



American Association of Hispanics in Higher Education, Inc.

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 150 educators are expected to participate in this year's hybrid format conference. Influencers and decision makers, pioneering and emerging scholars, senior and emerging administrators, faculty members and directors from institutions around the US will come together for two 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) 17th Annual National Conference, March 10-11, 2022 at Nevada State College as we explore better ways to serve the rapidly growing and flourishing Latinx communities. Conference theme is *Cultivating Justicia con Amor y Querencia: Embracing Healing through Policies and Practices that Transform Institutions for Latinx/a/o 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 2022 AAHHE National Conference today!](#)

For any questions or for more information regarding the sponsorship packages, please contact: AAHHE Executive Director Dr. Lucia Gutiérrez at info@aahhe.org

Sincerely,

Dr. Victor B. Saénz
Chair,
AAHHE Board of Directors

Dr. Patrick Valdez
Chair-elect,
AAHHE Board of Directors

Dr. Patricia Arredondo
Immediate Past-chair,
AAHHE Board of Directors



American Association of Hispanics in Higher Education, Inc.

2022 AAHHE National Conference

March 10-11, 2022

Sponsorship Packages & Benefits	Ambar \$3000	Jade \$2500	Onix \$1500	Turquesa \$1250	Coral \$750	Nácar \$375
Naming rights to a program room (e.g. The San Bernardino Room sponsored by the University of California, San Bernardino, CA) The program room name will appear on the online conference schedule and digital conference program.	✓					
Sponsor recognition in the program presentation session	✓	✓	✓			
Logo placement on the program presentation slides	✓					
Logo featured on the AAHHE 2022 promotional emails and social media	✓	✓				
Conference program recognition with logo on featured sponsors and partners page	✓	✓	✓	✓	✓	
Sponsor logo on back of program	✓	✓				
AAHHE website recognition of logo on featured sponsors and partners conference webpage.	✓ + Website Link	✓ + Website Link	✓ + Website Link	✓ + Website Link	✓	✓
Four color ad in digital conference program (specifications will be provided)	Full Page	Half Page	Quarter Page			
Complimentary conference registrations	4	3	2	1		
Virtual Exhibition Booth (live)	1 Full Day	1 Half Day				
As an added value, you will receive special recognition at the event and logo placement on the event sponsorship section of: • Welcome and Opening Plenary Session • Cigarroa Family Medical/STEM Distinguished Lecture • AAHHE Awards Luncheon *Also sold separately	✓					

Exhibition Sponsorships

Online exhibition booth: logo, description, resources, contact us on a conference webpage	\$1,000
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Event Sponsorships

For each of the following events, you will receive: recognition at the beginning of the event in addition to name and logo recognition on event webpage, during conference event, and via social media.

Welcome and Opening Plenary session – The formal conference kick-off event on March 10, 2022. Attendees will enjoy opening remarks, the Tomás Rivera Lecture address and orientation to the conference.	\$700
Cigarroa Family Medical/STEM Distinguished Lecture – Attendees will enjoy a signature lecture of a prominent scholar in the sciences disciplines.	\$1,000
AAHHE Awards Luncheon – Attendees will join the celebratory awards ceremony of the annual AAHHE Awards.	\$1,500
AAHHE Fellows Luncheon – Attendees will join the celebratory ceremony of the 2021-2022 AAHHE Fellows	\$1,500
Single Breakfast Sponsor – Attendees are to enjoy a fulfilling continental breakfast during one of the days the conference	\$3,000
Multiple Sponsor Coffee Break – Attendees are to enjoy coffee and pastries during morning breaks of the conference	\$1,500