



# Corporate Engagement Prospectus

2023-2024

---

## ENGAGE WITH AGB

Inform, educate, influence, and support a critical audience of board members, presidents, board professionals, and other senior administrators leading colleges, universities, and college- or university- affiliated foundations.

Gain a trusted partner in higher education providing multi-media channels and events to share your thought leadership, offer forward-looking solutions to higher education challenges, help achieve business objectives, and build relevant awareness of your company brand.



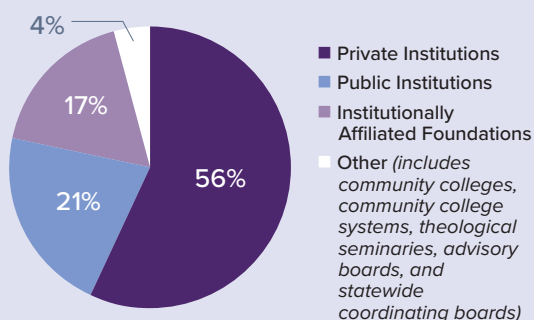
# ABOUT AGB

## The Organization

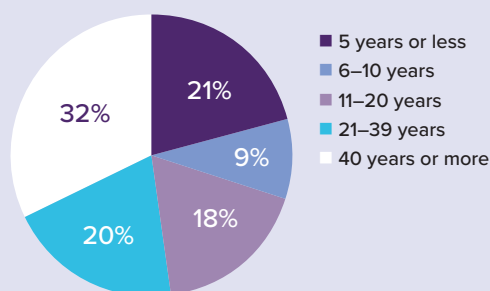
The Association of Governing Boards of Universities and Colleges (AGB) is the premier membership association that strengthens higher education governing boards and the strategic roles they serve within their organizations. Through AGB's vast library of resources, educational events, and consulting services, and with more than 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 about higher education governance and leadership.

## AGB MEMBERSHIP PROFILE

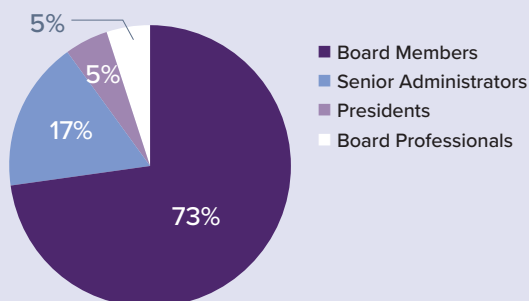
### MEMBERSHIP COMPOSITION



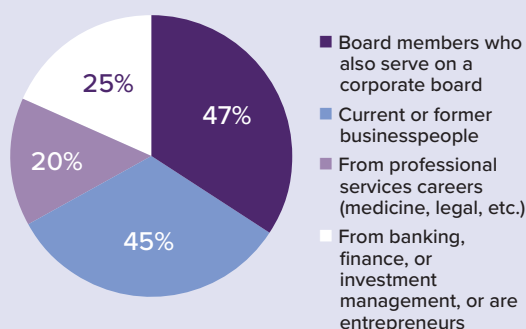
### LENGTH OF MEMBERSHIP



### ROLES



### INDIVIDUAL MEMBER PROFILE



# THE OPPORTUNITY

AGB is proud of its history of working and partnering with corporations that are providing thought leadership, subject matter expertise, products, and services to higher education. Reading thought leadership pieces from companies is an increasingly important factor in higher education leaders selecting providers to support their strategic initiatives. AGB offers our partners and sponsors multi-media channels and events to share thought leadership. Corporations are powerful, strategic partners with AGB, helping to advance our mission to empower board members to govern with confidence and knowledge.

## Engagement Opportunities

---

### AT A GLANCE

#### Year-Round Engagements

- » Mission Partner
- » Mission Champion
- » Mission Sponsor

#### Events

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

#### Other Engagement Opportunities

- » *Trusteeship* magazine articles and advertising
- » Webinars
- » Podcasts
- » Blogs
- » Videos
- » Reference publications
- » Regional meetings

This prospectus is an accurate presentation of engagement opportunities available with AGB as of March 2023. The opportunities, benefits, and pricing are subject to change without notice. To learn more about these opportunities, please contact Steve Abbott, senior director of partnerships, 202-776-0842, [sabbott@AGB.org](mailto:sabbott@AGB.org), or Glory Onwuka, partnerships manager, 202-776-0828, [gonwuka@AGB.org](mailto:gonwuka@AGB.org).

# YEAR-ROUND ENGAGEMENTS

## 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 presence with AGB and 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](https://www.agb.org)
- » A monthly AGB President/CEO Member Update that goes to all AGB members
- » Subscription to *Trusteeship* magazine (print and digital)
- » Opportunity for multiyear engagement terms of up to three years

### 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	✓		
Write an advertorial for <i>Trusteeship</i> magazine		✓	*
Present a live webinar	✓ (Two-Part Series)	✓ (Single Webinar)	*
Receive a sponsorship position at AGB's renowned annual conferences <ul style="list-style-type: none"> <li>» Foundation Leadership Forum (FLF)</li> <li>» National Conference on Trusteeship (NCT)</li> <li>» Board Professionals Conference (BPC)</li> </ul>	✓ (All Events)	✓ (Select One Event)	✓ (Select One Event)
Hold a speaking role at AGB's annual conferences	✓ (Two Events/One-Hour Solo Concurrent Sessions)	✓ (One Event/Panel Seat in Concurrent Session)	✓ (One Event/Panel Seat in Concurrent Session)
List your company profile on AGB.org year round	✓ (Logo/350-word)	✓ (Logo/250-word)	✓ (Logo/250-word)
Appear in a shared AGB sponsor thank-you ad in <i>Trusteeship</i> magazine	✓	✓	✓
Sponsor a topic area on AGB.org year round	✓	*	*

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

**Note:** The benefits listed for each mission level above may be taken "as is," or AGB can work with you to design an engagement package to meet your specific goals and objectives.

