


**SPONSORSHIP
PROSPECTUS**



2025  **NAICU**
**Annual Meeting
& Advocacy Day**
SUNDAY, FEBRUARY 2 - WEDNESDAY, FEBRUARY 5



Since 1976 NAICU has served as the voice of private, nonprofit colleges and universities with Congress, the administration, and federal regulatory bodies. It is one of six “presidential associations” — organizations representing the various sectors of higher education, and whose primary members are the presidents of those institutions.

NAICU represents all 1,700 institutions of the private, non-profit higher education sector — traditional liberal arts colleges, major research universities, Ivy League institutions, church- and faith-based institutions — for example. NAICU also is an association of associations, with its members including the leaders of organizations serving subsets of private colleges and universities. About 70 association members serve mission-specific, state, or regional groups of private colleges and universities.

A full list of NAICU’s institutional members and affiliated associations is on the Association’s website: www.naicu.edu.

For sponsorship details, contact:

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About the NAICU Annual Meeting

The premier policy and advocacy event for private, nonprofit higher education, NAICU's Annual Meeting typically attracts private college and university presidents, government relations, academic staff, and other cabinet-level staff members, as well as the presidents of state higher education associations.

The **2025 Annual Meeting** will take place **February 2-5** at the **Salamander Washington DC**, 1330 Maryland Ave., SW, Washington, DC. The program and related events run from mid-day Sunday to mid-day Wednesday.

The meeting focuses on higher education policy and advocacy, and features high-level speakers such as higher education thought leaders, authors, elected officials, researchers, and media representatives. The meeting theme annually reflects the challenges and opportunities facing private, nonprofit colleges and universities.



The Audience

Our Annual Meeting typically attracts 400 to 450 total attendees. Attendance is heavily skewed toward campus and association leaders, and the ambiance is informal and collegial. An analysis of recent attendees reveals that:

- Just about half of all attendees are presidents/CEOs of private colleges and universities, or of associations supporting private higher education.
- In types of institutions led by presidents attending in 2024, 44 percent head bachelor’s colleges, 32 percent are at master’s colleges, and 20 percent lead doctoral institutions.
- College presidents at the meeting also might be considered a renewable resource. Nearly three-quarters of the presidents attending in 2024 had not been at the meeting in either of the previous two years.
- Over three-fourths of all attendees are higher education leaders and key administrators in decision-making positions of interest and value to sponsors.
- The attendance of, typically, about 40 leaders of specialized higher education associations adds an additional benefit to the meeting.
- The composition of attendees is highly consistent from year-to-year. Beyond the pandemic downturn, this has remained true for NAICU’s in-person meetings in 2023 and 2024.
- The 2024 Annual Meeting slightly surpassed even the record attendance of 2023. NAICU expects the 2025 Annual Meeting to have a comparable in-person attendance.

	<u>2019</u>	<u>2020</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
College/University Attendees:					
Presidents	175	170	157	176	182
President’s Cabinet and Other Administrators	107	81	66	108	121
National, Regional, and Mission-specific Association Attendees:					
Presidents, Executive Directors	41	41	35	39	42
Vice Presidents and Other Administrators	21	22	24	27	27
Total, Campus/Association Attendees	344	314	282	350	361
Other Attendee Categories					
Sponsors, Presidents’ Spouses, Other Attendees	93	80	69	96	88
Total Attendees:	437	394	351	446	460

** Data for the 2021 Annual Meeting, which was virtual, is not included in table.*

Sponsorship Benefits & Options

Sponsor benefits are attractive, and in many cases are specific to each sponsor opportunity. The following benefits, however, are offered to every sponsor, whether at the gold, silver, or bronze level:

- Logo and 60-word description of your company and services on the Annual Meeting & Advocacy Day website and in the Guidebook app.
- Spotighting of your organization, in communications with registrants, on the Annual Meeting & Advocacy Day webpages, and in our e-newsletter *Washington Update*.
- Pre-meeting promotion in the Sponsors Directory, distributed to all registrants and noting names and contact information of your representatives attending the meeting, should registrants wish to set-up individual conversations
- Opportunity to display marketing collateral at the Sponsor Table located in the Registration area.
- Logo/Company name featured on the sponsor slides displayed before each plenary session.
- Registrant information will be available before the Annual Meeting, giving you an opportunity to identify key prospects and to make arrangements to meet during the event

Details on additional specific sponsorship opportunities can be found on the following pages.



