



Corporate Engagement Prospectus 2022–2023

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 help achieve business objectives, share your expertise, and build relevant awareness of your company brand.

About AGB

IMPORTANT NOTE

The following information is current as of March 2022.

The COVID-19 crisis continues to impact us all. With that in mind, 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

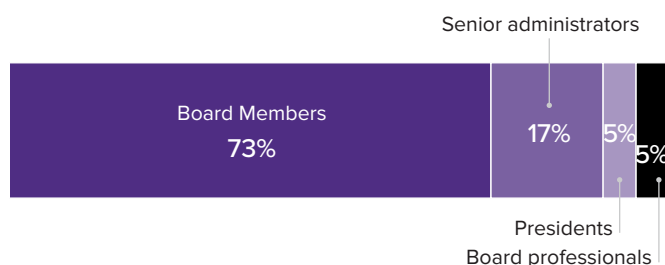
AGB empowers college, university, and foundation boards and board members to govern with knowledge and confidence, providing guidance and thought leadership through expert services and resources.

AGB member Institutions:

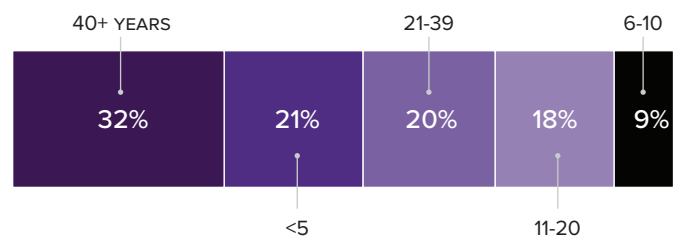


(*includes community colleges, community college systems, theological schools, advisory boards, statewide coordinating boards)

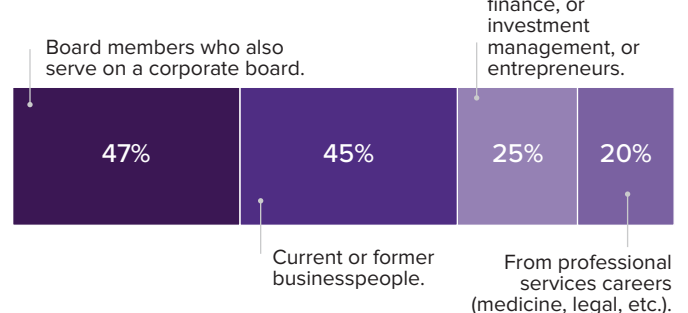
AGB individual members by role:



AGB member boards by length of membership:



AGB board members' profile:



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 help achieve business objectives, share their expertise, and build relevant awareness of the company brand.

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

ENGAGEMENT OPPORTUNITIES

AT A GLANCE

Sustaining Engagements p. 4

- Mission Partner
- Mission Champion
- Mission Sponsor

A La Carte Engagements p. 5

- Contributing Sponsor

Events p. 6

- 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.

Other Opportunities p. 9

- Regional meetings
- *Trusteeship* magazine advertising
- Reference publications

This prospectus is an accurate presentation of engagement opportunities available with AGB as of March 2022. The opportunities, benefits, and pricing are subject to change without notice. To learn more about partnership/sponsorship at AGB, please contact Steve Abbott, Senior Director of Partnerships, (202) 776-0842, sabbott@AGB.org

Sustaining Engagements

AGB MISSION THOUGHT LEADERS

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

EXCLUSIVE BENEFITS:

- Premium positioning and visibility across multiple AGB channels and acknowledgment in signage at AGB events and convenings, 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.
- Opportunity for multiyear engagement terms of up to three years.

Note: The benefits for each level below may be taken "as is" by corporations, or AGB will work with you to design an engagement to meet your specific goals and objectives.

Engagement Opportunities

| | MISSION PARTNER | MISSION CHAMPION | MISSION SPONSOR |
|--|--|-----------------------------|-----------------------------|
| RIGHTS FEE (PER YEAR) | 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) Board Professionals Conference (BPC) National Conference on Trusteeship (NCT) | ✓ (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> Magazine | | ✓ | * |

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

A La Carte Engagements

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 (includes two of the options below, excluding reference publications)

ALL CONTRIBUTING SPONSORS ALSO RECEIVE THESE BENEFITS:

- Logo and 100-word company profile on AGB.org.
- Discount of 10% on rights fee for sponsorship of the Foundation Leadership Forum (FLF), Board Professionals Conference (BPC), or National Conference on Trusteeship (NCT) (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).

