

HACU 17th Annual National Capitol Forum

Sponsorship Opportunities

Each spring, advocates for the higher education success of the nation's youngest and largest population group gather in Washington, D.C., to shape and promote an agenda for Congress and the country at the annual HACU Capitol Forum.

Leaders of HACU-member and partner colleges and universities join public policymakers, key federal agency leaders, allied organizations, corporate, community and philanthropic representatives at what has become a powerful national platform for winning public- and private-sector support for Hispanic higher education. Key to these strategic forums are annual visits to Capitol Hill, which allow leaders in the Hispanic higher education community to interact directly with key members of the House and Senate.

Advertising Opportunities

Ad size	Members	Non-Members	Trim Area
Full page	\$800	\$1,000	8" w x 10.5" h
Half-page	\$400	\$600	8" w x 5" h

Ads are color and must be submitted camera-ready. Ads must be camera-ready originals or PDF files in color only. No film or native application files (i.e. InDesign, Quark Xpress, Pagemaker, etc.) will be accepted.

Advertising Deadlines

Space reservation February 10, 2012
Camera-Ready ad February 17, 2012

For more information regarding sponsorship or to customize a sponsorship opportunity, please contact:

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HACU March 26-27, 2012 • Westin Washington, D.C. City Center • Washington, D.C.
H I S P A N I C A S S O C I A T I O N O F C O L L E G E S & U N I V E R S I T I E S

All sponsorship categories are limited

Presidential Sponsor \$30,000

- Speaking opportunity (3-5 minutes) on behalf of organization
- Two reserved tables at the Legislative Luncheon (table seats 10)
- Two full-page color advertisements in the Capitol Forum Program; includes full-page inside back cover advertisement
- One full-page advertisement in The "Voice of Hispanic Higher Education," HACU's quarterly magazine
- Logo in conference materials and on HACU's website
- Six full Capitol Forum registrations
- Opportunity to distribute promotional items in the conference bag

Patriot Sponsor \$20,000

- Co-sponsorship of the Legislative Luncheon Session
- Speaking opportunity (3-5 minutes) on behalf of organization
- One reserved table at the Legislative Luncheon (table seats 10)
- Two full-page color advertisements in the Capitol Forum Program
- Logo in Capitol Forum materials and on HACU's website
- Five full Capitol Forum registrations

Capitol Hill Sponsor \$15,000

- Sponsorship of the Capitol Hill Reception or Opening HACU Legislative Session
- One reserved table at the Legislative Luncheon (table seats 10)
- One full-page color advertisement in the Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Four full Capitol Forum registrations

Executive Sponsor \$10,000

- Sponsorship of the Capitol Forum Registration
- One full-page color advertisement in the Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Three full Capitol Forum registrations

Congressional Sponsor \$7,500

- Sponsorship of the HACU 2011 Legislative Agenda, Capitol Forum Program or Capitol Hill Visits
- One half-page color advertisement in Capitol Forum Program
- Recognition of sponsorship in conference materials and on HACU's website
- Two full Capitol Forum registrations

Cabinet Sponsor \$5,000

- Sponsorship of all Forum coffee breaks
- One half-page color advertisement in the Capitol Forum Program
- Logo in Capitol Forum Program and on HACU's website
- One full Capitol Forum registration

Ambassador Sponsor \$2,500

- Sponsorship of a Capitol Forum session
- Signage at sponsored session
- Logo in Capitol Forum Program and on HACU's website
- One full Capitol Forum registration