■ Platinum Level: \$17,000 to \$25,000

MONDAY LUNCHEON & LECTURE

(Exclusive)¹ - \$25,000

Share your insights and expertise with participants during the Monday Luncheon & Lecture. (AV services included). Attendance in 2024 was over 250 registrants. Topic must be approved in advance by NAICU.



WELCOME RECEPTION (Exclusive)¹ - \$17,000

On the first night of the meeting, sponsors and attendees have the chance to catch up and network while enjoying drinks and heavy hors d'oeuvres. The event is one of the networking highlights of the meeting. Sponsor will be acknowledged from the podium and will have the opportunity to greet attendees.

■ Gold Level: \$10,000

SHORT COURSE SESSION

(Four available)¹ - \$10,000

You're in charge at these 45-minute Tuesday morning sessions (with continental breakfast and AV services included). Share your insights and demonstrate your expertise from the podium on a topic of your choice. Topics to be offered must be approved in advance by NAICU.



¹ **Additional benefits:** a.) Inclusion of your session as an integral element in the Annual Meeting program schedule;
b.) Three complimentary meeting registrations

Silver Level: \$7,000 to \$9,000

HALLWAY TABLETOP DISPLAY (Ten available)² - \$9,000

While the NAICU Annual Meeting doesn't include an exhibit hall, we do offer the opportunity for sponsors to staff a table in the high-traffic hallway adjacent to the meeting rooms and ballroom, for maximum visibility and interaction with attendees throughout the three-day event.

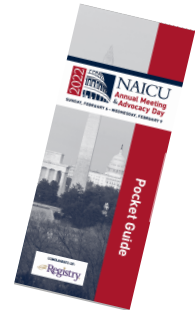


MOBILE MEETING APP (Exclusive)² - \$9,000

For 2025, the mobile app for NAICU's Annual Meeting will be a must-have for attendees as we cut the amount of paper distributed to attendees. Richly detailed, it will feature an exclusive sponsor on its home page throughout the meeting, plus you'll be acknowledged in the e-mail sent to all registrants in advance of the meeting.

POCKET GUIDE (Exclusive)² - \$8,500

Supplementing the Mobile Meeting App, the Pocket Guide is a compact and easy-to-carry brochure with the most essential schedule information. Sponsor will have exclusive advertisement opportunity on the Schedule-at-a-Glance.



REFRESHMENTS AT THE ADVOCACY DAY DEBRIEF CENTER (Exclusive) - \$8,000

(Exclusive) - \$8,000

Many Advocacy Day participants enjoy a break from their meetings with Members of Congress at the Advocacy Day Debrief Center on Capitol Hill. Sponsors can catch up with attendees as they brief the NAICU Government Relations Team, pick-up additional materials, and enjoy a selection of refreshments and snacks.



WI-FI SERVICE (Exclusive)² - \$7,000

Wi-Fi has become an essential service for conference attendees, given the poor or nonexistent internet access in many hotel meeting rooms. Your logo will feature prominently on the Wi-Fi login information distributed to all attendees.

WEDNESDAY MORNING BREAKFAST (Exclusive)² - \$7,000

Sponsor breakfast on the final day of the Annual Meeting & Advocacy Day. Sponsoring organization will be introduced and have the opportunity to offer welcome remarks.

LOGO-BRANDED BOTTLED WATER *(Exclusive)* - \$7,000 ²

Bottles of water branded with your company name and logo will be available throughout the meeting.

■ **Bronze Level: \$4,000 to \$6,500**

REGISTRATION CENTER *(Exclusive)* - \$6,500 ²

More than just the place where attendees check in, the NAICU registration center serves as an information resource and gathering spot throughout the Annual Meeting. Brand it prominently with your company name and logo.

MONDAY MORNING COFFEE BREAK *(Exclusive)* - \$6,500 ³

During the Monday morning sessions, we'll offer coffee and refreshments to all attendees. You can be the exclusive sponsor, includes appropriate signage.

MONDAY AFTERNOON COFFEE BREAK *(Exclusive)* - \$6,500 ³

Immediately before the opening of the Annual Meeting on Monday, we'll offer coffee and refreshments to all attendees. You can be the exclusive sponsor, includes appropriate signage.

