
SPONSORSHIP PROSPECTUS



AMERICAN ASSOCIATION OF HISPANICS
IN HIGHER EDUCATION, INC.



MARCH 12-14 - 2027



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 400 professionals are expected to participate in the 2027 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) 22nd Annual National Conference, March 12 – 14, 2027 at University of California, Sacramento, Sacramento, 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 2027 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.

Sincerely,

Dr. James Rodriguez

2026 -2027 Chair
AAHHE Board of Directors

Dr. Marissa Vasquez

Past- Chair
AAHHE Board of Directors

Dr. Maria Oropeza Fujimoto

Chair-elect
AAHHE Board of Directors

SPONSORSHIP BENEFITS & FEATURES	DIAMANTE \$10,000	ESMERALDA \$7,500	AMBAR \$5,000	JADE \$3,500	TURQUESA \$2,000	CORAL \$500
VISIBILITY						
Concurrent Session Recognition						
Website Listing Type	 Featured + Link	 Premium + Link	 Standard + Link	 Logo Only	 Logo Only	 Name Only
Signage Format	Standalone Sign	Shared Premium	Shared Premium	Shared Standard	Shared Standard	Shared Standard
Opening Plenary Recognition	Podium Premie	Standard	Standard	Standard	Standard	Standard
Closing Session Recognition	Premier	Standard				
Website recognition: logo on featured sponsors and partners conference webpage.	 Standalone Formatting	 Tiered Formatting	 Tiered Formatting	 Tiered Formatting	 Tiered Formatting	 Tiered Formatting
CONFERENCE PRESENCE						
Complimentary Registrations	4	3	2	1	Discounted Registration	0
In-Person Exhibit Booth	Premium Booth	Standard Booth	50% Discount	25% Discount	Add-on: \$2,750*	
Speaking Opportunity.	3' Keynote + Session	1' Session Intro				
Hosted Roundtable						
VIP Reserved Seating						
Private Meeting						
MARKETING						
Conference Email Campaign Logo Frequency	All email Distributions	20 email Distributions	10 email Distributions	5 email Distributions	2 email Distributions	1 email Distributions
Mobile App Listing Profile	Featured Profile	Enhanced Profile	Enhanced Profile	Standard Profile	Standard Profile	
Mobile App Banner Ad	4sec Rotation	3sec Rotation	2sec Rotation			
Social Media Recognition	2 Custom + 1 Video	1 Custom	1 Custom	In Sponsor Spotlight	In Sponsor Spotlight	In Donor Appreciation
App Push Notifications	2	1				
EXCLUSIVE BENEFITS						
Foundational Track Recognition						
First Right of Renewal (2028)						
Premium Sponsor Recognition During the Conference						



