

2026 Sponsorship Prospectus



Thank you for your interest in partnering with the Association for the Study of Higher Education (ASHE). We are a member-driven scholarly society of 2,000 members dedicated to elevating higher education research and expanding its impact. ASHE is a connective community where research meets community—sparking critical conversations that enhance higher education policy and practice.

Sponsorship is vital to our mission, typically covering 20% of our in-person conference expenses. This partnership allows us to keep registration affordable for scholars at every career stage, ensuring that the newest research and supportive professional networks remain accessible to all.

This year, we invite you to be part of ASHE's 51st Annual Conference as we return to San Juan, Puerto Rico. We are bringing together 1,400 higher education scholars for four days of cutting-edge research and community-building. Your sponsorship will help us deepen these networks and engage meaningfully with the local San Juan community as we shape the future of higher education.

To explore how your organization can support our mission and find your next opportunity to lead, please contact **ASHE Executive Director Jason P. Guilbeau, PhD, CAE** at jason@ashe.ws.



Thank You to Our 2025 Sponsors

PLATINUM



GOLD



SILVER

Center for the Study of Higher and Postsecondary Education, University of Michigan
Center for the Study of Higher Education, Penn State
Center for the Study of Higher Education, University of Arizona
McBee Institute of Higher Education, University of Georgia
StataCorp

BRONZE

Bloomsbury
University of Georgia Mary Frances Early College of Education
University of Massachusetts Boston

Sponsorship Levels

Platinum Sponsor: \$10,000

- **Prominent logo visibility on all event signage:** Ensure your support is recognized throughout our gathering spaces with clear logo placement on all conference signage.
- **Leading logo placement on the ASHE website:** Your organization's logo will be featured on our primary digital home, connecting you with our scholarly community year-round.
- **Logo recognition on screen during Plenary Sessions:** Your logo will be prominently displayed on-screen during our highest-profile keynote events, reaching our entire gathered audience.
- **High-visibility logo placement in the Guidebook event app:** Stay front-of-mind for attendees with dedicated logo placement within our digital engagement platform.
- **Continuous banner rotation within the Guidebook event app:** Maintain a steady and reliable presence with a rotating digital banner as attendees navigate the daily conference schedule.
- **Dedicated social media shoutouts on Facebook and LinkedIn:** We will highlight your organization's support with a personalized post on our primary social media platforms, connecting your brand with our engaged professional networks.
- **Join us with three conference registrations:** We invite you to be a direct part of the conversation and the ASHE community with three conference registrations.

Gold Sponsor: \$5,000

- **Clear logo visibility on all event signage:** Ensure your support is recognized throughout our gathering spaces with logo placement on all conference signage.
- **Consistent logo placement on the ASHE website:** Your organization's logo will be featured on our primary digital home, connecting you with our scholarly community year-round.
- **Logo recognition on screen during Plenary Sessions:** Your logo will be displayed on-screen during our highest-profile keynote events, reaching our entire gathered audience.
- **Featured listing in the Guidebook event app:** Stay front-of-mind for attendees with a dedicated listing within our digital engagement platform.
- **Continuous logo rotation within the Guidebook event app:** Maintain a steady and reliable presence with a rotating digital logo as attendees navigate the daily conference schedule.
- **A customizable sponsor page in the Guidebook event app:** Create a tailored space for your brand to share your mission and resources directly with scholars.
- **Dedicated social media shoutouts on Facebook and LinkedIn:** We will highlight your organization's support with a personalized post on our primary social media platforms, connecting your brand with our engaged professional networks.
- **Join us with two conference registrations:** We invite you to be a direct part of the conversation and the ASHE community with two conference registrations.

Sponsorship Levels (continued)

Silver Sponsor: \$2,500

- **Name visibility on all event signage:** Ensure your support is recognized throughout our gathering spaces with your organization's name on all conference signage.
- **Name recognition on the ASHE website:** Your organization's name will be featured on our primary digital home, connecting you with our scholarly community year-round.
- **Name recognition on screen during Plenary Sessions:** Your organization will be recognized by name on-screen during our highest-profile keynote events, reaching our entire gathered audience.
- **A name listing in the Guidebook event app:** Stay front-of-mind for attendees with a dedicated name listing within our primary digital engagement platform.
- **Join us with one conference registration:** We invite you to be a direct part of the conversation and the ASHE community with one conference registration.

Bronze Sponsor: \$1,000

- **Name visibility on all event signage:** Ensure your support is recognized throughout our gathering spaces with your organization's name on all conference signage.
- **Name recognition on the ASHE website:** Your organization's name will be featured on our primary digital home, connecting you with our scholarly community year-round.
- **Name recognition on screen during Plenary Sessions:** Your organization will be recognized by name on-screen during our highest-profile keynote events, reaching our entire gathered audience.
- **Name listing in the Guidebook event app:** Stay front-of-mind for attendees with a dedicated name listing within our primary digital engagement platform.

Sponsorship Opportunities



General Conference

Sponsorship Opportunities

Plenary Sessions (2)

Our Plenary Sessions are the most attended events of the Annual Conference, bringing our entire community together for critical conversations. These high-profile keynote sessions feature visionary leaders who shape the future of higher education research and practice, reaching our largest gathered audience. Your sponsorship connects your organization with this engaged community as we learn from distinguished past speakers like Dr. Ruha Benjamin, Dr. David Gillborn, Dr. Sandy Grande, Julio Ricardo Varela, Dr. Freeman Hrabowski, and Dr. Sapna Cheryan.

