



SPONSORSHIP PROSPECTUS



Thank you for your interest in supporting higher education scholarship! The Association for the Study of Higher Education (ASHE) is a scholarly society with 2,000 members dedicated to higher education as a field of study. ASHE promotes collaboration among its members and others engaged in the study of higher education through research, conferences, and publications, including its highly regarded journal, *The Review of Higher Education*. ASHE values rigorous scholarly approaches to the study of higher education and practical applications of systemic inquiry.

Sponsorship typically covers about 20% of our in-person conference expenses, with the remainder covered by participant registration fees. Sponsor support allows us to keep our registration fees affordable and provides access for members at all career stages who rely on these events to learn about the newest research, advance their careers, and network with colleagues and collaborators. In 2024, the support of sponsors allowed us to offer a Virtual Ticket, increase engagement opportunities, host a Graduate Student Luncheon, and more.

This year marks ASHE's 50th Annual conference and we're excited to celebrate in Denver, Colorado. We aim to bring together 1,400 higher education scholars over a four-day event that showcases the latest research on higher education, deepen community and networks, and engage with the local Denver community.

For questions or more information about sponsorship, please contact ASHE Executive Director Jason P. Guilbeau, PhD, CAE at jason@ashe.ws.

Thank you in advance for your support of our scholarly community!



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Thank You to Our 2024 Sponsors

Platinum



University of Missouri

Gold



COLLEGE OF
EDUCATION

Silver

Louise McBee Institute of Higher Education, University of Georgia
Higher, Adult, and Lifelong Education, Michigan State University
MDRC
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Basic

Center for the Study of Higher Education, Penn State
Department of Educational Leadership: Leadership, Learning Design, and Inquiry, University of South Carolina
Dedoose
Lynch School of Education and Human Development, Boston College
Rossier School of Education, University of Southern California

Sponsorship Levels

Platinum

10,000

- Prime logo recognition on all event signage
- Prime logo recognition on the ASHE website
- Prime logo recognition during Plenary Sessions
- Full Page announcement in the Program Book
- Prime logo recognition on the back cover of the Program Book
- Prime logo recognition in Whova event app
- Customizable sponsor page in the Whova event app
- Logo rotation in Whova event app
- 3 complimentary conference registrations

Gold

5,000

- Logo recognition on all event signage
- Logo recognition on the ASHE website
- Logo recognition during Plenary Sessions
- Half Page announcement in the Program Book
- Logo recognition on the back cover of the Program Book
- Featured listing in Whova event app
- Logo rotation in Whova event app
- Customizable sponsor page in the Whova event app
- 2 complimentary conference registrations

Silver

2,500

- Name recognition on all event signage
- Name recognition on the ASHE website
- Name recognition during Plenary Sessions
- Quarter Page announcement in the Program Book
- Name recognition on the back cover of the Program Book
- Name listing in Whova event app
- 1 complimentary conference registration

Bronze

1,000

- Name recognition on all event signage
- Name recognition on the ASHE website
- Name recognition during Plenary Sessions
- Name recognition on the back cover of the Program Book
- Name listing in Whova event app

Sponsorship Opportunities



General Conference Sponsorship Opportunities

Joint Pre-Conference Reception

For 2025, ASHE's four Councils will host a Joint Pre-Conference Reception on Wednesday night. This will be an opportunity for socializing and networking at the end of the pre-conference day.

Kick-Off Breakfast

The Conference Kick-Off Breakfast will welcome attendees with a light continental breakfast and coffee, networking opportunities, and remarks from conference leaders.

Plenary Sessions (2)

The Plenary Sessions have been the most attended events of the Annual Conference. Past speakers have included Dr. Ruha Benjamin, Dr. David Gillborn, Dr. Sandy Grande, Julio Ricardo Varela, Dr. Freemin Hrabowski, and Dr. Sapna Cheryan.

Presidential Address

ASHE 2025 President Dr. Eboni Zamani-Gallaher will deliver the annual ASHE Presidential Address on Friday morning.

General Conference Sponsorship Opportunities

50th Anniversary Celebration

The 50th Anniversary Celebration will provide an opportunity for attendees to enjoy live and local entertainment and connect with colleagues in celebration of our golden anniversary.

