



NAICU

**Annual Meeting  
& Advocacy Day**

SUNDAY, FEBRUARY 3 – WEDNESDAY, FEBRUARY 6

# 2019 Sponsorship Prospectus



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.

Our more than 1,000 members reflect the diversity 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 associations are represented, and 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 website: [www.naicu.edu](http://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 2019 Annual Meeting will take place February 3-6 at the J.W. Marriott, at 1331 Pennsylvania Ave., NW, in Washington, D.C. 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 thought leaders, authors, elected officials, researchers, and media representatives. Coming on the heels of the November Midterm Election, this year's topics will particularly focus on what lies ahead for private colleges and universities under a new administration and Congress.

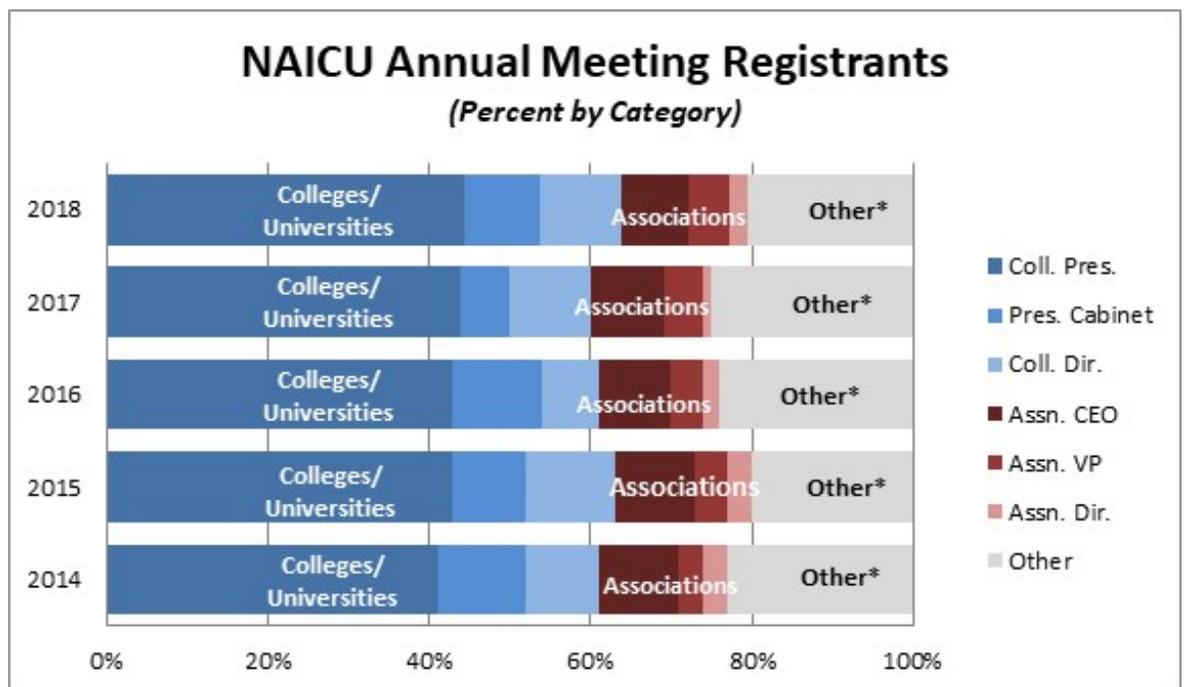
An overview of past programming and sponsors is available on the News & Event tab of the NAICU website ([www.naicu.edu/news-events/events](http://www.naicu.edu/news-events/events))



# The Audience

Our Annual Meeting typically attracts 450 to 500 total attendees. Attendance is heavily skewed toward campus and association leaders, and the ambiance is informal and collegial. An analysis of attendees over the past four years (see graph) reveals:

- **Over half** of all attendees are presidents/CEOs of private colleges and universities, or of associations supporting private higher education.
- Nearly **two-thirds** of attendees are in leadership positions at private colleges and universities.
- Approximately **three-fourths** of attendees are higher education leaders and key administrators in decision-making positions of interest and value to sponsors.
- The composition of attendees is highly consistent from year-to-year.



\*"Other" includes college/association staff below director level, sponsors, spouses, etc.

# 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 listing in the printed Annual Meeting program schedule, as well as a 100- to 120-word description of your company and services (with logo) in the printed program
- Individual spotlighting of sponsors in advance of the meeting, both in communications with registrants and on NAICU's home page and Annual Meeting pages
- Pre-meeting promotion in e-mails to all registrants in January, which will note the availability of consultants attending, should registrants wish to set up individual conversations
- Registration 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
- Access to the full Annual Meeting registrant list at, and following, the meeting

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



## **Platinum Level: \$13,000**

### **MONDAY LUNCHEON & LECTURE (Exclusive) <sup>1</sup>**

Share your insights and expertise with participants during a special luncheon and lecture held just before the opening session of the Annual Meeting (box lunch and AV services included). Held immediately after the Public Relations Academy, attendance last year was over 100 attendees. Topic must be approved in advance by NAICU

## **Gold Level: \$10,000**

### **“SHORT COURSE” SESSION (Four available) <sup>1</sup>**

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.)

