



## Corporate Engagement Prospectus 2021–2022

### 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.

# About AGB

## IMPORTANT NOTE

*The following information is current as of July 2021.*

**The COVID-19 crisis continues to impact all of us while progress is being made in allowing a return to normal activities. With that in mind, AGB plans a partial return to live events in 2022. Information in this prospectus is subject to change without notice if conditions warrant.**

## THE ORGANIZATION

The Association of Governing Boards of Universities and Colleges (AGB) is the premier membership organization that strengthens higher education governing boards and the strategic roles they serve within their organizations. Through AGB's vast library of resources, educational events, and consulting services, and with 100 years of experience, 40,000 members from more than 2,000 institutions, systems, and foundations are empowered to navigate complex issues, implement leading practices, streamline operations, and govern with confidence. AGB is the trusted resource for board members, chief executives, and key administrators on higher education governance and leadership.

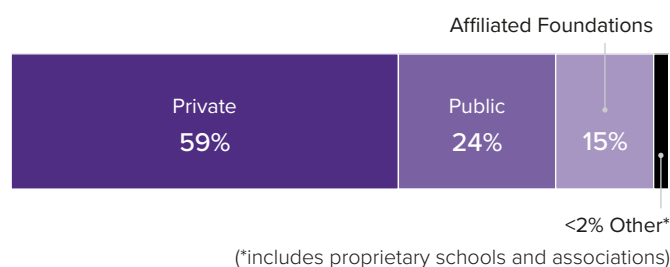
### Vision

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.

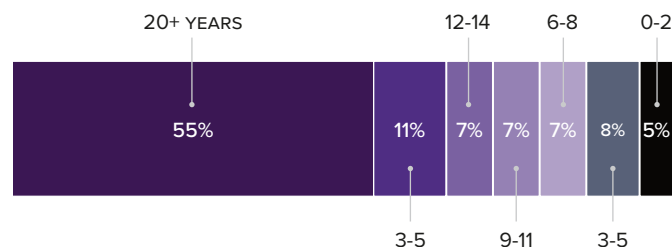
### Mission

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:



# Partnering with AGB

## 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. By engaging 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.

Corporations that share AGB's passion and commitment to higher education can engage with us in many ways:

## ENGAGEMENT OPPORTUNITIES

### AT A GLANCE

#### Year-Round pp. 4–5

- Sustaining Partner
- Sustaining Champion
- Sustaining Sponsor
- Contributing Sponsor

#### Events pp. 6–8

- Foundation Leadership Forum (FLF)
- Board Professionals Conference (BPC)
- National Conference on Trusteeship (NCT)

#### Advisory Councils p. 9

- Advisory councils are composed of select higher education leaders.

#### Institutes p. 9

- For board chairs and presidents

#### Other Opportunities p. 9

- *Trusteeship* magazine advertising
- Reference publications

This prospectus is an accurate presentation of engagement opportunities available with AGB as of July 2021. The opportunities, benefits, and pricing are subject to change without notice. To learn more about partnership/sponsorship at AGB, contact our Partnerships Team:

- Steve Abbott, director of partnerships, (202) 776-0842, [sabbott@AGB.org](mailto:sabbott@AGB.org)
- Amy Lynch, partnerships manager, (202) 776-0828, [alynch@AGB.org](mailto:alynch@AGB.org)

# Year-Round Corporate Partnership Opportunities

## AGB MISSION THOUGHT LEADERS

Sustaining Partner, Sustaining Champion, and Sustaining Sponsor engagements are comprehensive year-round, thought leadership opportunities. They include a robust package of year-round opportunities that provide a cost-effective, high-profile, sustained strategic engagement with AGB and access to its members.

## ENJOY A WIDE RANGE OF EXCLUSIVE BENEFITS:

- Premium positioning and visibility across multiple AGB channels and acknowledgment in signage at AGB events and convenings (live or virtual), in AGB executives' remarks where appropriate, and in select communications with AGB members throughout the year.
- Access to members-only content on AGB.org.
- A 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.
- Shared recognition in *Trusteeship* magazine annually.
- Opportunity for multiyear engagement terms of up to three years.

## Year-Round Sustaining-Level Benefits

	SUSTAINING PARTNER	SUSTAINING CHAMPION	SUSTAINING SPONSOR
<b>RIGHTS FEE (PER YEAR)</b>	Min. \$75,000	Min. \$50,000	Min. \$30,000
Author an article for AGB's award-winning <i>Trusteeship</i> magazine	✓		
Conduct a focus group with AGB members	✓	✓	*
Present a live webinar	✓ (Two-part Series)	✓ (Single Webinar)	*
Receive a sponsorship position at AGB's renowned annual conferences Foundation Leadership Forum (FLF) National Conference on Trusteeship (NCT) Board Professionals Conference (BPC)	✓ (All Events)	✓ (Select One Event)	✓ (Select One Event)
Hold a speaking role at AGB's annual conferences	✓ (Two Events/One-Hour Concurrent Sessions)	✓ (One Event/Panel Seat)	✓ (One Event/Panel Seat)
List your company profile on AGB.org year round (with link to company content)	✓ (Logo/350-word)	✓ (Logo/250-word)	✓ (Logo/150-word)
Appear in a shared AGB sponsor thank-you ad in <i>Trusteeship</i> magazine	✓	✓	✓
Sponsor a topic area on AGB.org year round	✓	*	*
Write an advertorial for <i>Trusteeship</i>		✓	*

*\*Sustaining Sponsors may select one of these options to add to their sponsorship based on availability.*

# Contributing Sponsor

**As a Contributing Sponsor, companies can provide thought leadership and subject matter expertise to AGB members through select channels over the course of a year.**

**MINIMUM FEE: \$10,000**

**Select options from this list to include in your sponsorship.** The types and numbers of options selected will determine the final fee. Limits apply to the types and numbers of options that can be selected. Ask the AGB Partnership Team for details.

## TRUSTEESHIP MAGAZINE

The official member publication of AGB. All of the following appear in both print and digital editions. Print circulation: 35,000.

### • ADVERTORIAL

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

### • ARTICLE

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

### • ADVERTISEMENT

One issue or multiple issues, subject to approval from AGB.

## WEBINARS

Create your own one-hour webinar on a hot topic, subject to approval from AGB. Other conditions apply.

## PODCASTS

The content of the podcast is the sponsor's choice, subject to approval from AGB. The format is an approximately 20-minute host-guided conversation with up to two guests. Other conditions apply.

## BLOG POSTS

Posts are subject to review/approval by AGB and must align with the style and length of other posts on AGB.org. Approximately 500–800 words.

## AGB.ORG WEBSITE

Sponsor a topic section in the AGB Knowledge Center on AGB.org year round. Includes company logo and link to company website.

## REFERENCE PUBLICATIONS

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

## ASK THE EXPERTS DISCUSSION FORUM

These discussion sessions are facilitated by an AGB subject matter expert and average 45-60 minutes in duration. Sessions are capped at 20 participants to ensure optimal engagement and interaction.

## ALL CONTRIBUTING SPONSORS ALSO RECEIVE THESE BENEFITS:

- Discount of 10% on rights fee for sponsorship of the Foundation Leadership Forum (FLF), National Conference on Trusteeship (NCT), or Board Professionals Conference (BPC) (base sponsorship only).
- Shared acknowledgment in thank-you ad in the May/June issue of *Trusteeship* magazine.
- Subscription to *Trusteeship* magazine (two per company; six issues per year).

**Advertorials, articles, webinars, podcasts, and blog posts must be solutions-focused and cannot have an overt marketing, advertising, or public relations focus.**



# 2022 Event Sponsorship Opportunities

**At all AGB events, live or virtual, sponsors are partners in the event experience and have exclusive access to important audiences.**

- Sponsors are encouraged to fully participate in event public sessions to interact with attendees and contribute to the conversation about higher education issues.
- The number of sponsoring companies is limited based on the size of the event.
- Only sponsoring companies can attend the event.
- Sponsors are integrated into the program, not relegated to an exhibit hall (there is no exhibit hall).

## LIVE EVENT

### FOUNDATION LEADERSHIP FORUM (FLF)

**January 30–February 1, 2022**

**HYATT REGENCY GRAND CYPRESS, ORLANDO, FL**

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.

**FORUM SPONSORSHIP: \$10,000** (all benefits below)

**SPONSORSHIP WITH SPEAKING OPPORTUNITY: \$13,000** (panel seat at one hour concurrent session, if available)  
**\$15,000** (one-hour concurrent session, if available)

#### Attendees by job title:



(<sup>†</sup>includes speakers and sponsor representatives)

## Pre-Event Benefits

- **List of attendees** provided three weeks in advance (includes individual's name, institution, title, and state).
- **Acknowledgment in footers of pre-event emails** to potential attendees and/or registered attendees, with hyperlink to company website.
- **Acknowledgment on the event section of the AGB.org** to include company logo/name and hyperlink to company website.

## Post-Event

- **Final attendee 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.

## Onsite

- **Two complimentary registrations** to the event.
- **Networking opportunities with AGB attendees.** Sponsors are invited to fully participate in all public event sessions and contribute to the conversation about higher education issues.
- **Company logo and link to company website** from the event website.
- **Company profile, logo, contact information, and link to company website in event app.** Logo included in rotating banner on app pages.
- **Logo in shared sponsor ad in printed event at-a-glance brochure given to all attendees.** Brochure also includes an at-a-glance event schedule and maps.
- **Acknowledgment during plenary sessions** (logo projection and in AGB executive's remarks from the podium).
- **Sponsor acknowledgment and signage in high-traffic areas** throughout the meeting space.
- **Display area with signage for sponsor materials** in the AGB Experience, the event hub.

# 2022 Virtual Event Sponsorship

**Our virtual events platform supports the delivery of high-quality programming and provides an engaging experience for our virtual attendees.** The platform offers our partners and sponsors a high-profile presence and an environment that supports interaction with attendees and helps you meet your business goals in engaging with AGB.

## BOARD PROFESSIONALS CONFERENCE (BPC)

**March 29–31**

This conference 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.

### Attendees by job title:

Board Liaison 20%	Director 17%	Chief of Staff 14%	VP/ General Counsel 14%	Exec. Assist. 13%	Other Senior Administrators 24%
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## Virtual Event Engagement

### UNDERWRITING PARTNER: \$10,000

- One-hour concurrent session speaking opportunity
- Two blog posts (one prior to the event, one after the event)
- A full-page advertisement in *Trusteeship* magazine
- Premium positioning and visibility in all event channels and other AGB channels
- All Event Sponsor Benefits (see p. 8)

## NATIONAL CONFERENCE ON TRUSTEESHIP (NCT)

**April 12–14**

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

### Attendees by job title:

Presidents



Other†

(†includes speakers and sponsor representatives)

## Virtual Event Engagement Levels

### UNDERWRITING PARTNER: \$18,000

- One-hour concurrent session speaking opportunity
- Two blog posts (one prior to the event, one after the event)
- A webinar after the event
- A full-page advertisement in *Trusteeship* magazine
- Premium positioning and visibility in all event channels and other AGB channels
- All Event Sponsor Benefits (see p. 8)

### CONTRIBUTING SPONSOR: \$14,000

- Panel seat in a one-hour concurrent session
- One blog post (before or after the event)
- A full-page advertisement in *Trusteeship* magazine
- All Event Sponsor Benefits (see p. 8)

### EVENT SPONSOR: \$10,000

- A full-page advertisement in *Trusteeship* magazine
- All Event Sponsor Benefits (see p. 8)

# 2022 Virtual Event Sponsorship

## EVENT SPONSOR BENEFITS – BPC AND NCT

All virtual 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.
- **Acknowledgment 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 (based on sponsorship level; ask for details).
- **Company logo and link to company website** from the event website and virtual platform.
- **Underwriters/sponsors are welcome to fully participate in event sessions** and contribute to the conversation about higher education issues.
- **Limited number of underwriters/sponsors** to ensure maximum visibility with attendees.
- **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 plenary sessions of the event.
- **At the beginning of all sessions of the virtual events, underwriters/sponsors will be acknowledged** by a recognition slide with company logos.
- **Underwriters/sponsors will be featured in the AGB Experience**, 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 sessions produced for the virtual event will be available for viewing** a minimum of six months after the event. All sessions will include the underwriter/sponsor acknowledgment 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.



# Engagement, Content, and Other Opportunities

For details on these opportunities and the latest information, contact the AGB Partnership Team.

## Advisory Councils

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The councils are forums for multistakeholder dialogue, including a broad spectrum of college, university, and foundation leaders; subject matter experts; corporate leaders; policymakers; 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 finance or academic affairs

The councils convene up to four times per year, one time in person and three times virtually. Partners may contribute to developing the council agenda, have speaking opportunities during some of the convenings, participate in the council discussions, and contribute to/provide outputs that may include summaries of proceedings, blogs, white papers, and other relevant content.

**Minimum fee: \$25,000 per council/per year**  
**MAXIMUM ONE COUNCIL PARTNERSHIP AT A TIME**

## Institutes

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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 institutes per year: January and June (Privates), Fall (Public), and June (Foundations).

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. Through 2022, a determination will be made on a case-by-case basis whether an institute will be live or virtual.

**Minimum fee: \$10,000 per institute**  
**MAXIMUM ONE INSTITUTE PER YEAR**

## 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. The following refers only to *Trusteeship* ads in both print and digital editions. Print circulation: 35,000.

### ADVERTISE

**ALL ADS ARE ONE FULL PAGE. ONE AD IN A SINGLE ISSUE: \$5,000**

Multiple-issue rates available; ask for details. Ads subject to approval from AGB.

## Reference Publications

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AGB publications are in-depth treatments of timely topics by authors who are higher education subject matter experts. These are exclusive sponsorships. **Minimum Fee: \$10,000**

## TO LEARN MORE ABOUT AGB ENGAGEMENT OPPORTUNITIES, PLEASE CONTACT:

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This prospectus is an accurate presentation of engagement opportunities available with AGB as of July 2021. The opportunities, benefits, pricing, and other details in the prospectus are subject to change without notice.

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

AGB sponsorships are nonexclusive except where noted.

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