



85th
ANNUAL ACHE CONFERENCE

SPONSORSHIP PROSPECTUS

ASSOCIATION FOR CONTINUING AND HIGHER EDUCATION

**LEADERS, INNOVATORS, CHANGE AGENTS:
CONTINUING HIGHER EDUCATION'S ROLE IN IMPROVING ACCESS AND SUCCESS**

PARTNERSHIPS MATTER

Greetings to our ACHE Members and the Higher Education Community!

Welcome to the 2022-2023 Academic Year and to the 85th Anniversary of the Association for Continuing Higher Education (ACHE)! Yes, amazingly ACHE was founded in 1939 as the Association of University Evening Colleges (AUEC) and later transitioned into the Association for Continuing Higher Education in 1973. ACHE has become a dynamic network of diverse professionals who are dedicated to promoting excellence in continuing higher education.

As President of ACHE for 2022-2023, it is such an honor and privilege to thank each of you for your numerous contributions to this esteemed organization and to recognize the many, many leaders who have built such a strong foundation and guided ACHE successfully through the past 84 years. We are truly “standing on the shoulders of giants” (Newton, 1675) as we work together to build on the past accomplishments and lead ACHE into a successful future.



The mission of ACHE is as follows: “The Association for Continuing Higher Education is dedicated to promoting lifelong learning and excellence in continuing higher education. As an organization of colleges, universities, and individuals, we encourage professional development, research, and exchange of information for our members and continuing higher education as a means of enhancing and improving society.” ACHE is led by highly dedicated officers and Board members who strive to serve the membership as we navigate the continually changing world of higher education.

During this 85th Anniversary year, ACHE is focused on the following presidential priorities and plan of action, based on the theme of “Back to the Basics.”

- B – Build a Budget for Organizational Sustainability
- A – Add Members and Business Partners
- S – Simplify and Implement Strategic Plan
- I – Increase Information and (I)Engagement
- C – Celebrate 85th Anniversary at Conference in Charleston and Throughout the Year
- S – Support Scholarship through JCHE/Other Scholarly Activities

Please join us in being actively engaged in our ACHE family by getting involved in one or more of the above priorities! ACHE is certainly a very welcoming “family” of continuing higher education professionals, and we want each of you to be a very integral member of our ACHE “family”!

One of the very best ways to be involved and engaged in ACHE is to attend and be a very active participant in our annual “family reunion”..... the annual ACHE Conference! This year the 85th Association for Continuing Higher Education Conference will be held in Charleston, S.C. We are eager to welcome all of you — our institutional, organizational, and professional members, along with retirees and students — as we all come together to focus on the conference theme of, “Leaders, Innovators, Change Agents: Continuing Higher Education’s Role in Improving Access and Success.

We look so forward to seeing you in historic Charleston as we celebrate this historic year for ACHE!!! Mark your calendars for our annual “family reunion” in October and get involved in ACHE throughout the year as we celebrate the past and look forward to the future in celebration of our 85th Anniversary!

Sincerely,
Susan A. Elkins Ed.D.
2022-2023 President, Association for Continuing Higher Education
Chancellor, Palmetto College, University of South Carolina

SPONSORSHIP OPTIONS AND INCLUSIONS

	Platinum Plus	Platinum 85th Anniversary	Gold	Silver	Bronze
Conference Involvement					
Keynote*	✓				
Concurrent Session Presenter**	✓	✓	✓		
Exhibitor Table/Chairs	✓	✓	✓	✓	✓
Conference Registration	4	3	3	2	1
Branding Opportunities					
Advertisement in Conference Program	Full page	Full page	1/2 page	1/4 page	1/4 page
Advertisement in Conference App	✓	✓			
Conference Attendee Contact List	✓	✓	✓	✓	✓
Extended Benefits					
Email Spotlight to Members	✓	✓			
Company Logo on ACHE Website	✓	✓	✓	✓	✓
Mention on ACHE Social Media Channels	2x/month	2x/month	1x/month	1x/quarter	1x/quarter
One Year ACHE Membership	✓	✓	✓	✓	✓
Investment	\$10,000+	\$8,500	\$6,500	\$3,500	\$2,000
Max. Packages Available	4	5	4	3	10

*Keynote topic identified in conjunction with ACHE leadership and conference planning committee

**Subject to submission and approval of abstract

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

As part of the larger adult, professional, and continuing education ecosystem, we recognize the breadth and depth of expertise that our business partners bring to our organization. To design your customized package, contact:

Matt Bergman at matt.bergman@louisville.edu or Christine Billings at cbillings@unomaha.edu

PLATINUM PLUS

SELECT ONE

- **Day 1 lunch + afternoon keynote**
Logo on screen prior to and during breakfast, sponsor mention by ACHE president, 15 minute presentation prior to morning keynote or keynote address (based on topic)
- **Day 2 breakfast + morning keynote**
Logo on screen prior to and during breakfast, sponsor mention by ACHE president, 15 minute presentation prior to morning keynote or keynote address (based on topic)
- **Day 2 Lunch + afternoon keynote (awards ceremony)**
Logo on screen prior to and during breakfast, sponsor mention by ACHE president, 15 minute presentation prior to morning keynote or keynote address (based on topic)
- **President's Reception**
Logo prominently displayed at beverage/food areas, sponsor mention by ACHE president, 10 minute presentation at *invitation only* social event