### **SUPER BOWL RECEPTION (Exclusive) <sup>1</sup>**

One of the most popular reception events during the Annual Meeting is the Super Bowl Reception. Members spend a relaxed evening watching the championship game while enjoying good company and a wide variety of fun food and drink. The event is one of the networking highlights of the meeting.

## **Silver Level: \$6,000**



### **WI-FI SERVICE (Exclusive) <sup>2</sup>**

Wife has become an essential service for conference attendees, given the poor or nonexistent internet access in many hotel meeting rooms. Users will be greeted with a splash page featuring your logo each time they log on.

### **MOBILE MEETING APP (Exclusive) <sup>2</sup>**

In recent years, the mobile app for NAICU's Annual Meeting has become a must-have for 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.

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

<sup>2</sup> **Additional benefits:** Two complimentary meeting registrations



**HALLWAY TABLETOP DISPLAY** *(Four available)<sup>2</sup>*

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.

**NEW SCHEDULE-AT-A-GLANCE** *(Exclusive)<sup>2</sup>*

New this year, and supplementing the full printed program, the schedule will be 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.

**CELL PHONE/TABLET CHARGING STATION** *(Exclusive)<sup>2</sup>*

NAICU meeting attendees can recharge their electronic devices at our cell phone/tablet charging station. It can accommodate up to two tablets and eight phones at one time in secure lockers for each device. The station can be prominently branded with your company name and logo.

**Bronze Level: \$4,000 to \$5,000**

**TOTE BAG** *(Exclusive) - \$5,000<sup>2</sup>*

Your company name and logo on the bag given to all attendees at registration, and used by most to carry meeting materials throughout their attendance.

**CHOCOLATE AMENITY AT TURN DOWN** *(Exclusive) - \$5,000<sup>2</sup>*

Two pieces of small batch chocolates emblazoned with your logo will be delivered to each participant's room. An especially sweet way to get your company name and logo in front of our meeting attendees.

**LOGO-BRANDED BOTTLED WATER**

*(Exclusive) - \$5,000<sup>2</sup>*

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



<sup>2</sup> *Additional benefit: Two complimentary meeting registrations*

**REGISTRATION CENTER** *(Exclusive)* - \$4,000<sup>2</sup>

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.



**HOTEL ROOM KEY** *(Exclusive)* - \$4,000<sup>2</sup>

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

**ROOM DROP OF SPONSOR MATERIAL** - \$4,000<sup>2</sup>

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



**FOOD STATION DURING MONDAY RECEPTION**

*(Monday Evening)* *(Five available)* - \$4,000<sup>3</sup>

NAICU's Monday Opening Reception is renowned for its outstanding cuisine that tempts some attendees to simply skip dinner. Host one of the stations offering a wide diversity of tasty food, and mingle with attendees throughout this hour-and-a-half party.



**PUBLIC RELATIONS ACADEMY REFRESHMENT STATION** *(Exclusive)* - \$4,000<sup>3</sup>

This popular Monday morning event features 3 plenary sessions on public relations issues from a presidential perspective, and annually attracts a large attendance. Be the exclusive sponsor for the coffee and refreshment station that will be available throughout the program, from 8:00 a.m. to noon.

**MONDAY AFTERNOON COFFEE BREAK** *(Exclusive)* - \$4,000<sup>3</sup>

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.

<sup>3</sup> **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

**LANYARD & BADGE HOLDER** *(Exclusive)* - \$4,000 <sup>2</sup>

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

**BRANDED NOTEPAD FOR ATTENDEE PACKETS** *(Exclusive)* - \$4,000 <sup>2</sup>

Your company name and logo on the notepad inserted in all attendees’ meeting packets.



**ANNUAL MEETING MICROSITE BANNER AD** *(Exclusive)* - \$3,000 <sup>2</sup>

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 registration page from August 2018 through January 2019.

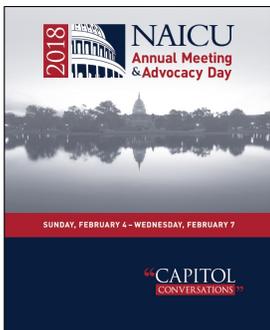


**LOGO BRANDED PEN** *(Exclusive)* - \$2,500 <sup>4</sup>

All attendees will get this quality pen for their note-taking throughout the Annual Meeting, and almost certainly will carry it home as well. The eye-catching metal pen allows imprinting of up to five lines of copy, and your choice of color.



**PRINTED PROGRAM ADVERTISING**



Attendees refer to this printed piece daily throughout their stay, with its detailed schedule, hotel map, speaker bios, and more. It’s an excellent way to get visibility for your services throughout the course of the entire Annual Meeting.

