

# 26<sup>th</sup> ANNUAL NATIONAL CAPITOL FORUM

## ON HISPANIC HIGHER EDUCATION

### APRIL 13-14, 2021 / VIRTUAL EVENT

Each spring, advocates for Hispanic-Serving Institutions convene to shape and promote an agenda for Congress and the country at HACU's Annual National Capitol Forum on Hispanic Higher Education. The 2021 Capitol Forum will be held as a virtual event.



Key to these strategic forums are meetings with congressional offices, which allow leaders in the Hispanic higher education community, business and non profits partners the opportunity to speak with their representatives.

The event brings together leaders of colleges and universities join policymakers, key federal agency leaders, allied organizations, corporate, community and philanthropic representatives at what has become a powerful national platform for winning public- and private-sector support for Hispanic-Serving Institutions.

### Sponsorship Categories

#### Presidential Sponsor \$20,000

- Sponsorship of the Opening Plenary
- Speaking opportunity (3-5 minutes) on behalf of organization
- Two full-page color advertisements in the Capitol Forum Program; includes full-page inside back cover advertisement
- One full-page advertisement in "The Voice of Hispanic Higher Education," HACU's quarterly magazine
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- Five full Capitol Forum registrations
- Opportunity to distribute promotional items to all attendees
- Branded Breakout Networking Opportunity

#### Patriot Sponsor \$15,000

- Co-sponsorship of the Opening Plenary
- Speaking opportunity (3-5 minutes) on behalf of organization
- One full-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- Four full Capitol Forum registrations
- Branded Breakout Networking Opportunity

#### Executive Sponsor \$10,000

- One full-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- Three full Capitol Forum registrations
- Branded Breakout Networking Opportunity

#### Congressional Sponsor \$7,500

- Sponsorship of the Capitol Forum Program
- One half-page color advertisement in Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- Two full Capitol Forum registrations

#### Cabinet Sponsor \$5,000

- One half-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- One full Capitol Forum registration

#### Ambassador Sponsor \$2,500

- Sponsorship of a Capitol Forum session
- Signage at sponsored session
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners web page
- One full Capitol Forum registration



Ad size	Trim Area
Full Page (bleeds)	8.75"w x 11.25"h
Full page (non-bleed)	8" w x 10.5" h
Half-page	8" w x 5" h

Camera-Ready Ad: March 12, 2021 | Ads must be submitted camera-ready as PDF files in color only  
 Bleed and non bleed ads are accepted. No film or native application files (i.e. InDesign, Illustrator, etc.) will be accepted.

**For more information regarding sponsorship and partnerships, or to customize a package, please contact:**

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