Additional Opportunities	
EXHIBITORS PROGRAM In-person only at California State University, Sacramento, Sacramento, CA; participants in the Exhibitors Program will be provided the following: 6-ft table and 2 chairs; exhibitor listing in app and website; ribbon identifying exhibitor. Maximum of 10 Exhibitors will be allowed. For more information see the 2027 AAHHE Exhibitor Program Rules & Regulations.	\$3,000
Event Sponsorships	
Pre-conference Institute (3 only); receive ALL benefits of the Esmeralda Sponsorship Package and logo placement on signs at the Institute.	\$8,000 each
Sponsored AAHHE Awards Ceremony (1 only); receive ALL benefits of the Esmeralda Sponsorship Package and logo placement on signs at the dinner.	\$10,000
Welcome and Opening Plenary session: the formal conference kick-off event. Attendees will enjoy opening remarks, the Tomas Rivera Lecture and orientation to the conference.	\$8,000
AAHHE Book Awards Ceremony (1 only); prominent logo placement at the ceremony, along with website and social media recognition.	\$7,500
Plenary Session Sponsor: Receive ALL benefits of the Turquesa Sponsorship Package plus logo placement on signage for the Plenary Session.	\$1,500
Sponsored Fellows Recognition Breakfast (1 only); recognition signage prominently displayed at designated coffee stations, and website and social media recognition.	\$4,000
Sponsored Breakfast (2 only); recognition signage prominently displayed at designated coffee stations, and website and social media recognition.	\$3,000 each
Sponsored Coffee Break (2 only); sponsor logo prominently displayed at designated high-traffic coffee stations, website and social media recognition.	\$3,000 each
Sponsored Networking Mixer (1 only); sponsor signage prominently displayed outside reception space; mobile notification push to attendees about reception; limited time mobile app banner.	\$6,000
Tote Bag Sponsor (1 only); sponsor logo on all totes and website, social media and conference program recognition.	\$4,000
Tote Bag Insert (3 only); promotional bag insert for sponsor recognition. Sponsor to provide the insert.	\$2,000
Sponsored Wi-Fi (1 only); logo displayed at registration table as attendees sign in, as well as on the conference app, website, and attendee emails.	\$3,500
Lanyard Sponsor (1 only); sponsor logo included on lanyard.	\$3,000
Photo Booth Sponsor (1 only for 1 day); logo displayed on physical photo printout, as well as on the conference app, website, and attendee emails.	\$3,500
Water Bottle Sponsor (1 only); logo displayed prominently on a reusable water bottle given to all attendees.	\$3,000
Name Badge Sponsor (1 only); logo printed directly on every official conference name badge.	\$3,000
Conference App Sponsor (1 only); logo displayed on the conference app and website, as well as at registration table as attendees sign in.	\$4,000
Community Supporters & Individual Donors	
Friend of AAHHE; Name listed on sponsor webpage.	\$100
Conference Supporter; Name listed on sponsor webpage.	\$150
Advocate; Name listed on sponsor webpage and donor appreciation slide during the opening plenary.	\$300
Champion; Name listed on sponsor webpage, donor appreciation slide during the opening plenary, and social media recognition.	\$500
Add-ons	
Additional exhibitor; add an extra booth staff member to staff your exhibit space. Does not include meals.	\$200
Custom push notification in mobile app during conference; send a targeted message directly to attendees during the conference to promote your session, booth, or announcement.	\$300
Sponsored attendee giveaway; increase engagement by providing a featured promotional item or gift to attendees at registration or during designated sessions.	\$500

SPONSORSHIP BENEFITS IMPLEMENTATION GUIDE

Concurrent Session Recognition: Sponsors will receive targeted visibility across digital and physical touchpoints. Sponsor logo will be prominently featured alongside the session listing on both the conference website, mobile app, and online program, ensuring early exposure as attendees plan their schedules. On-site, sponsorship will be Highlighted via branded signage displayed outside the session room entrance throughout the presentation, as well as on the opening slide shown inside the room as attendees arrive. The session presenter will deliver a brief verbal thank-you to acknowledge this support during the session's opening remarks.

Website Listing Type: All digital logo placements are hosted directly on the primary AAHHE Featured Sponsors and Partners landing page. Featured + Link provides top-row placement, maximum logo dimensions, an external hyperlink, and a brief (30 words) corporate profile. Premium + Link provides second-row grid placement with large logo dimensions and an external link. Standard + Link provides a mid-page grid placement with standard logo dimensions and an external link. Logo Only provides a lower-page gallery block with thumbnail dimensions and no outgoing link. Name Only provides a text-based topographical mention at the foot of the page grid.

Signage Format (24x36 in): To maintain design uniformity at the venue, all physical signs utilize identical 24x36-inch dimensions. Exposure scales by brand density: Standalone sign grants 1 exclusive brand per sign in premier foyer locations. Shared Premium restricts placement to a maximum of 2–3 logos per sign at key session locations. Shared Standard features a multi-logo collective grouping organized by level across central community pathways.

Opening Plenary Recognition: Premier Recognition from podium provides an exclusive verbal introduction and dedicated thank-you from executive leadership directly from the main stage podium. Standard Recognition provides a group-level verbal acknowledgment during the house announcements while the tier names are projected on the main screens.

Closing Session Recognition: Premier provides exclusive individual acknowledgment during the final wrap-up remarks from the podium. Standard includes the brand name within a select group list read during the final session's concluding remarks.

Plenary Slides Log: Standalone Formatting places the logo entirely alone on a high-visibility slide rotating continuously before the keynote program begins. Tiered Formatting groups corporate logos side-by-side in a clean grid layout categorized by investment level.

Registration Page & Confirmation Emails: The corporate logo is permanently embedded onto the primary online conference registration webpage and registration form and is integrated into the footer of every automated confirmation email sent to registrants after checkout.

Complimentary Conference Registrations: Full-access passes to the entire 2.5-day conference schedule, including all plenaries, panels, and standard meal functions. Passes scale incrementally (4, 3, 2, 1, discounted (30% off), or 0).

