



National Conference

**MARCH 1 • 3 • 2023**

LA LUCHA SIGUE: REFUSAL, RESISTANCE,  
AND PRAXIS AT CRITICAL JUNCTURES

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**SPONSORSHIP PROSPECTUS**

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# AAHHE CONFERENCE SPONSORSHIP LETTER

*The American Association of Hispanics in Higher Education (AAHHE) is an agent of change for improving education, thus enabling Hispanic students to fully participate in a diverse society. AAHHE works collaboratively with all sectors of education, business, industry, as well as community and professional organizations to enhance the educational aspirations and to meet the needs of a significantly increasing Hispanic population.*

*Over 300 professionals are expected to participate in the 2023 conference. Influencers and decision makers, pioneering and emerging scholars, educators, senior and emerging administrators, faculty members and directors from institutions around the US will come together for two and a half days to network and address the challenges they face every day.*

*The conference will include dynamic keynote speakers, ground breaking plenary sessions, and cutting-edge program sessions.*

*We invite you to sponsor the American Association of Hispanics in Higher Education (AAHHE) 18th Annual National Conference, March 1-3, 2023 at College of Southern Nevada, North Las Vegas Campus, North Las Vegas, NV, as we explore better ways to serve the rapidly growing and flourishing Latinx communities. The 2023 conference theme *The Fight Continues: Refusal, Resistance, and Praxis at Critical Junctures* aims to showcase the transformative action taking place within our respective communities as AAHHE and the Latinx/a/o/e community are at critical junctures due to intersectional injustices, political oppression, and the ongoing pandemic that continues to impact our realities.*

*By sponsoring the AAHHE annual conference you're directly supporting the continued growth of Latinx scholars and administrators in the US.*

*Become a sponsor of the 2023 AAHHE National Conference [add hyperlink [https://aahhe.memberclicks.net/2023\\_conference\\_sponsorships](https://aahhe.memberclicks.net/2023_conference_sponsorships)]*

*For any questions or for more information regarding the sponsorship packages, please contact: AAHHE Executive Director Dr. Lucia Gutiérrez at [lucia@aaahhe.org](mailto:lucia@aaahhe.org).*

Sincerely,

*Dr. Patrick Valdez*

Chair  
AAHHE Board of Directors

*Dr. Azara Santiago*

Chair-elect  
AAHHE Board of Directors

*Dr. Victor Saéñz*

Immediate Past-chair  
AAHHE Board of Directors

SPONSORSHIP PACKAGES & BENEFITS	DIAMANTE \$7,500	ESMERALDA \$5,000	AMBAR \$3,750	JADE \$2,750	ONIX \$1,750	TURQUESA \$1,250
A concurrent session sponsor recognition. Logo placement on conference schedule and program & sponsor sign displayed outside of presentation location during concurrent session.						
Special recognition at the event and logo placement on the event sponsorship section of: Welcome Opening Plenary Session & AAHHE Awards Luncheon. <small>* Added value; sold separately.</small>						
Sponsor recognition on conference signs.						
Logo placement on the plenary session presentation slides.						
Logo featured on the AAHHE 2023 conference promotional emails.					1 email.	1 email.
Conference program recognition: logo on featured sponsors and partners page.						
Website recognition: logo on featured sponsors and partners conference webpage.	+ Website link.	+ Website link.	+ Website link.			
Four color-ad in digital conference program. Advertisement dimensions will be provided when ad space is purchased.	Full page.	Full page.	Half page.	Half page.	Quarter page.	
Complimentary conference registrations.	<b>3</b> (\$1,350 value)	<b>2</b> (\$900 value)	<b>1</b> (\$450 value)			
Speaking Opportunity.	10 min & 5 min Keynote Speaker	Introduce Concurrent Session				
Mobile App Banner advertisement to be displayed on the conference mobile app for all in-person and remote attendees.	 5 seconds	 3 seconds	 2 seconds			
Social media recognition on all AAHHE's social media channels (Facebook, Twitter, LinkedIn, Instagram).	2 Custom Posts + 1 Video Post  Individual recognition with custom caption & image before and after conf. + 60 second video during conf.	Custom Post + 1 Video Post  1 Individual recognition with custom caption before conf. + 60 second video during conf.	2 Custom Posts  Individual recognition with custom captions before & during conf.	1 Post + 1 Custom Post  Individual recognition before conf. + Individual post with custom caption during conf.	2 Posts  Group recognition with Onix Sponsors before conf. + Individual recognition during conf.	3 Posts  Group recognition with Turquesa Sponsors before & during.
In-person exhibition table.						

## ADDITIONAL OPPORTUNITIES

### EXHIBITORS PROGRAM

In-person only at CSN; participants in the Exhibitors Program will be provided with a 6-ft table and 2 chairs.  
Maximum of 10 Exhibitors will be allowed. For more information see the 2023 AAHHE Exhibitor Program Rules & Regulations.

\$2,750

## EVENT SPONSORSHIPS

Welcome and Opening Plenary session: the formal conference kick-off event on March 1, 2023.  
Attendees will enjoy opening remarks, the Tomás Rivera Lecture address and orientation to the conference.

\$700

Medical/STEM Distinguished Lecture

\$1,000

AAHHE Awards Luncheon (1 only)

\$3,000

Sponsored Breakfast (2 only): recognition signage prominently displayed at designated coffee stations, and website and social media recognition.

\$3,500 each

Sponsored Coffee Break (2 only): sponsor logo prominently displayed at designated high-traffic coffee stations, website and social media recognition.

\$2,000 each

Sponsored Welcome Reception (1 only): on March 2, 2023; sponsor signage prominently displayed outside reception space;  
mobile notification push to attendees about reception; limited time mobile app banner.

\$5,000

Tote Bag Sponsor (1 only): sponsor logo on all totes and website, social media and conference program recognition.

\$3,500

# LA LUCHA SIGUE

REFUSAL, RESISTANCE, AND  
PRAXIS AT CRITICAL JUNCTURES

