



# Corporate Engagement Prospectus

2026–2027

## ENGAGE WITH AGB

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

Gain a trusted partner in higher education providing multimedia 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.

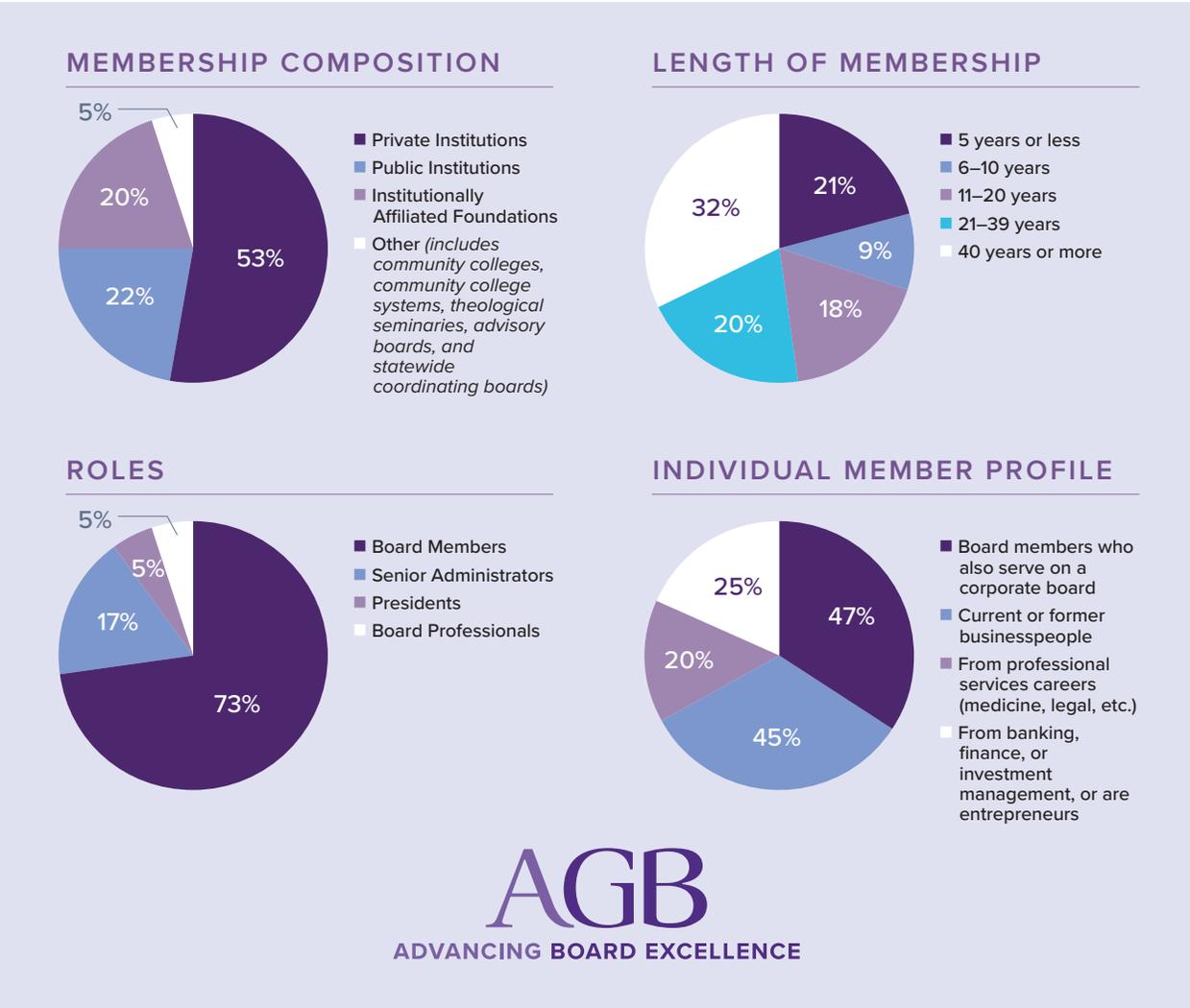


# ABOUT AGB

## The Organization

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides best practices, educational resources, advocacy, expert support, and renowned programs that advance board excellence for 40,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership.

### AGB MEMBERSHIP PROFILE



# THE OPPORTUNITY

AGB is proud of its history of working and partnering with corporations that provide thought leadership, subject matter expertise, and insightful solutions for higher education. When selecting providers to support their strategic initiatives, higher education leaders consider the influential expertise companies present in different media outlets. AGB offers our partners and sponsors multimedia channels and events to share innovative thinking. Corporations are powerful, strategic partners with AGB, helping to shape and contribute to higher education's future.

