



## 2021 Virtual Event Sponsorship Opportunities

### Please 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.

## 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 page 3)

### 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 page 3)

### Event Sponsor

\$5,000 per event

- 1 blog post before or after the event
- All Event Benefits (see page 3)

### 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

**ASK THE AGB PARTNERSHIPS TEAM FOR ADDITIONAL BENEFITS AND DETAILS ON MEMBERSHIP**

## EVENT BENEFITS

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

### Pre-Event

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- **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

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- **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 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

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- **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

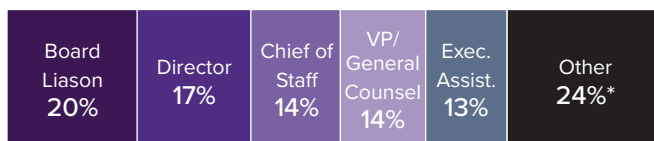
April 6-8

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)

## EXTEND YOUR REACH AND LEVERAGE YOUR EVENT SPONSORSHIP

Event underwriting partners, contributing sponsors, and event sponsors may select opportunities from the list below to extend your reach with AGB members and leverage your event sponsorship. Some opportunities have limited availability. For the latest information contact the AGB Partnership Team.

### Trusteeship Magazine

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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.

### Webinars

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

### Podcasts

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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

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

**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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### **Things to Note:**

This information is an accurate presentation of engagement opportunities available with AGB as of July 1, 2020. The information is subject to change without notice.

AGB sponsorships are non-exclusive except where noted.

Sponsorship fees are not refundable, are unrestricted, and may be used at AGB's discretion.