# YEAR-ROUND ENGAGEMENTS

## Advisory Councils

Mission Partners, Champions, and Sponsors may be considered for sponsorship of an AGB Advisory Council, as available, at an additional fee. The AGB Partnerships Team will provide details upon request.

AGB Advisory 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 Advisory Councils is to learn with and 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:

- » 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, and participate in the council discussions.

# 2024 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 none).

## Foundation Leadership Forum (FLF)

**Date:** January 28–30, 2024

**Location:** Intercontinental Los Angeles Downtown, Los Angeles, California

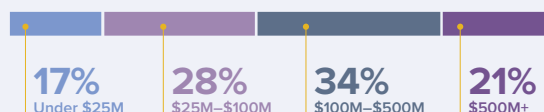
The Forum is the only national convening that brings together board members, chief executives, and other senior staff of college and university foundations along with a distinguished group of industry thought leaders. Typical attendance is more than 550 board members and other foundation leaders. The Forum is a unique opportunity to share best practices, learn from subject matter experts, and develop strategies to enhance the effectiveness of foundations.

### FLF Attendees by Job Title

Foundation CEO/Executive Director	23%
Foundation Board Chair	14%
Foundation Board Member	28%
Board Professional	10%
Other Foundation Leadership	25%

**\$57,000,000,000**

Assets Under Management Represented



## FLF 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 [page 9](#))

### 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 [page 9](#))

### Event Sponsor: \$10,000

- » All event sponsor benefits (see [page 9](#))
- » One blog post after the event

# 2024 EVENT SPONSORSHIP OPPORTUNITIES

## Board Professionals Conference (BPC)

**Date:** March 24–26, 2024

**Location:** Boston Park Plaza Hotel, Boston, Massachusetts

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. This is a highly influential group of professionals who help shape board meeting agendas and the issues and topics on which boards should focus. Typically, board professionals representing about 250 institutions attend the conference.

### BPC Attendees by Job Title

Board Liaison	20%
Director	17%
Chief of Staff	14%
VP/General Counsel	14%
Executive Assistant	13%
Other Senior Administrators	24%

## BPC SPONSORSHIP

### Underwriting Partner: \$10,000 (Limit 4)

- » One-hour speaking opportunity at a concurrent session
- » Premium positioning and visibility in all event channels and other AGB channels
- » All event sponsor benefits (see [page 9](#))



# 2024 EVENT SPONSORSHIP OPPORTUNITIES

## National Conference on Trusteeship (NCT)

**Date:** March 27–28, 2024

**Location:** Boston Park Plaza Hotel, Boston, Massachusetts

The National Conference is the only national event for trustees, presidents, and other senior leaders of public and private universities and colleges, joined by a distinguished group of industry thought leaders. This is the largest gathering specifically for higher education governing boards, typically convening more than 700 attendees. The conference format is designed to intentionally connect attendees to the people, resources, and ideas needed to address significant governance and leadership challenges.

### NCT Attendees by Job Title

Presidents	12%
Trustees	42%
Senior Leadership	40%
Other	6%

## SPONSORSHIP

### Underwriting Partner: \$18,000

- » One-hour speaking opportunity at a concurrent session
- » Premium positioning and visibility in all event channels and other AGB channels
- » All event sponsor benefits (see [page 9](#))

### Event Sponsor: \$10,000

- » All event sponsor benefits (see [page 9](#))
- » One blog post after the event



# 2024 EVENT SPONSOR BENEFITS

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](https://www.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 (minimum of 2; 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.
- » 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

**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. Limits apply to the types and numbers of options that can be selected. The types and numbers of options selected will determine the final fee. The AGB Partnerships Team will provide details upon request.

---

### TRUSTEESHIP MAGAZINE

The official member publication of AGB. This award-winning magazine 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.

- » Advertorial—One page, approximately 750 words
- » Full-Page Advertisement—One issue or multiple issues available. Ads subject to approval by AGB. Other conditions apply.

---

### WEBINAR

One-hour webinar available as a webinar on demand after the event.

---

### PODCAST

A host-guided conversation that is about 20 minutes.

---

### BLOG POST

Approximately 750–1,000 words.

---

### VIDEO

Topic-specific, short-form videos that are less than 15 minutes.

---

### AGB.ORG WEBSITE

Sponsor a topic section in the AGB Knowledge Center on [AGB.org](https://www.agb.org). 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. The AGB Partnerships Team will supply details upon request.

## OTHER ENGAGEMENT OPPORTUNITIES

### REGIONAL MEETINGS

AGB occasionally plans in-person, topic-specific regional meetings. Topics and locations are to be determined. Contact the AGB Partnerships Team for more information.

*Advertorials, articles, webinars, podcasts, videos, and blog posts must be solutions-focused and cannot have a marketing, advertising, or public relations focus. All content is reviewed, approved, and edited for style by AGB. Other conditions may apply.*

**To learn more about the opportunities in this prospectus, please contact:**

**Steve Abbott**

Senior Director of Partnerships  
(202) 776-0842  
[sabbott@AGB.org](mailto:sabbott@AGB.org)

**Glory Onwuka**

Partnerships Manager  
(202) 776-0828  
[gonwuka@AGB.org](mailto:gonwuka@AGB.org)

This prospectus is an accurate presentation of engagement opportunities available with AGB as of March 2023. 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.



Association of Governing Boards of Universities and Colleges  
1666 K Street NW, Suite 1200, Washington, DC 20006