



**2024-25 PREMIUM
SPONSORSHIP
OPPORTUNITIES**



For sponsorship details, contact:

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The Audience

Since 1976, NAICU has served as the voice of private, nonprofit colleges and universities with Congress, the administration, and federal regulatory bodies. It is one of six “presidential associations” — organizations representing the various sectors of higher education, and whose primary members are the presidents of those institutions.

NAICU represents all 1,700 institutions of the private, non-profit higher education sector — traditional liberal arts colleges, major research universities, Ivy League institutions, church- and faith-based institutions — for example. The NAICU memberships includes the presidents and chancellors and other senior campus leadership from nearly 900 private, non-profit colleges and universities.

In addition, our membership includes more than 100 leaders of organizations serving subsets of private colleges and universities, including mission-specific, state, or regional groups of private colleges and universities.

A full list of NAICU’s institutional members and affiliated associations is on the Association’s website: members.naicu.edu/Membership/Membership-Directory

Capstone Sponsorship

Three sponsors will receive very special exposure through multiple NAICU platforms for an entire year, including the 2025 Annual Meeting & Advocacy Day. Three Capstone sponsorships are available for \$35,000 each.

The components are:

- **A Thought Leadership Webinar** in the sponsor's area of expertise. The webinar will be moderated by NAICU President Barbara Mistick and co-presented by a sponsor representative and a participating NAICU member president.
- **Two Exclusive E-mail Messages** sent to all NAICU member presidents promoting the sponsor's services or events. The emails content will be produced by the sponsor but distributed by NAICU. Content is subject to NAICU review and approval.
- **Tabletop Visibility** at the NAICU Fall Leadership Meeting, the Spring Board and Committee Meeting, and the Annual Meeting. Instead of an exhibit hall, the NAICU meetings offer a very limited number of these tabletop stations for sponsors. The tables offer maximum visibility and interaction with attendees throughout both three-day events. Sponsors are invited to attend the social events at all three meetings.
- **One Year of Visibility** on a dedicated page on the NAICU website, with the sponsor's description, logo and link.
- **One Year of Visibility** in an advertising box on NAICU's Washington Update, our e-newsletter distributed to members every Friday morning.

Thought Leader Webinar Series

Sponsors will have the opportunity to present two webinars marketed by NAICU to senior leaders in the private, non-profit higher education sector. Two sponsorships are available for \$15,000 each.

Webinar topics are at the discretion of the sponsor, but are subject to NAICU's approval. NAICU President Barbara Mistick will introduce the webinar and is available to serve as a moderator. In addition:

- The sessions would be featured on a dedicated web page and be highlighted in our weekly e-newsletter, *Washington Update*.
- The webinars would be marketed to NAICU's complete member database of higher education leaders, including member and nonmember presidents, provosts, and other senior leaders on campus.
- The taped webinar would be available after the event to attendees, and also be featured on a dedicated webpage for 6 months.
- Sponsors will receive two complimentary registrations to NAICU's 2025 Annual Meeting & Advocacy Day, a value of \$1,800.

Sponsorship Agreement

Sponsorship Agreement

The National Association of Independent Colleges and Universities (NAICU) provides organizations and corporations with the opportunity to sponsor program elements during the year.

From the sponsor's perspective, sponsorships provide an opportunity for corporations and organizations to be recognized for their interest in, and support of, the mission and services of NAICU. Sponsors also benefit from contact and relationship-building with attendees, most of whom are presidents or others in leadership positions at private, nonprofit colleges and universities, or at associations supporting subsets of private, nonprofit colleges and universities.

The following principles serve to guide the relationship between NAICU and its sponsors:

General

- NAICU only accepts as sponsors, organizations and companies that have goals consistent with and appropriate to NAICU's mission. In general, NAICU does not allow sponsors who advocate for public policy issues. NAICU further reserves the right to decline any sponsorship it deems inappropriate.
- Appropriate sponsors include those organizations and companies offering services or products that will assist member institutions in delivering quality education for students, providing administrative efficiency, or enhancing institutional planning and leadership.
- Sponsors will be recognized as detailed in NAICU's "Sponsorship Prospectus" document. Any deviations from the specifics in that document must be agreed to in advance by both the sponsor and NAICU.
- NAICU will assure that sponsors' representatives are full participants in its Annual Meeting, and as such, they will generally have the same access to program sessions and activities open to all other Annual Meeting attendees.
- Notwithstanding the above, NAICU reserves the right to restrict sponsor access to such Annual Meeting activities, events, or meetings as may be necessary in NAICU's sole discretion.
- Given the limited time for questions and comments at the end of plenary sessions, NAICU asks that sponsors refrain from speaking publicly in such sessions.
- Sponsorships are completely independent from NAICU's Annual Meeting program planning.
- Occasionally NAICU may invite sponsoring organizations to participate as presenters in other program sessions. Any such invitations are based entirely on appropriate expertise for programmatic needs, and not on level or longevity of sponsorship.
- NAICU maintains strict and complete editorial control over all materials published and/or distributed in connection with sponsorships, and in its sole discretion may refuse to publish or distribute material it finds inappropriate.
- Sponsorship does not constitute either expressed or implied endorsement by NAICU of any sponsor, or of the sponsor's programs and services.
- NAICU is primarily accountable to its members. Members' interests and objectives, if ever in conflict with sponsor interests and objectives, will take precedence.
- NAICU may consult with its members or others on an as-needed basis for insights and recommendations on potential sponsors.

Financial

- Sponsors are asked to submit 100 percent of payment before the webinar takes place. A signed copy of this agreement must be emailed to deborah@naicu.edu. An invoice will be sent for payment.
- In the event a sponsor provides NAICU with a written notice of cancellation for any reason after the submission of the signed agreement, NAICU shall refund the sponsor payment, less 20 percent of such payment as a processing fee.



2024-25 Premium Sponsorship Acceptance

I have read, understand, and accept the terms and conditions outlined in the NAICU 2025-26 Premium Sponsorship Opportunities document. I have elected to sponsor the following activity:

- Capstone Sponsor: \$35,000
- Thought Leader Webinar Series: \$15,000

Sponsor

NAICU

Signature

Signature

Title

Title

Organization

Date

Address

City/State/Zip

Phone

Email

Date

Return completed form to:

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