



PRSA

Counselors to
Higher Education



2023 Counselors to Higher Education Senior Summit

SPONSORSHIP OPPORTUNITIES

October 13–14 | Nashville, Tenn.



What is the Counselors to Higher Education Summit?

The annual Counselors to Higher Education (CHE) 2023 Senior Summit is one of the top professional development and networking events of the year for mid- to senior-level communications professionals in higher education. Proven college and university leaders present on current topics, such as crisis and issues management, internal communications, brand messaging, digital communications and more.

Join us October 13–14 in Nashville – conveniently co-located with ICON 2023!

Contact With Senior-Level Communicators

- The Senior Summit attracts approximately 150 public relations practitioners, with the majority of attendees representing universities and colleges.
- