

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)

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.

Attendees by job title:



(*includes speakers and sponsor representatives)

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

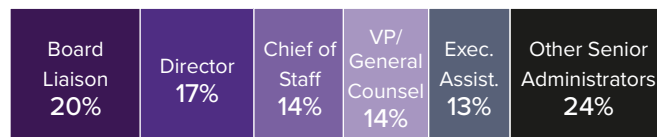
Our virtual events platform supports the delivery of high-quality programming and provides an engaging experience for our virtual attendees. The platform offers our partners and sponsors a high-profile presence and an environment that supports interaction with attendees and helps you meet your business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



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)

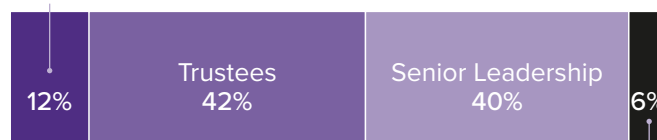
NATIONAL CONFERENCE ON TRUSTEESHIP (NCT)

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



(*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

- **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

- **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

- **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.