



2025 SHEEO HIGHER EDUCATION POLICY CONFERENCE

SPONSORSHIP OPPORTUNITIES • AUG. 11-14, 2025, MINNEAPOLIS, MINN.

The SHEEO policy conference attracts around 500 participants and highlights the crucial issues and policy considerations states must address to build and sustain excellent systems of higher education. Attendees include SHEEO state agency executives, leaders from national higher education policy organizations, institutions, state and federal government, and vendors. The conference requires registration and is open to the public.

BRONZE SPONSORSHIP - \$10,000

Complimentary exhibit table (6 ft table w/ 2 chairs)

One complimentary registration (valued at approx. \$1,000)

Sponsor recognition:

- Logo recognition on 2025 Policy Conference Website
- Sponsor ad in conference mobile app
- Logo on screen prior to plenary and keynote presentations

SILVER SPONSORSHIP - \$20,000

Complimentary exhibit table (6 ft table w/ 2 chairs)

Two complimentary registrations
(valued at appr. \$1,000 each)

List of registered attendees, titles, and institutions
(email addresses not included) shared 1 week in advance

Sponsor recognition:

- Logo recognition on 2025 Policy Conference Website
- Sponsor ad in conference mobile app
- Logo on screen prior to plenary and keynote presentations
- Public recognition of your sponsorship during opening keynote and closing sessions

Logo display on one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Breakfast
- Lunch
- Afternoon break

Interested in more information? We would love to hear from you. Contact **Alicia Engels** at aengels@sheeo.org to discuss sponsorship opportunities for the preeminent convening in higher education.

GOLD SPONSORSHIP - \$30,000 (LIMIT OF 3)

Complimentary exhibit table (6 ft table w/ 2 chairs)

Three complimentary registrations (valued at appr. \$1,000 each)

List of registered attendees, titles, and institutions
(email addresses not included) shared 2 weeks in advance with confirmed registration list 1 week after

Sponsor recognition:

- Logo recognition on 2025 Policy Conference Website
- Sponsor ad in conference mobile app
- Logo on screen prior to plenary and keynote presentations
- Public recognition of your sponsorship during opening keynote and closing sessions
- Opportunity to make 2-3 minutes of remarks during conference, approved by SHEEO
- Sponsored message to confirmed attendees (content subject to approval)

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Breakfast
- Lunch
- Afternoon break
- SHEEO socks packaging labeled with sponsorship logo
- Wireless Internet

PLATINUM SPONSORSHIP - \$50,000 (LIMIT OF 1)

Complimentary exhibit table (6 ft table w/ 2 chairs)

Five complimentary registrations (valued at appr. \$1,000 each)

List of registered attendees, titles, institutions, and email addresses
(Shared 2 weeks in advance with confirmed registration list 1 week after)

Sponsor recognition:

- Logo recognition on 2025 Policy Conference Website
- Sponsor ad in conference mobile app
- Logo on screen prior to plenary and keynote presentations
- Public recognition of your sponsorship during opening keynote and closing sessions
- Opportunity to make 2-3 minutes of remarks during conference, approved by SHEEO
- Sponsored message to confirmed attendees (content subject to approval)
- *Option of advertised event on SHEEO agenda, hosted by sponsor
- *Exclusive sponsorship of evening awards reception in all advertising

Selection of one of the following exclusive sponsorship opportunities at no additional cost (while supplies last):

- Breakfast
- Lunch
- Afternoon break
- SHEEO socks packaging labeled with sponsorship logo
- Wireless Internet
- Opportunity to provide branded merchandise at registration, compliments of sponsor