Additional benefits:

- Conference table + 2 chairs with premium exhibit location
- Four (4) fully inclusive conference registrations
- Full color, full-page ad in conference program (sponsor to provide artwork)
- Attendee list with name, professional title, and institution
- Advertisement in conference app
- One year organizational membership to ACHE
- Listing as a Platinum Plus sponsor on the ACHE website
- Email to ACHE members spotlighting business partner scope, service(s), and benefit(s).
- Twice a month mention on ACHE social media channels
- Optional: Guaranteed concurrent session presentation (must meet proposal/presentation guidelines)





PLATINUM 85TH ANNIVERSARY

SELECT ONE

- **Day 3 breakfast + morning keynote**
Logo on screen prior to and during breakfast, sponsor mention by ACHE president, 15 minute presentation prior to morning keynote
- **Leadership certificate program**
Logo on screen prior to program start each day, sponsor mention by ACHE president, 15 minute presentation prior to certificate program start on Sunday
- **DEAI certificate program**
Logo on screen prior to program start each day, sponsor mention by ACHE president, 15 minute presentation prior to certificate program start on Sunday

Additional benefits:

- Conference table + 2 chairs with premium exhibit location
- Three (3) fully inclusive conference registrations
- Full color, full-page ad in conference program (sponsor to provide artwork)
- Attendee list with name, professional title, and institution
- Advertisement in conference app
- One year organizational membership to ACHE
- Listing as a Platinum Anniversary sponsor on the ACHE website
- Email to ACHE members spotlighting business partner scope, service(s), and benefit(s).
- Twice a month mention on ACHE social media channels
- Optional: Guaranteed concurrent session presentation with higher education partner (must meet proposal/presentation guidelines; sponsor to identify co-presenter)

GOLD

SELECT ONE

- **Welcome Social**
Logo prominently displayed at beverage/food areas, sponsor mention by ACHE president, 10 minute presentation at social event
- **Day 1 Social**
Logo prominently displayed at beverage/food areas, sponsor mention by ACHE president, 10 minute presentation at social event

Additional benefits:

- Conference table + 2 chairs in exhibit hall
- Three (3) fully inclusive conference registrations
- Full color, half-page ad in conference program (sponsor to provide artwork)
- Attendee list with name, professional title, and institution
- One year organizational membership to ACHE
- Listing as a Gold sponsor on the ACHE website
- Once a month mention on ACHE social media channels
- Optional: Guaranteed concurrent session presentation with higher education partner (must meet proposal/presentation guidelines; sponsor to identify co-presenter)



SILVER

SELECT ONE

- **Conference lanyards, nametags, and ribbons**
Underwrite cost of conference nametags, ribbons, and lanyards branded with sponsor logo
- **Conference bags/totes**
Underwrite cost of conference bags/totes branded with ACHE conference and sponsor logo
- **Conference water bottles**
Underwrite cost of water bottles branded with ACHE conference and sponsor logo

Additional benefits:

- Conference table + 2 chairs in exhibit hall
- Two (2) fully inclusive conference registrations
- Full color, quarter-page ad in conference program (sponsor to provide artwork)
- Attendee list with name, professional title, and institution
- One year organizational membership to ACHE
- Listing as a Silver sponsor on the ACHE website
- Once a quarter mention on ACHE social media channels

BRONZE

- Conference table + 2 chairs in exhibit hall
- One (1) fully inclusive conference registration
- Full color, quarter-page ad in conference program (sponsor to provide artwork)
- Attendee list with name, professional title, and institution
- One year organizational membership to ACHE
- Listing as a Bronze sponsor on the ACHE website
- Once a quarter mention on ACHE social media channel

WHO WE ARE

The Association for Continuing Higher Education (ACHE) is a dynamic network of diverse professionals who are dedicated to promoting excellence in continuing higher education and to sharing their expertise and experience with one another. As one of the oldest professional associations for adult, continuing, and higher education professionals, ACHE has maintained its relevance via a strong network of sustained volunteerism. The values and framework of ACHE are built on the foundation of professional development, collegiality, equity, access, inclusion, belongingness, and service to both credit and non-credit continuing education. All of these values continue to guide the mission of ACHE. The institutional members of ACHE range from large 2 and 4 years institutions across the nation, as well as international members.

OUR MISSION

The Association for Continuing Higher Education is dedicated to promoting lifelong learning and excellence in continuing higher education. As an organization of colleges, universities, and individuals, we encourage professional development, research, and exchange of information for its members and continuing higher education to enhance and improve society.

OUR GOALS

1. Emphasize the importance of lifelong learning and excellence in continuing higher education.
2. Provide for and support the personal, professional, and career development of its members. Provide a forum for formal presentation and discussion of issues, ideas, practices, programs, and standards in continuing higher education through regional and national meetings.
3. Encourage research in the field of adult and continuing higher education which are shared through the Association's Journal of Continuing Higher Education, a refereed publication, and through programs and events.
4. Cultivate and promote thought leadership through publications, programs, and events.
5. Recognize leadership and contributions to the field of continuing higher education by members and others.
6. Assure the Associations' long-term viability through prudent management of its assets and careful stewardship of its resources.
7. Cooperate with other organizations and groups whenever possible in the achievement of the Association's goals.

Association for Continuing and Higher Education

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