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 AGB Partnerships 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; multiple issues available. Ads subject to approval from AGB.

WEBINAR

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 POST

Posts are subject to 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.

Advertorials, articles, webinars, podcasts, and blog posts must be solutions-focused and cannot have an overt marketing, advertising, or public relations focus. All content is reviewed, approved, and edited for style by AGB.

2023 Event Sponsorship Opportunities

At all AGB events, sponsors are partners in the event experience and have exclusive access to event 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).

All 2023 AGB events are currently planned to be in-person.

LIVE EVENT

FOUNDATION LEADERSHIP FORUM (FLF)

January 29–31, 2023

SAN ANTONIO MARRIOTT RIVERCENTER, SAN ANTONIO, TEXAS

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.

Attendees by job title:



(*includes speakers and sponsor representatives)

Sponsorship

UNDERWRITING PARTNER: \$18,000

- One-hour concurrent session speaking opportunity
- 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 at one-hour concurrent session speaking opportunity
- Premium positioning and visibility in all event channels and other AGB channels
- 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)

2023 Event Sponsorship Opportunities (cont)

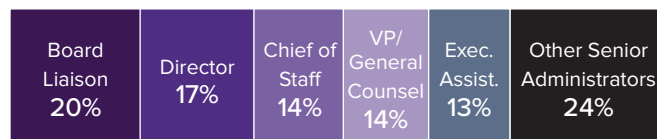
BOARD PROFESSIONALS CONFERENCE (BPC)

March 31–April 2, 2023

MANCHESTER GRAND HYATT, SAN DIEGO, CALIFORNIA

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:



Sponsorship

UNDERWRITING PARTNER: \$10,000 (Limit 5)

- One-hour concurrent session speaking opportunity
- Premium positioning and visibility in all event channels and other AGB channels
- All event sponsor benefits (see p. 8)

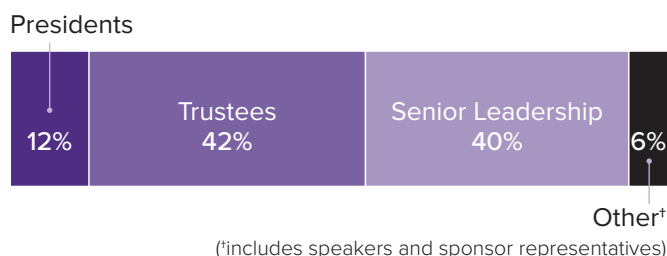
NATIONAL CONFERENCE ON TRUSTEESHIP (NCT)

April 2–4, 2023

MANCHESTER GRAND HYATT, SAN DIEGO, CALIFORNIA

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:



Sponsorship

UNDERWRITING PARTNER: \$18,000

- One-hour concurrent session speaking opportunity
- Premium positioning and visibility in all event channels and other AGB channels
- 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)

All event underwriting partners and sponsors enjoy the following benefits:

Pre-Event

- **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** website to include company logo/name, speaker name/title/bio/photo (if applicable), and hyperlink to company website.

Onsite

- **Complimentary full registrations** to the event (maximum two; additional based on sponsorship level)
- **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.

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. Print circulation: 35,000.

Other Engagement Opportunities

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

Advisory Councils

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: \$30,000 per council/per year
MAXIMUM ONE COUNCIL PARTNERSHIP AT A TIME

Trusteeship Magazine

The official member publication of AGB. This award-winning publication consistently ranks as the #1 benefit of membership. Published six times per year in print and digital format. Ads appear 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.

Regional Meetings

AGB is planning a series of in-person topic-specific regional meetings in 2023. Specific topics and locations are to be determined. Contact AGB Partnerships for more information. **Minimum Fee: \$25,000 per meeting**

Reference Publications

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:

Steve Abbott

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AGB.org

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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.

