



**April 7-8, 2014**

# 19th Annual National Capitol Forum on Hispanic Higher Education

Washington Marriott at Metro Center • Washington, D.C.

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

## All sponsorship categories are limited

### Presidential Sponsor \$30,000

- Speaking opportunity (3-5 minutes) on behalf of organization
- Two reserved tables at the Legislative Luncheon (table seats 10)
- 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 in conference materials and on HACU's website
- Six full Capitol Forum registrations
- Opportunity to distribute promotional items in the conference bag

### Patriot Sponsor \$20,000

- Co-sponsorship of the Legislative Luncheon Session
- Speaking opportunity (3-5 minutes) on behalf of organization
- One reserved table at the Legislative Luncheon (table seats 10)
- Two full-page color advertisements in the Capitol Forum Program
- Logo in Capitol Forum materials and on HACU's website
- Five full Capitol Forum registrations

### Capitol Hill Sponsor \$15,000

- Sponsorship of the Capitol Hill Reception or Opening HACU Legislative Session
- One reserved table at the Legislative Luncheon (table seats 10)
- One full-page color advertisement in the Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Four full Capitol Forum registrations

### Executive Sponsor \$10,000

- Sponsorship of the Capitol Forum Registration
- One full-page color advertisement in the Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Three full Capitol Forum registrations

### Congressional Sponsor \$7,500

- Sponsorship of the HACU 2013 Legislative Agenda, Capitol Forum Program or Capitol Hill Visits
- One half-page color advertisement in Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Two full Capitol Forum registrations

### Cabinet Sponsor \$5,000

- Sponsorship of all Forum coffee breaks
- One half-page color advertisement in the Capitol Forum Program
- Logo in Capitol Forum Program and on HACU's website
- One full Capitol Forum registration

### Ambassador Sponsor \$2,500

- Sponsorship of a Capitol Forum session
- Signage at sponsored session
- Logo in Capitol Forum Program and on HACU's website
- One full Capitol Forum registration

## Advertising Opportunities

Ad size	Members	Non-Members	Trim Area
Full Page (bleeds)	\$800	\$1,000	8.75" w x 11.25" h
Full page (non-bleed)	\$800	\$1,000	8" w x 10.5" h
Half-page	\$400	\$600	8" w x 5" h

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.

### Advertising Deadlines

**Space reservation**                      **March 3, 2014**  
**Camera-Ready ad**                        **March 10, 2014**

Each spring, advocates for the higher education success of the nation's youngest and largest ethnic population group gather in Washington, D.C., to shape and promote an agenda for Congress and the country at the annual HACU Capitol Forum. Leaders of HACU-member and partner colleges and universities join public 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 higher education. Key to these strategic forums are annual visits to Capitol Hill, which allow leaders in the Hispanic higher education community to interact directly with key members of the House and Senate.



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

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