



2020 Sponsor Benefits Grid	Platinum	Gold	Silver
	\$7,500	\$3,000	\$500
Limited Availability			
Annual agreement with right of first refusal	X	X	X
Category Exclusivity	Yes	Feature	No
Online Branding at The Leadership in Higher Education Virtual Conference			
Virtual Exhibit: Custom banner, promotional video, company name, logo, brief description and web link	X	X	X
Logo Recognition on the virtual event platform, if available	X	X	X
Complimentary Access to virtual event	3	2	1
Conference Digital Marketing			
Logo on Conference Homepage	X	X	X
Logo and Description in Online Sponsor Directory	X	X	X
Sponsor shout out in pre-event email to registered attendees	X	X	
Mobile App Push Notification	2x	1x	
Mobile App Directory Listing	X	X	X
Recognition on Magna Publication Academic Leadership Landing Page	X		
Year Around Access to Academic Leaders			
Advertising - Faculty Focus	Leaderboard 100k Impressions	Right Rail 60k Impressions	
Sponsored Email to Targeted Subscriber List (up to 20K contacts)	X		
Editorial Coverage in Academic Leader (Once Annually)	X		
Event Marketing Opportunities with Exclusive Naming Rights (Choose One)			
Sponsor a "Plenary Session" with pre-roll video or live intro	X		
Sponsorship of Track with pre-roll video for all sessions	X		
Sponsor a "Breakout Session" with pre-roll video	X	X	
Opportunity to Present a Session	X	X	
	Platinum	Gold	Silver
	\$7,500	\$3,000	\$500

Add On Opportunities			
Faculty Focus - Sponsored Content	\$2,500	\$2,500	\$2,500
Sponsored Email to Targeted Subscriber List	Ask	Ask	Ask