In-Person Exhibit Booth: Exhibit Booths include a standard 6-ft exhibition table space, and 2 chairs during the 2.5 days of the conference. Spaces are limited to a maximum of 10 total conference exhibitors and are allocated strictly on a first-come, first-served basis subject to venue capacity at California State University, Sacramento. Premium Booth Location includes a prime placement exhibition space at the venue, featuring maximum visibility near the main entrance or central high-traffic junctions. Standard Booth includes a standard exhibition space located within the core exhibitor hall. 50% and 25% Booth Discount grants these mid-tier partners a dedicated standard exhibition booth at a reduced rate (50% or 25% off the base price). Tiers marked with Add-on do not include an exhibit footprint in their base investment package and have a priority option to purchase a standard 6-ft exhibition table space (includes 2 chairs) for a flat add-on rate of \$2,750. Spaces are limited to a maximum of 10 total conference exhibitors and are allocated strictly on a first-come, first-served basis subject to venue capacity at California State University, Sacramento.

Speaking Opportunity: Keynote + Session allows a 3-min podium window to introduce a main Conference Keynote Speaker alongside an introductory slot for a concurrent workshop. Session Intro grants an exclusive introduction (1 min) slot to welcome attendees at a designated high-profile concurrent session.

Hosted Roundtable: The partner secures a dedicated, facilitated discussion table within the main programming space, allowing direct engagement with a curated group of conference attendees around a mutually relevant thematic topic.

VIP Reserved Seating: Provides front-row, guaranteed reserved seating for up to 4 registered organization representatives during major high-attendance functions, including the Opening Plenary and the AAHHE Awards Ceremony.

Private Meeting Room: Grants the partner an exclusive, dedicated space at the venue for private corporate hosting, stakeholder meetings, or networking throughout the event timeline.

Email Campaign Logo Frequency: Tracks a brand's inclusion frequency on official promotional email distributions sent to the national subscriber list. Email distribution frequency scales systematically down to a single milestone announcement inclusion.

Mobile App Listing Profile: Featured Profile positions the brand with an expanded corporate profile, description with one image, logo, website hyperlink, contact details, and social media handles. Enhanced Profile features a 50 word description, logo, website hyperlink, contact details, and social media handles. Standard Profile features the logo, name, and website hyperlink.

Mobile App Banner Advertisement: Controls the time duration for rotating graphical advertisements featured on active interface pages. Durations scale from a 4-second rotation loop, down to 3 seconds, and 2 seconds.

Social Media Recognition: Dedicated promotional posts distributed across all primary AAHHE channels (Facebook, LinkedIn, Instagram). 2 Custom + 1 Video features two custom brand graphics and captions alongside an exclusive video feature created by the sponsor. 1 Custom Post highlights the corporate brand's alignment individually created by the sponsor. Sponsor Spotlight aggregates logos into a collective multi-partner gallery graphic organized by tier. Donor Appreciation consists of a text-based mention or inclusion in a general group appreciation post.

Custom Mobile App Push Notifications: A customized push notification to be sent out as direct-to-device broadcasting during the conference to all checked-in conference registrants. Content to be provided by sponsor.

Foundational Track or Theme Partner: Receive primary co-branding alignment with a thematic concurrent session block, featuring solo logo placement across all digital session agendas, track-specific promotional email updates, and dedicated presentation introduction slides.

First Right of Renewal (2028): Receive an exclusive 60-day priority window immediately following the 2027 event to renew their top-tier status for the 2028 national conference before the inventory opens to the general public.

Name Badge Sponsor: The partner's corporate logo is printed directly onto the official conference badges worn by all physical attendees, staff, and speakers throughout the 2.5-day conference duration.

Premium Sponsor Recognition: Premium status positions the organization as an indispensable pillar of the AAHHE conference, carrying a high degree of prestige and visibility throughout the entire event lifecycle. This elevated recognition establishes your institution as a supporter of AAHHE's core mission, maximizing brand equity among executive leaders, scholars, and key decision-makers.



NAVIGATING THE INTERSECTIONS
OF GEOPOLITICAL REALITIES IN EDUCATION.

A vertical bar with five colored segments: tan, red, light purple, orange, and dark purple.

2027

Welcome to 22nd Annual Conference