## Engagement Opportunities

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### 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
- » Toolkits
- » Reference publications
- » Regional or peer-group meetings
- » Online convenings
- » Weekly member resource newsletter

This prospectus is an accurate presentation of engagement opportunities available with AGB as of February 2026. 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 Janet Paz-Berlin, partnerships manager, 202-776-0828, [jpaz-berlin@AGB.org](mailto:jpaz-berlin@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](http://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. \$35,000
Author an article for AGB's award-winning <i>Trusteeship</i> magazine	✓		
Write an advertorial for <i>Trusteeship</i> magazine		✓	
Present a live webinar	✓ <i>(Two-Part Series)</i>	✓ <i>(Single Webinar)</i>	
Receive a sponsorship position at AGB's renowned annual conferences » <i>Foundation Leadership Forum (FLF)</i> » <i>Board Professionals Conference (BPC)</i> » <i>National Conference on Trusteeship (NCT)</i>	✓ <i>(All Events)</i>	✓ <i>(Select One Event)</i>	✓ <i>(Select One Event)</i>
Hold a speaking role at AGB's annual conferences	✓	✓	✓
	<i>(To be determined in collaboration with appropriate program director)</i>		
List your company profile on AGB.org year round	✓ <i>(Logo/350-word)</i>	✓ <i>(Logo/250-word)</i>	✓ <i>(Logo/150-word)</i>
Appear in a shared AGB sponsor thank-you ad in <i>Trusteeship</i> magazine	✓	✓	✓
Sponsor weekly member resource newsletter	✓ <i>(4)</i>	* <i>(2)</i>	* <i>(1)</i>

\* **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.

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### EXAMPLES OF COUNCILS INCLUDE:

- » Council of Presidents
- » Council of Foundation Leaders
- » Council of Board Leaders
- » Council of Board Professionals

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.

# 2027 EVENT SPONSORSHIP OPPORTUNITIES

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

- » Only sponsoring companies can attend the event.
- » The number of sponsoring companies is limited to ensure a good balance of attendees with corporate representatives.
- » There is no exhibit hall. Sponsors are integrated into the program.
- » Sponsors are encouraged to fully participate in event public sessions to interact with attendees and contribute to the conversation about higher education issues.

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# 2027 EVENT SPONSORSHIP OPPORTUNITIES

## Foundation Leadership Forum (FLF)

**Date:** January 24–26, 2027

**Location:** Marriott Marquis, Washington, DC

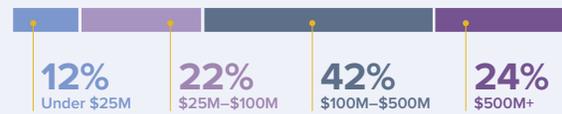
The Forum is the only national convening that brings together board members, chief executives, and other senior staff of college and university foundations along with institution presidents and a distinguished group of industry thought leaders. More than 700 board members and other foundation and institution leaders have attended in recent years. The Forum affords participants a unique opportunity to meet with peers

from a broad range of institutions, learn about best practices and emerging issues, and develop strategic priorities to guide the work of their boards and enhance the impact of their foundations.

FLF Attendees by Job Title	
Foundation CEO/Executive Director	24%
Foundation Board Chair	16%
Foundation Board Member	28%
Board Professional	11%
Other Foundation Leadership	21%

**\$60,000,000,000**

Assets Under Management Represented



## FLF SPONSORSHIP

### Underwriting Partner: \$20,000–\$25,000 (determined by type of speaking opportunity)

- » Speaking opportunity for up to two of your representatives will be determined and developed in collaboration with the Forum program director.
  - » *Such sessions would include representatives of member foundations/institutions and/or higher education experts and may include representatives of other sponsor firms.*
- » Premium positioning and visibility in all event channels and other AGB channels.
- » All event sponsor benefits (see [page 9](#))

### Contributing Sponsor: \$15,000 (limited to four sponsors)

- » Speaking opportunity for one of your representatives will be determined in collaboration with the Forum program director. The opportunity would include representatives of other sponsors.
- » Premium positioning and visibility in all event channels and other AGB channels.
- » All event sponsor benefits (see [page 9](#))

### Event Sponsor: \$12,000

- » All event sponsor benefits (see [page 9](#))

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Badge lanyards, conference notebook, Wi-Fi, mobile app, and more. Minimum Event Sponsorship required. Additional fees apply. Ask the Partnerships Team for details.

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# 2027 EVENT SPONSORSHIP OPPORTUNITIES

## Board Professionals Conference (BPC)

**Date:** March 11–13, 2027

**Location:** Washington Hilton, Washington, DC

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 350 institutions attend the conference.