LANYARD & BADGE HOLDER *(Exclusive)* - \$6,000 ²

Your company name and logo on the badge lanyard given to all attendees

HOTEL ROOM KEY *(Exclusive)* - \$5,000 ²

A highly visible way to get your company in front of all Annual Meeting attendees staying at the Mandarin Oriental Hotel. Your custom artwork, in full color, will appear on all registrants' room cards.



MONDAY RECEPTION STATION *(Four available)* - \$5,000 ²

During the second night of the meeting, sponsors have another opportunity to network with attendees and enjoy a variety of food and beverages. The event is one of the networking highlights of the meeting. Sponsors will be acknowledged with appropriate signage.

available) - \$4,500 ²

ROOM DROP OF SPONSOR MATERIAL *(Two*

Get your printed piece (brochure, reprint, white paper, etc.) delivered to the room of every Annual Meeting attendee staying at the Mandarin Oriental. The drop will occur Monday evening.

² **Additional benefit:** Two complimentary meeting registrations

³ **Additional benefits:** a.) Your company name and logo posted at table, food station, break site, or as described in the listing; b.) One complimentary meeting registration

LOGO-BRANDED NOTEPAD (*Exclusive*) - \$4,500 ²

Your company name and logo on notepads placed on attendee chairs in the plenary sessions, the pre-meeting sessions, and at the Registration Center.

ANNUAL MEETING MICROSITE BANNER AD (*Exclusive*) - \$4,000 ²

Extend your marketing reach far beyond the actual Annual Meeting. Attendees (and those just thinking about attending) explore the schedule and speakers for months before the event. Your logo and message will run across the Annual Meeting & Advocacy Day registration page from August 2024 through January 2025

Other Sponsorship Opportunities “FRIEND OF THE MEETING” - \$500

For those companies, organizations, or individuals who would like to show their support for NAICU and its members but at a minimal cost, we offer a meeting sponsorship opportunity. “Friends” will be recognized in the Annual Meeting electronic communications by name. Note, however, that the sponsor registration fee applies to meeting participation.

² *Additional benefit: Two complimentary meeting registrations*



Sponsorship Agreement

The National Association of Independent Colleges and Universities (NAICU) provides selected organizations and corporations with the opportunity to sponsor elements during its Annual Meeting and Advocacy Day, typically held early February in Washington, D.C. NAICU does not have provisions for exhibitors.

Sponsorship funds are used by NAICU to defray a portion of expenses related to the Annual Meeting.

From the sponsor's perspective, sponsorships provide an opportunity for corporations and organizations to be recognized for their interest in, and support of, the mission and services of NAICU. Sponsors also benefit from one-on-one contact and relationship-building with attendees, most of whom are presidents or others in leadership positions at private nonprofit colleges and universities, or at associations supporting subsets of private nonprofit colleges and universities. NAICU will, in advance of the meeting, promote sponsors' expertise and availability to registrants.

The following principles serve to guide the relationship between NAICU and its sponsors:

General

- NAICU only accepts as sponsors organizations and companies that have goals consistent with and appropriate to NAICU's mission. In general, NAICU does not allow sponsors who advocate for public policy issues. NAICU further reserves the right to decline any sponsorship it deems inappropriate.
- Appropriate sponsors include those organizations and companies offering services or products that will assist member institutions in delivering quality education for students, providing administrative efficiency, or enhancing institutional planning and leadership.
- Sponsors will be recognized before, during, and after the Annual Meeting as detailed in NAICU's "Sponsorship Prospectus" document. Any deviations from the specifics in that document must be agreed to in advance by both the sponsor and NAICU.
- NAICU will assure that sponsors' representatives are full participants in its Annual Meeting, and as such, they will generally have the same access to program sessions and activities open to all other Annual Meeting attendees.
- Notwithstanding the above, NAICU reserves the right to restrict sponsor access to such Annual Meeting activities, events, or meetings as may be necessary in NAICU's sole discretion.
- Given the limited time for questions and comments at the end of plenary sessions, NAICU asks that sponsors refrain from speaking publicly in such sessions.
- Sponsorships are completely independent from NAICU's Annual Meeting program planning, with the exception of the "Short Course" sessions offered in the "Sponsorship Prospectus" document. Those sponsoring a "Short Course" may unilaterally develop content for their sessions, after prior approval by NAICU of an outline/summary of the proposed content.
- Occasionally NAICU may invite sponsoring organizations to participate as presenters in program sessions. Any such invitations are based entirely on appropriate expertise for programmatic needs, and not on level or longevity of sponsorship.
- NAICU maintains strict and complete editorial control over all materials published and/or distributed in connection with Annual Meeting sponsorships, and in its sole discretion may refuse to publish or distribute material it finds inappropriate.
- Sponsorship does not constitute either expressed or implied endorsement by NAICU of any sponsor, or of the sponsor's programs and services.
- NAICU is primarily accountable to its members. Members' interests and objectives, if ever in conflict with sponsor interests and objectives, will take precedence.
- NAICU may consult with its members or others on an as-needed basis for insights and recommendations on potential sponsors.