Coffee Breaks (4)

Throughout the conference, coffee breaks are a time for attendees to recharge. Coffee breaks are set up in high-traffic areas of the conference floor.

Newcomers Networking Reception

All first-time attendees are invited to a complimentary breakfast to kick off their conference experience. Attendees are provided with tips on navigating the conference and encouraged to network with each other.

Awards Ceremony

ASHE awards recognize exemplary achievements and contributions to the study of higher education through research, leadership, or service to ASHE and the field of higher education.

General Conference Sponsorship Opportunities

ASHE Dash 5K Run/Walk

Now in its 16th year, the ASHE Dash allows participants to enjoy a scenic walk, jog, or stroll around the host city. After this morning exercise, participants are treated to a light breakfast and informal networking with colleagues.

Graduate Student Luncheon

The Graduate Student Luncheon engages graduate students in productive and practical conversations about completing the dissertation, searching on the job market, and the variety of transitions that occur from graduate to postgraduate life.

Attendee Engagement Events

The Conference Attendee Engagement Committee plans events such as YogASHE, Animal Therapy, Chat N Chill, and more. These events recognize the needs for broader engagement of attendees outside of scholarly discussions. Events for 2025 are still in the works!

Local and Community Engagement Events

The Conference Local and Community Engagement Committee plans events that engage attendees with the local community. Past events have included a collaboration with the Minneapolis Agape Movement for a visit to the George Floyd Memorial and site visits to Loiza and Ponce in Puerto Rico. Events for 2025 are still in the works!

Pre-Conference Sponsorship Opportunities

Council for the Advancement of Higher Education Programs (CAHEP)

The CAHEP Pre-Conference aims to facilitate the exchange among program coordinators/directors, faculty, students, and other interested members of the Association.

Council for Ethnic Participation (CEP)

The CEP Pre-Conference forum highlights scholarship and offers opportunities to reimagine the study of race, racism, and intersectionality with other forms of oppression in higher education.

Council on International Higher Education (CIHE)

CIHE provides a Pre-Conference forum for the dissemination and discussion of research in order to advance research and theory on higher education from comparative and international perspectives.

Council in Public Policy in Higher Education (CPPHE)

The CPPHE Pre-Conference Forum examines the role of higher education research in informing decision-making in the public policy arena while simultaneously exploring how key actors shape public policy.

Program Book Announcement

The 100+ page conference program will be distributed to attendees of the ASHE conference both in-print and digitally. Sponsoring the program is a great way to ensure exposure to your products, services, and educational opportunities.

Due Date: The due for Program Sponsors (both confirmation of sponsorship and receipt of artwork) is August 29, 2025.

Mechanical Requirements: Advertisements must be in a digital format (.jpg, .tif, .pdf) with a minimum 300 dpi. Artwork submissions should be made via email to conference@ashe.ws. Program Sponsorships are printed in black and white but are available digitally in color.

Program Sponsorship Sizes & Rates

Size	Width	Height	Amount
Quarter page	3.5"	4.5"	800
Half page	7.25"	4.5	1,200
Full Page	7.25"	8.75"	2,000

Sponsorship Details

Attendee Information

If your sponsorship level includes a conference attendee(s), we will send you instructions and a promo code for individuals to register. Please note that individuals should register themselves for events to ensure they are able to provide accessibility information as well as to review and sign on to the ASHE Events Code of Conduct.

Terms

Sponsor agrees to all Terms set at <https://www.ashe.ws/events/sponsors-exhibitors#sponsortermsofagreement>

Program Announcement

If your sponsorship level includes a program announcement, the announcement should be sent to conference@ashe.ws.

Payment Terms

Payment must accompany registration. In normal instances, sponsorships are not transferable and not refundable.

Fair Market Value

The Fair Market Value is the cost of event registrations. Program Sponsorships is \$0 so long as the sponsor upholds IRS Regulations concerning advertising. For more information, visit <https://www.irs.gov/charities-non-profits/advertising-or-qualified-sponsorship-payments>.



Contact Us



www.ashe.ws



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