



2020 Sponsor Benefits Grid	Platinum	Gold	Silver
	\$12,500	\$6,500	\$3,000
<b>Limited Availability</b>			
Annual agreement with right of first refusal	X	X	X
Category Exclusivity	Yes	Feature	No
<b>On-Site Branding at The Leadership in Higher Education Conference, October 3-5, 2019</b>			
Exhibit Experience: Opening Reception & Solutions Lounge	X	X	X
Recognition by Level on Entrance Signage	X	X	X
Logo on Registration Gifts	X		
Complimentary Full Conference Registrations	3	2	1
<b>Conference Print and Digital Marketing</b>			
Logo on Conference Homepage	X	X	X
Logo and Description in Online Sponsor Directory	X	X	X
Listing by Level on Printed Program / Schedule at a Glance	X	X	X
Logo Recognition on Direct Mail Conference Promotions	X	X	
Mobile App Push Notification	2x	1x	
Mobile App Directory Listing	X	X	X
Recognition on Magna Publication Academic Leadership Landing Page	X		
<b>Year Around Access to Academic Leaders</b>			
Advertising - Academic Leader <b>or</b> Faculty Focus	Leaderboard 100k Impressions	Right Rail 60k Impressions	
Sponsored Email to Targeted Subscriber List (100k contacts)	X	X	
Editorial Coverage in Academic Leader (Once Annually)	X		
<b>Event Marketing Opportunities with Exclusive Naming Rights (Choose One)</b>			
Opening Plenary Session - Day 1	X		
Dinner and Plenary Session - Day 2	X		
Lunch and Plenary Session - Day 3	X		
First-time Attendee Orientation	X	X	
Leadership in Higher Education Conference Scholarship Program	X	X	
Sponsorship of Track / Topic Area	X	X	
Opportunity to Present a Session	X	X	
Coffee Breaks	X	X	
Lanyards (Cost on Own)	X	X	
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<b>Add On Opportunities</b>			
Faculty Focus - Sponsored Content	\$4,000	\$4,000	\$4,000
Sponsor a Magna Online Seminar	Ask	Ask	Ask