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# SPONSORSHIP PROSPECTUS

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AMERICAN ASSOCIATION OF HISPANICS  
IN HIGHER EDUCATION, INC.



MARCH 27-29 - 2026

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# AAHHE CONFERENCE SPONSORSHIP LETTER

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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 2026 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) 21st Annual National Conference, March 27 – 29, 2026 at San Diego State University, in San Diego, CA, as we explore better ways to serve the rapidly growing and flourishing Latinx communities.

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 2026 AAHHE National Conference ► [CLICK HERE](#) ◀

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

Sincerely,

*Dr. Marissa Vasquez*

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2024 -2025 Chair  
AAHHE Board of Directors

*Dr. James Rodriguez*

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Chair-elect  
AAHHE Board of Directors

*Dr. Cristobal Rodriguez*

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Immediate Past-chair  
AAHHE Board of Directors

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# 2026 AAHHE CONFERENCE SPONSORSHIP OPPORTUNITIES

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March 27-29, 2026 – San Diego State University

## WHO ARE WE?

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.

We invite you to sponsor the 2026 AAHHE National Conference on March 27 - 29, Conference and 21<sup>TH</sup> Annual National Conference, at San Diego State University in San Diego, California, as we explore better ways to serve the rapidly growing and flourishing Latinx communities.

## BECOMING A SPONSOR





































Your funds will make an impact by helping our organization support research grants, fund programs for AAHHE members, and help cover conference expenses. If you're interested in sponsoring the 2026 AHHE National Conference, please review our sponsorship opportunities below and submit your payment via the

▶ [CLICK HERE](#) ◀

## HOW MANY VIEWS WILL YOUR AD HAVE?

Take advantage of the different sponsorship opportunities and ad options we offer your company, institution or organization.

The advertisements in the digital conference program will reach more than 2,300 viewers; we'll advertise the conference via our social media channels to more than 2,000 social media followers!

SPONSORSHIP PACKAGES & BENEFITS	DIAMANTE \$10,000	ESMERALDA \$7,500	AMBAR \$5,000	JADE \$2,500	TURQUESA \$1,250
Logo placement on conference schedule and mobile app & sponsor sign displayed outside of presentation location during concurrent session.					
Sponsor recognition on conference signs.					
Logo placement on the plenary session presentation slides.					
Logo featured on the AAHHE 2025 conference promotional emails.					
Conference mobile app recognition: logo on featured sponsors and partners' page.					
Website recognition: logo on featured sponsors and partners conference webpage.	 + Website link.	 + Website link.	 + Website link.		
Color-ad on AAHHE conference sponsor page of website.	 Full Page	 Half Page	 Quarter Page	 Eighth 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			
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, 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.
In-person exhibition table (6-ft table and 2 chairs)					

EXHIBITOR PROGRAM	
Receive ALL benefits of the Jade Sponsorship Package plus participants in the Exhibitors Program will be provided with a 6-ft table and 2 chairs. A maximum of 10 Exhibitors will be allowed. For more information see the 2026 AAHHE Exhibitor Program Rules & Regulations.	\$2,750
EVENT SPONSORSHIPS	
Pre-conference Institute (3 only); receive ALL benefits of the Ambar Sponsorship Package. Plus logo placement on signage and opportunity to distribute marketing materials at the Pre-Conference Institute.	\$6,500
Sponsored AAHHE Awards Lunch (1 only); receive ALL benefits of the Diamante Sponsorship Package, logo placement on signs at the lunch, welcome remarks, and opportunity to distribute marketing materials at each table.	\$11,500
Food Truck Fiesta Sponsor: receive ALL benefits of the Ambar Sponsorship Package, plus welcome remarks, logo placement on signage, and opportunity to distribute marketing materials at the Lunch	\$6,500
Welcome and Opening Session Sponsor: the formal conference kick-off event. Receive ALL benefits of the Turquesa Sponsorship Package plus logo placement on signage for the Opening Remarks, ODA Awards, and Tomás Rivera Lecture.	\$1,750
Plenary Session Sponsor: Receive ALL benefits of the Turquesa Sponsorship Package plus logo placement on signage for the Plenary Session.	\$1,500
AAHHE Book Awards & Fellows Recognition Cafecito (1 only). Receive ALL benefits of the Jade Sponsorship Package, plus opening remarks, logo placement on signage, and the opportunity to distribute marketing materials at the Cafecito.	\$3,750
STEM Lecture Cafecito (1 only). Receive ALL benefits of the Jade Sponsorship Package, plus opening remarks, logo placement on signage, and the opportunity to distribute marketing materials at the Cafecito.	\$3,750
Sponsored Breakfast (2 only): recognition signage prominently displayed at designated coffee stations, and website and social media recognition.	\$3,000 each
Sponsored Paletas y Posters Mixer (1 only): Receive ALL benefits of the Jade Sponsorship Package, plus sponsor signage prominently displayed outside mixer space; mobile notification push to attendees about reception; limited time mobile app banner; and opportunity to distribute marketing materials at the Mixer.	\$3,750
Chicano Park Outing Sponsor (1 only): Receive ALL benefits of the Jade Sponsorship Package plus logo placement on signage, opportunity to provide welcome remarks, and distribute marketing materials on the bus ride to Chicano Park.	\$3,000
SUPPORT SPONSORS	
Sponsored Snack Station: sponsor logo prominently displayed at designated high-traffic snack stations, website and social media recognition.	\$1,000
Tote Bag Sponsor (1 only): Receive ALL benefits of the Jade Sponsorship Package plus sponsor logo on all totes.	\$3,500
Tote Bag Insert (5 only): promotional bag insert for sponsor recognition. Sponsor to provide the insert.	\$500

AAHHE

AMERICAN ASSOCIATION  
OF HISPANICS IN HIGHER  
EDUCATION, INC.

2026

*Welcome to 21<sup>th</sup> Annual Conference*