Financial

- Sponsors are asked to submit 100 percent of payment before the conference takes place. A signed copy of this agreement must be emailed to deborah@naicu.edu. An invoice will be sent for payment by Jan. 15, 2025.
- In the event a sponsor provides NAICU with a written notice of cancellation for any reason after the submission of the signed agreement, NAICU shall refund the sponsor payment, less 20 percent of such payment as a processing fee.
- In the highly unlikely event that the Annual Meeting is cancelled, sponsorship payments will be refunded in full.

Annual Meeting Sponsorship Acceptance

I have read, understand, and accept the terms and conditions outlined in this agreement, and in the NAICU “Sponsorship Prospectus” document for the 2025 Annual Meeting & Advocacy Day. I have elected to sponsor the following activity or activities for the 2025 Annual Meeting: *(Check all applicable)*

- | | |
|--|---|
| <input type="checkbox"/> Monday Luncheon & Lecture <i>(Exclusive)</i> - \$25,000 | <input type="checkbox"/> Registration Center <i>(Exclusive)</i> - \$6,500 |
| <input type="checkbox"/> Welcome Reception <i>(Exclusive)</i> - \$17,000 | <input type="checkbox"/> Monday Morning Coffee Break <i>(Exclusive)</i> - \$6,500 |
| <input type="checkbox"/> Short Course Session <i>(Four available)</i> - \$10,000 | <input type="checkbox"/> Monday Afternoon Coffee Break <i>(Exclusive)</i> - \$6,500 |
| <input type="checkbox"/> Hallway Tabletop Display <i>(Ten available)</i> - \$9,000 | <input type="checkbox"/> Lanyard & Badge Holder <i>(Exclusive)</i> - \$6,000 |
| <input type="checkbox"/> Mobile Meeting App <i>(Exclusive)</i> - \$9,000 | <input type="checkbox"/> Hotel Room Key <i>(Exclusive)</i> - \$5,000 |
| <input type="checkbox"/> Pocket Guide <i>(Exclusive)</i> - \$8,500 | <input type="checkbox"/> Monday Reception Station <i>(Four available)</i> - \$5,000 |
| <input type="checkbox"/> Refreshments at the Advocacy Day Debrief Center <i>(Exclusive)</i> - \$8,000 | <input type="checkbox"/> Room Drop of Sponsor Materials <i>(Two available)</i> - \$4,500 |
| <input type="checkbox"/> Wi-Fi Service <i>(Exclusive)</i> - \$7,000 | <input type="checkbox"/> Logo-Branded Notepad <i>(Exclusive)</i> - \$4,500 |
| <input type="checkbox"/> Wednesday Morning Breakfast Session <i>(Exclusive)</i> - \$7,000 | <input type="checkbox"/> Annual Meeting Microsite Banner Ad <i>(Exclusive)</i> - \$4,000 |
| <input type="checkbox"/> Logo-Branded Bottled Water <i>(Exclusive)</i> - \$7,000 | <input type="checkbox"/> Friend of the Meeting - \$500 |

Sponsor

NAICU

Signature

Signature

Name/Title

Name/Title

Organization

Date

Address

City/State/Zip

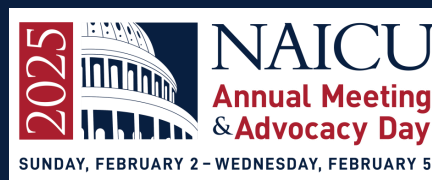
Phone

Email

Date

Return completed form to:

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