Presidential Address

The annual ASHE Presidential Address is a cornerstone of our conference, bringing our community together to engage with the vision and leadership of the Association. This year, 2026 President Dr. Robin Zape-tah-hol-ah Minthorn will deliver the address on Wednesday morning, offering a high-profile opportunity for your organization to support one of our most significant and well-attended scholarly gatherings.

Coffee Breaks (4)

Throughout the conference, coffee breaks offer a vital space for our community to recharge and connect between scholarly sessions. These breaks are hosted in high-traffic areas of the conference floor, providing a natural gathering point for attendees and a high-visibility opportunity for your organization to support these essential moments of networking and conversation.

Awards Ceremony

The ASHE Awards Ceremony recognizes exemplary achievements and contributions to the study of higher education through research, leadership, and service to the field. Sponsoring this ceremony aligns your organization with the highest standards of our community as we gather to celebrate the scholars and leaders who are shaping the future of higher education.

General Conference Sponsorship Opportunities

ASHE Dash 5K Run/Walk

Now in its 17th year, the ASHE Dash invites our community to connect outside the conference hall with a scenic walk, jog, or stroll through the host city. Following this morning activity, participants gather for a light breakfast and informal networking with colleagues. Sponsoring this tradition aligns your organization with a beloved event focused on wellness, community building, and personal connection.

Fellows Induction Luncheon

The Fellows Induction Luncheon is a special gathering to honor the newest class of ASHE Fellows, recognizing scholars who have made significant and lasting contributions to the study of higher education. This event celebrates leaders who embody the values of integrity, advancement of knowledge, mentoring, and service to our field. Sponsoring this luncheon connects your organization with our most distinguished scholars and future leaders as we come together to celebrate their impactful careers and the shared future of our scholarly community.

Graduate Student Luncheon

The Graduate Student Luncheon brings our emerging scholars together for productive and practical conversations about the journey through doctoral study and beyond. This event offers essential guidance on completing the dissertation, navigating the job market, and managing the many transitions from graduate to postgraduate life. Sponsoring this luncheon connects your organization with the future leaders of our field as they build the networks that will support them throughout their careers.

Attendee Engagement Events

The Conference Attendee Engagement Committee creates unique opportunities for our community to connect through wellness and social activities like YogASHE, animal therapy, and our "Chat N Chill" spaces. These events recognize the importance of engaging with one another beyond scholarly discussions, providing vital moments for attendees to recharge and build lasting relationships. Sponsoring these evolving programs aligns your organization with ASHE's commitment to the holistic well-being and connection of our members.

General Conference Sponsorship Opportunities

Local and Community Engagement Events

The Conference Local and Community Engagement Committee creates vital opportunities for our attendees to connect with the history and people of our host city. Past experiences have included moving collaborations with the Minneapolis Agape Movement for a visit to the George Floyd Memorial, as well as site visits to Loíza and Ponce in Puerto Rico. Sponsoring these evolving programs aligns your organization with ASHE's commitment to social responsibility and deep engagement with the communities that welcome us.

Pre-Conference Sponsorship Opportunities

Council for the Advancement of Higher Education Programs (CAHEP)

The CAHEP Pre-Conference provides a dedicated space for program coordinators, directors, faculty, and students to connect and share their expertise. This gathering facilitates an essential exchange of ideas among members of our scholarly community who are dedicated to the study and leadership of higher education programs. Sponsoring this pre-conference aligns your organization with these focused conversations and the collaborative spirit of the Association.

Council for Ethnic Participation (CEP)

The CEP Pre-Conference forum provides a vital space for scholars to highlight research and reimagine the study of race, racism, and intersectionality within higher education. This gathering brings our community together to address systemic oppression and explore transformative ways to shape the field. Sponsoring this pre-conference aligns your organization with these essential scholarly conversations and our collective commitment to equity and justice in higher education.

Council on International Higher Education (CIHE)

The CIHE Pre-Conference forum provides a dedicated space for our community to share and discuss research that advances our understanding of higher education from comparative and international perspectives. This gathering fosters an essential exchange of theory and practice, connecting scholars who are dedicated to studying higher education across global contexts. Sponsoring this pre-conference aligns your organization with these international conversations and the collective effort to broaden the field's perspective.

Pre-Conference Sponsorship Opportunities

Council in Public Policy in Higher Education (CPPHE)

The CPPHE Pre-Conference forum provides a vital space for our community to examine the role of research in informing public policy and decision-making. This gathering brings together scholars and key actors to explore how policy is shaped and the ways in which higher education research can influence the public arena. Sponsoring this pre-conference aligns your organization with these essential conversations and the collective effort to bridge the gap between scholarship and policy.

Council on Athletics in Higher Education (CAHE) Pre-Conference

The CAHE Pre-Conference forum provides a dedicated space for our community to explore the intersection of athletics and higher education. This gathering brings together scholars, practitioners, and students to discuss research and practice that advances our understanding of the role of athletics within the academy. Sponsoring this pre-conference aligns your organization with these essential conversations and the collective effort to promote equity and excellence in college sports.

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/sponsorsexhibitors#sponsortermsofagreement>

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-orqualified-sponsorship-payments>.



Contact Us

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