<b>BPC Attendees by Job Title</b>		
	Board Liaison	21%
	Director	18%
	Chief of Staff	13%
	VP/General Counsel	16%
	Executive Assistant	14%
	Other Senior Administrators	18%

## BPC SPONSORSHIP

**Underwriting Partner: \$10,000 (limit to four sponsors)**

- » Speaking opportunity for one sponsor representative to be determined in collaboration with the BPC program director.
- » Premium positioning and visibility in all event channels and other AGB channels.
- » All event sponsor benefits (see [page 9](#))

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Badge lanyards, conference notebook, Wi-Fi, mobile app, and more. Minimum Event Sponsorship required. Additional fees apply. Ask the Partnerships Team for details.

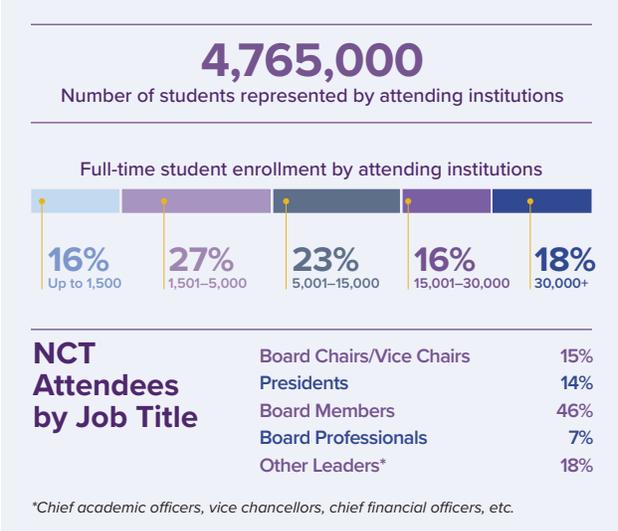
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# 2027 EVENT SPONSORSHIP OPPORTUNITIES

## National Conference on Trusteeship (NCT)

**Date:** March 13–15, 2027  
**Location:** Washington Hilton, Washington, DC

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.



## SPONSORSHIP

### Underwriting Partner: \$18,000–\$20,000 (determined by type of speaking opportunity)

- » Concurrent session or workshop speaking opportunity for up to two of your representatives.
  - » *Topic to be determined and developed in collaboration with the NCT program director. Such sessions would include representatives of member institutions and/or higher education experts but would not include representatives of other sponsor firms.*
- » Premium positioning and visibility in all event channels and other AGB channels.
- » All event sponsor benefits (see [page 9](#))

### Contributing Sponsor: \$15,000 (limited to four sponsors)

- » Speaking opportunity for one of your representatives will be determined in collaboration with the NCT program director. It would include representatives of other sponsors.
- » 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](#))

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Badge lanyards, conference notebook, Wi-Fi, mobile app, and more. Minimum Event Sponsorship required. Additional fees apply. Ask the Partnerships Team for details.

# 2027 EVENT SPONSOR BENEFITS

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

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## 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.agn.org) website to include company logo and name; speaker name, title, bio, and photo (if applicable); and hyperlink to company website.

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## ONSITE

- » Complimentary full registrations to the event (Minimum 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 at the AGB Hub, the event focal point.

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## 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.**

These opportunities are not available as standalone items. For example, you can't elect to only present a webinar. These opportunities, at additional cost, can be added to an event sponsorship or included in a year-round mission sponsorship. Companies may also create their own multichannel sponsorship package by selecting several of these options. Final pricing is based on types and number of options selected. The minimum fee for such a package is \$15,000. The AGB Partnerships Team will provide details upon request.

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### **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.

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### **WEBINAR**

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

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### **PODCAST**

A 20-minute conversation led by a host.

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### **BLOG POST**

Approximately 750–1,000 words.

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### **WEEKLY MEMBER RESOURCE NEWSLETTER**

A weekly summary of relevant resources sent to members every Saturday.

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### **VIDEO**

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

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### **TOOLKIT**

Topic-specific collection of resources covering key aspects of the topic.

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# OTHER ENGAGEMENT OPPORTUNITIES

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## REFERENCE PUBLICATIONS

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

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## REGIONAL AND PEER-GROUP MEETINGS

AGB occasionally plans in-person, topic-specific regional meetings or meetings for institutional or professional peer groups. Topics and locations are to be determined.

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## ONLINE CONVENINGS

Topic- or role-specific virtual convenings to address critical issues in more depth.

*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 developed in consultation with AGB staff, edited for style by AGB, and subject to AGB staff approval. 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)

**Janet Paz-Berlin**

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

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