

Sponsorship Opportunities



Championing Hispanic Higher Education Success:
Advancing Access and Opportunity in a Changing Environment

HACU 26th Annual Conference

October 20-22, 2012

Marriott Wardman Park Hotel
Washington, D.C.



#HACU12



H I S P A N I C A S S O C I A T I O N O F C O L L E G E S & U N I V E R S I T I E S

HACU's largest annual event, the Annual Conference, provides a unique forum to:

- Showcase successful, effective, and exemplary programs and initiatives at HACU-member institutions
- Promote and expand partnerships and strategic alliances for collaboration between HACU-member institutions and public- and private-sector organizations
- Foster and identify career and graduate educational opportunities for Hispanic students and graduates
- Deliberate policy issues affecting educational opportunities for Hispanics, including HACU's Legislative Agenda
- Encourage greater Hispanic participation in scholarships, fellowships, internships and other programs funded by private and government organizations
- Increase institutional awareness and readiness to participate in foundation-supported programs
- Discuss emerging trends in Hispanic higher education

Sponsorship Opportunities

Levels of Sponsorship and Benefits

Title Sponsor - \$100,000

- Recognition as "Title Sponsor" at premier conference event to include 3-5 minute speaking opportunity on behalf of your organization, and signage at event
- Recognition as "Title Sponsor" on conference main entrance and in Conference Program
- Opportunity to participate as a Student Track Workshop panelist or conduct a Student Track workshop session
- Opportunity to sponsor one of the following: coffee break, hotel room keys, or Pocket Conference "At-A-Glance" Agenda
- Reserved table, with priority placement, at all premier conference events including the one chosen for speaking opportunity
- Opportunity to distribute promotional items in conference bags
- One full-page color advertisement in Conference Program
- One full-page color advertisement in *The Voice of Hispanic Higher Education*, HACU's quarterly magazine
- Up to eight 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration
- Up to 25 full conference registrations
- Recognition of title sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Diamond Sponsor - \$75,000

- Recognition as sponsor of premier conference event to include 3-5 minute speaking opportunity on behalf of your organization, and signage at event
- Reserved table, with priority placement, at all premier conference events including the one chosen for speaking opportunity
- Opportunity to distribute promotional items in conference bags
- Two full-page color advertisements in Conference Program (includes one inside front or back cover, and one in program)
- Up to six 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration
- Up to 15 full conference registrations
- Recognition of sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Platinum Sponsor - \$50,000

- Recognition as sponsor of premier conference event to include 3-5 minute speaking opportunity on behalf of your organization, and signage at event
- Reserved table, with priority placement, at premier conference events, including the one chosen for speaking opportunity
- Opportunity to distribute promotional items in conference bags
- Two full-page color advertisements in Conference Program
- Up to four 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration
- Up to ten full conference registrations
- Recognition of sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Gold Sponsor - \$35,000

- Recognition as sponsor of premier conference event to include 3-5 minute speaking opportunity on behalf of your organization, signage at event, as well as a reserved table at the event
- One full-page color advertisement in Conference Program
- Up to two 8x10 exhibit booths with priority placement in Exhibit Hall. Each booth comes with one exhibitor conference registration
- Up to eight full conference registrations
- Recognition of sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Silver Sponsor - \$25,000

- One full-page color advertisement in Conference Program
- One 8x10 exhibit booth. The booth comes with one exhibitor conference registration
- Up to six full conference registrations
- Recognition of sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Bronze Sponsor - \$15,000

- One full-page color advertisement in Conference Program
- One 8x10 exhibit booth. The booth comes with one exhibitor conference registration
- Up to four full conference registrations
- Recognition of sponsorship, to include logo placement, in conference materials and publications, and on HACU's website

Premier Conference Events include:

Opening Plenary, Power Lunch, President's VIP Networking Reception (an invitation-only event), and Partnership Lunch

Student Track Sponsorship Opportunities

Top undergraduate students from colleges and universities throughout the U.S. and Puerto Rico will be active participants at HACU's 26th Annual Conference. These students represent a wide range of academic disciplines and arrive at the conference with resumes eager to discuss career, internship, research and advanced education opportunities.

Sponsor a Student Scholar - \$1,200*

Sponsorship includes student's conference registration, and travel and lodging when applicable. Selected scholars are identified with the sponsoring organization's name on the student's name badge. Selected scholars are also invited to sit in reserved seating with their sponsor during premier conference events to interact and discuss recruitment and employment opportunities.