Choose from three options:

- 1/2 page ad, inside front cover (2 available) - \$3,000
- 1/2 page ad, inside back cover (2 available) - \$3,000
- 1/3 page ad in program (3 available) - \$1,000 each

**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 and print communications by name. Note, however, that the sponsor registration fee applies to meeting participation.

<sup>3</sup> **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

<sup>4</sup> **Additional benefits:** One complimentary meeting registration

# Sponsorship Agreement

The National Association of Independent Colleges and Universities (NAICU) provides selected organizations and corporations with the opportunity to sponsor elements of its Annual Meeting, typically held in late January/early February in Washington, D.C. NAICU does not, at this location, 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 the 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.
- NAICU occasionally may invite individuals from sponsoring companies and 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 will submit 100 percent of payment before the conference takes place. A signed copy of this agreement needs to be emailed to [deborah@naicu.edu](mailto:deborah@naicu.edu). A bill will be sent in October for payment by Dec 31, 2018.
- 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 2019 Annual Meeting. I have elected to sponsor the following activity or activities for the 2019 Annual Meeting: *(Check all applicable)*

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Monday Luncheon &amp; Lecture</b> <i>(Exclusive)</i> - \$13,000</li> <li><input type="checkbox"/> <b>Short Course Session</b> <i>(Four available)</i> - \$10,000</li> <li><input type="checkbox"/> <b>Super Bowl Reception</b> <i>(Exclusive)</i> - \$10,000</li> <li><input type="checkbox"/> <b>Wi-Fi Service</b> <i>(Exclusive)</i> \$6,000</li> <li><input type="checkbox"/> <b>Mobile Meeting App</b> <i>(Exclusive)</i> \$6,000</li> <li><input type="checkbox"/> <b>Hallway Tabletop Display</b> <i>(Four available)</i> - \$6,000</li> <li><input type="checkbox"/> <b>Schedule-At-A-Glance</b> <i>(Exclusive)</i> - \$6,000</li> <li><input type="checkbox"/> <b>Cellphone Charging Station</b> <i>(Exclusive)</i> - \$6,000</li> <li><input type="checkbox"/> <b>Tote Bag</b> <i>(Exclusive)</i> - \$5,000</li> <li><input type="checkbox"/> <b>Chocolate Amenity at Turndown</b> <i>(Exclusive)</i> - \$5,000</li> <li><input type="checkbox"/> <b>Logo-Branded Bottled Water</b> <i>(Exclusive)</i> - \$5,000</li> <li><input type="checkbox"/> <b>Registration Center</b> <i>(Exclusive)</i> \$4,000</li> <li><input type="checkbox"/> <b>Hotel Room Key</b> <i>(Exclusive)</i> - \$4,000</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Room Drop of Sponsor Materials</b> - \$4,000</li> <li><input type="checkbox"/> <b>Food Station at Monday Reception</b> <i>(Five available)</i> - \$4,000</li> <li><input type="checkbox"/> <b>PR Academy Refreshment Station</b> <i>(Exclusive)</i> - \$4,000</li> <li><input type="checkbox"/> <b>Monday Afternoon Coffee Break</b> <i>(Exclusive)</i> - \$4,000</li> <li><input type="checkbox"/> <b>Lanyard &amp; Badge Holder</b> <i>(Exclusive)</i> - \$4,000</li> <li><input type="checkbox"/> <b>Logo-Branded Notepad</b> <i>(Exclusive)</i> - \$4,000</li> <li><input type="checkbox"/> <b>Annual Meeting Microsite Banner Ad</b> <i>(Exclusive)</i> - \$3,000</li> <li><input type="checkbox"/> <b>Logo-Branded Pen</b> <i>(Exclusive)</i> - \$2,500</li> </ul> <p><b>Printed Program Advertising</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>1/2 page Inside Front Cover</b> <i>(Two available)</i> - \$3,000</li> <li><input type="checkbox"/> <b>1/2 page Inside Back Cover</b> <i>(Two available)</i> - \$3,000</li> <li><input type="checkbox"/> <b>1/3 page in Program</b> <i>(Three available)</i> - \$1,000</li> <li><input type="checkbox"/> <b>Friend of the Meeting</b> - \$500</li> </ul> |
|--|--|

## Sponsor

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Name/Title*

\_\_\_\_\_  
*Organization*

\_\_\_\_\_  
*Address*

\_\_\_\_\_  
*City/State/Zip*

\_\_\_\_\_  
*Phone*

\_\_\_\_\_  
*Email*

\_\_\_\_\_  
*Date*

## NAICU

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Name/Title*

\_\_\_\_\_  
*Date*

**Return completed form to:**

Deborah Sykes Reilly  
Director for Member Relations and Conference Planning  
National Association of Independent Colleges and Universities  
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Washington, DC 20036-5405  
Fax: (202) 835-0003  
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