



SUPERCONVENING 2025 SYSTEMNESS IN ACTION

March 6-7 ♦ Washington, DC

Systems have the **unique ability** to implement solutions at scale with broad authority over centralized contracts, executive hiring, integrated technology, and more.

NASH's 2024 superconvening had over 230 attendees. Together, our members represent over 700 institutions enrolling 7.5 million students. **NASH's annual member meeting is the largest gathering of higher education system leaders in the world.**

Access to Decision-Makers

Put your organization or company in the spotlight with our attendees in senior positions at both systems and campuses:

- Presidents/Chancellors
- Provosts and chief academic officers
- Student affairs executives
- Vice presidents for partnerships
- Student advising directors
- Chief financial and business officers
- Enrollment officers
- Chief information officers and institutional researchers
- Chief diversity officers
- Directors of teaching and learning
- Government relations directors
- Chief communications officers
- International student relations leaders

Showcase Your Impact

Event sponsors help to ensure access to educational and innovation opportunities by...

- Investing in national networking and collaboration opportunities
- Accelerating NASH's efforts to move the dial on student success
- Supporting low-cost participation for higher education leadership teams

Sponsorship Levels

NASH's Superconvening from March 6-7, 2025 at the Grand Hyatt in Washington, DC gives you the opportunity to stay top of mind and leverage your brand with NASH members, partners, and stakeholders.

Sponsor Level	Sapphire \$100,000 (Limit of 1)	Platinum \$75,000 (Limit of 1)	Gold \$50,000 (Limit of 2)	Silver \$25,000	Bronze \$10,000
SPONSOR ENGAGEMENT	REPRESENTATIVE WILL HAVE AN OPPORTUNITY TO PROVIDE 3-5 MINUTES OF REMARKS AT AWARDS LUNCHEON	REPRESENTATIVE FEATURED ON PLENARY PANEL	REPRESENTATIVE WILL HAVE AN OPPORTUNITY TO PROVIDE 3-5 MINUTES OF REMARKS	REPRESENTATIVE WILL HAVE AN OPPORTUNITY TO INTRODUCE BREAKOUT SESSION	
COMPANY NAME NEXT TO SPONSORED AWARDS LUNCHEON (SAPPHIRE), RECEPTION (PLATINUM), MEAL (GOLD), OR SESSION (SILVER) ON AGENDA	AWARDS LUNCHEON	WELCOME RECEPTION	BREAKFAST OR NETWORKING SNACK BREAK	SESSION	
SPONSORED MESSAGE TO NASH'S 1600+ MAILING LIST	SPONSOR NAMED IN ALL OUTREACH AND AGENDA LISTINGS RELATED TO AWARDS, INCLUDING EMAILS SOLICITING AWARD NOMINEES	1X SPONSOR MESSAGE (SUBJECT TO APPROVAL)	1X SPONSOR-PROMOTED CONFERENCE ANNOUNCEMENT	1X SPONSOR BLURB IN CONFERENCE ANNOUNCEMENT	
LOGO DISPLAYED ON HOLD SLIDE BETWEEN SESSIONS					
LOGO DISPLAYED ON SIGNAGE THROUGHOUT THE CONFERENCE					
RECOGNITION OF YOUR SPONSORSHIP DURING THE OPENING AND CLOSING PLENARY SESSIONS					
EXHIBIT TABLE <i>(6'X2' SKIRTED TABLE WITH TWO CHAIRS)</i>					
A LIST OF REGISTERED ATTENDEES AND THEIR INSTITUTIONS SENT TO SPONSORS <i>(EMAIL ADDRESSES NOT INCLUDED)</i>	<ul style="list-style-type: none"> • 2 WEEKS PRIOR • CONFIRMED LIST • 1 WEEK POST 	<ul style="list-style-type: none"> • 2 WEEKS PRIOR • CONFIRMED LIST • 1 WEEK POST 	<ul style="list-style-type: none"> • 2 WEEKS PRIOR • CONFIRMED LIST • 1 WEEK POST 	• 2 WEEKS PRIOR	• 1 WEEK PRIOR
AD IN CONFERENCE APP					
COMPLIMENTARY REGISTRATIONS	6	4	4	3	2

Sponsorships IN ACTION

In addition to joining one of NASH's popular sponsorship levels, supporters can choose to enable specific elements of the event. These options provide focused brand relevance opportunities and tangible deliverables that enhance the Superconvening experience for higher education leaders at every level. Each package offers the benefits of a Bronze-level sponsorship **plus** the added items listed under each package option.



CAFFEINATION STATION SPONSOR

\$30,000

Fuel the conference as the exclusive Caffeination Station Sponsor, with your organization's signage featured at the all-day coffee station on both days. This high-traffic sponsorship opportunity places your name where attendees gather, network, and recharge.



WIFI SPONSOR

\$15,000

Gain high visibility as the prominent WiFi Sponsor. As part of this sponsorship, your organization's name will serve as the event's network password. This unique opportunity ensures that every attendee will connect with your brand in a memorable way.



PRINTING SPONSOR

\$15,000

Feature your organization as the dedicated Printing Sponsor, with prominent recognition on the printed at-a-glance agenda provided to all attendees at check-in. This sponsorship ensures your organization is front and center as attendees plan their day.



STARBUCKS BREAK SPONSOR

\$15,000

Treat every attendee to a refreshment break as the Starbucks Break Sponsor! Your organization provides \$5 gift cards for all attendees, distributed on-site, with the option to co-create email messaging featuring your brand, for this exclusive perk.



Looking For Something Different?

Customized sponsorships are available. NASH is committed to working closely with you to design a sponsorship package that aligns with your organization's priorities. Our events team can provide expert guidance to create targeted and impactful sponsorships that fit your budget and goals.

www.nash.edu

For more information on creating custom sponsorship options, or to choose a sponsorship level or package in support of NASH's 2025 Superconvening, please contact us at supercon@nash.edu.



NASH
NATIONAL ASSOCIATION OF
HIGHER EDUCATION SYSTEMS

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