for attendees to access company materials, interact with a company representative during the event, or opt-in for follow-up from a company representative later.

Post-Event

- **All webinars produced for the virtual event will be available for viewing** for 90 days after the event. All webinars will include the underwriter/sponsor acknowledgement as noted above.
- **Final registration list** (includes individual's name, institution, title, and state).
- **Listing in shared recognition ad in the May/June issue of *Trusteeship* magazine**, print and digital editions, thanking all AGB underwriters/sponsors; includes company logo and name. Circulation: 35,000.



EVENT DATES BELOW ARE AS OF JULY 1, 2020. THEY ARE SUBJECT TO CHANGE BASED ON THE EVOLVING IMPACT OF COVID-19.

FOUNDATION LEADERSHIP FORUM

January 25–27

The Forum is the only national event for public university and college affiliated foundation trustees, CEOs/executive directors and other senior leaders to share best practices, learn from subject-matter experts, and develop strategies to enhance the effectiveness of foundations.

Attendee Counts:

- Estimated virtual registrants: 700–1,000
- 2020 live event attendance: 550

Attendees (2020 live event) by job title:



(*includes speakers and sponsor representatives)

NATIONAL CONFERENCE ON TRUSTEESHIP

April 12–14

The National Conference is the only national event for trustees of public and private universities and colleges, presidents, and other senior leaders. This is the largest gathering specifically for higher education governing boards.

Attendee Counts:

- 2020 virtual event registrants: 3,960 (unique 1,202)
- 2020 virtual event attendees: 2,730 (unique 750)
- 2019 live event attendance: 800

Attendees by job title:

Presidents



(*includes speakers and sponsor representatives)

WORKSHOP FOR BOARD PROFESSIONALS

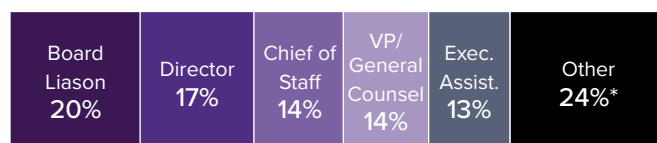
April 6-8

The workshop is for those in higher education who staff boards of trustees in roles such as board liaison or board secretary, assistant to the president, general counsel, secretary of the college, vice president, and chief of staff.

Attendee Counts:

- 2020 virtual event registrants: 1,755 (unique 460)
- 2020 virtual event attendees: 2,730 (unique 297)
- 2019 live event attendance: 250

Attendees by job title:



(*includes speakers and sponsor representatives)

Engagement, Content, and Thought Leadership Opportunities

All of the following are available as options for selection by Sustaining Partners, Champions, Sponsors, and Members; as add-ons to Event sponsorships; or as standalone opportunities to engage with AGB members.

Availability of these opportunities is subject to change without notice. Advertorials, articles, webinars, podcasts, and blog posts must be solutions focused and cannot have an overt marketing, advertising or public relations focus.

As a reminder, any Council or Institute meetings through at least June 2021 will be virtual. For the latest information contact the AGB Partnership Team.

Advisory Councils

The Councils are forums for multi-stakeholder dialogue including a broad spectrum of college, university and foundation leaders, subject matter experts, corporate leaders, policy makers, and others. The purpose of AGB Councils is to learn with/from higher education board members and other leaders, and to inform our entire membership of key issues and leading practices that emerge from the Councils' discussions.

Examples of Councils include:

- Council of Presidents of Colleges and Universities
- Executive Directors/CEOs of Institutionally Related Foundations
- Chairs of Institution or Foundation Boards
- Chairs of various board committees, such as investments or academic affairs

The Councils meet four (4) times per year, two times in-person and two times virtually offering significant business development and engagement opportunities for our partners. Partners may contribute to developing the Council agenda, have speaking opportunities during the convenings, and contribute to/provide outputs that may include summary of proceedings, blogs, white papers and other relevant content.

Minimum fee: \$20,000 per council/per year
MINIMUM TERM TWO (2) YEARS; MAXIMUM ONE (1) PER TERM

Institutes

The most important relationship for effective governance is between the board chair and the president. AGB's Institute for Board Chairs and Presidents allows chair-president teams to develop robust partnerships and create a focused agenda that moves both the board and the institution forward.

There are four (4) institutes per year:

- Private (Jan & Jun)
- Public (fall)
- Foundations (date TBD)

Each Institute is one and one-half days and lead by AGB faculty. An Institute may have up to 18 teams (36 total participants). Facilitated group sessions provide best practices in governance and effective strategies from other institutions, while president-chair team meetings and one-on-one consultations allow participants to focus on shared work at their own institutions.

Partner participation may include a topic-specific presentation, a company profile in the Institute coursebook, attendance at Institute lunches, dinners and networking activities, and observation of Institute sessions.

Minimum fee: \$7,500 per Institute
MAXIMUM ONE (1) INSTITUTE PER YEAR

Engagement, Content, and Thought Leadership Opportunities

Discussion Forums

Ask the Experts: \$1,000 per one (1) hour session.
Maximum two (2) sessions in six (6) month period.

Peer-to-Peer: \$1,000 per one (1) hour session.
Max two (2) sessions in six (6) month period.

Trusteeship Magazine

The official member publication of AGB, it consistently ranks as the #1 benefit of membership. Published six times per year in print and digital format.

PRINT CIRCULATION: 35,000

ADVERTORIAL \$5,000

One (1) page, about 750 words, on a topic of sponsor's choice subject to approval from AGB.

ARTICLE \$7,500

Up to 1,200 words on a topic of sponsor's choice subject to approval from AGB.

ADVERTISE \$5,000

1x/1 full page. One issue or multiple issues. Subject to approval from AGB.

MULTIPLE ISSUE RATES AND DIGITAL-ONLY ADVERTISING ALSO AVAILABLE. ASK FOR DETAILS.

SPECIAL 100TH ANNIVERSARY ISSUE \$1,500

AGB is celebrating its 100th anniversary in 2021. Companies may purchase a full-page "congratulation" ad of your design that will appear in the Mar/Apr issue of Trusteeship, print and digital edition. Space must be reserved by Jan. 8, 2021. Call the Partnerships Team to reserve an ad.

AGB.org Website

Sponsor a topic section in the **AGB Knowledge Center** on AGB.org. **Min. \$5,000 (for three (3) months)**

ASK FOR DETAILS ON OTHER OPPORTUNITIES AVAILABLE ON AGB.ORG.

Webinars

Create your own on a hot topic, subject to approval from AGB. **\$5,000**

Podcasts

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. **\$5,000**

Blog Posts

Posts are subject to review/approval by AGB. Approximately 500–800 words. **\$1,000**

Reference Publications

AGB publications are in-depth treatments of timely topics by authors who are higher education subject-matter experts. These are exclusive sponsorships. **\$5,000–\$7,500**

SERIES PACKAGES ARE AVAILABLE FOR WEBINARS, PODCASTS, AND BLOG POSTS. ASK FOR DETAILS.

AGB Partnership Team



TO LEARN MORE ABOUT AGB ENGAGEMENT OPPORTUNITIES PLEASE CONTACT:

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AGB limits its total number of partners and sponsors to ensure effective partner/sponsor engagement with AGB members broadly and with event-specific audiences, as well as its ability to fulfill partner/sponsor benefits.

AGB partnerships/sponsorships are non-exclusive except where noted.