* The number of students sponsored will depend on the students' geographic location.

Official Portfolio Sponsor - \$5,000

Sponsorship includes your organization's logo on a professional portfolio which will be provided to each Student Track attendee of the conference.

Student Track Sessions - \$3,000

Sponsorship includes a speaking opportunity to address students on topics relevant to career and educational enhancement opportunities, and professional development. Speaking opportunities are limited and available in form of a panel presentation or an assigned breakout session.

Corporate Gift Giveaway - In-kind Donation

This is your company's opportunity to provide a "tool for success" for student track attendees of the conference. A drawing for donated prizes is held at the conclusion of Student Track to reward students for their participation.



Other Conference Sponsorship Opportunities

Youth Leadership Development Forum - \$25,000

Sponsorship includes a title name sponsorship, 3-5 minute speaking opportunity, signage at event, and opportunity to distribute materials to Youth Leadership Development Forum attendees.

Latino Higher Education Leadership Institute - \$15,000

Sponsorship includes a title name sponsorship, 3-5 minute speaking opportunity, signage at event, and opportunity to distribute materials to Latino Higher Education Leadership Institute attendees.

Opening Plenary - \$25,000

Sponsorship includes 3-5 minute speaking opportunity, signage at event, and opportunity to distribute materials to event attendees.

International Plenary - \$15,000

Sponsorship includes 3-5 minute speaking opportunity, signage at event, and opportunity to distribute materials to attendees interested in international issues in higher education.

Town Hall Meeting - \$15,000

Sponsorship includes title name sponsorship of Town Hall Meeting, 3-5 minute speaking opportunity, signage at event, and opportunity to distribute materials to event attendees.

Coffee and Refreshment Breaks Sole Sponsor - \$25,000

Sponsorship includes title name sponsorship and signage at each coffee and refreshment break.

Official Conference Program Sponsor - \$25,000

Sponsorship of 26th Annual Conference Program includes logo on front cover and full-color advertisement on back cover.

Pocket Conference "At-A-Glance" Sponsor - \$5,000

Sponsorship includes logo on front of pocket conference program.

Registration Sponsor - \$15,000

Sponsorship includes signage and logo placement at conference registration center.

Hotel Keys Sponsor - \$5,000

Logo will be displayed on front of all hotel key cards of conference hotel for all registered guests attending the HACU conference. This sponsorship opportunity must be secured by July 2012.

Post-Conference Opportunities

HACU National Internship Program Emerald Gala

Sponsorship and advertising opportunities are also available for the post-conference gala celebrating the 20th anniversary of the HACU National Internship Program on the evening of Monday, October 22, 2012 at the Marriott Wardman Park Hotel in Washington, D.C. More information at www.hacu.net.



Advertising and Exhibitor Opportunities

26th Annual Conference Program Book Advertisement:

HACU-Member Institution:

Full-page, color, \$1,500

Half-page, color, \$700

Non-member:

Full-page, color - \$1,800

Half-page, color - \$1,000

Ads are color and must be submitted camera-ready. No bleeds. Camera-ready originals or PDF files in color only. No film or native application files (i.e. InDesign, QuarkXPress, Pagemaker, etc.) will be accepted.

Advertising Deadlines

Space reservation

August 31, 2012

Camera-ready ad

September 6, 2012

Exhibitor Opportunities:

HACU-member institution	\$1,500
Non-member institution	\$2,000
Non-profit associations	\$2,000
Government/Federal agency	\$2,000
Corporate	\$3,000

Material Distribution at Conference:

Items/materials for distribution, unless provided by Diamond and Platinum Sponsors, will not be placed in conference bag - items will be positioned at registration area tables, and made easily accessible to all conference attendees.

Flyer	\$500
Magazine	\$1,000
Promotional Items	\$2,500
Book/Directory	\$5,000

HACU is not responsible for shipping of materials.



Visit www.hacu.net for additional information on advertising and exhibitor opportunities for the 26th Annual Conference. For additional information regarding advertising, sponsorships or to customize a sponsorship opportunity, please contact:

HACU Office of Development
 8415 Datapoint Drive, Suite 400
 San Antonio, TX 78229
 (210) 576-3224 (voice)
 (210) 692-0823 (fax)
development@hacu.net
www.hacu.net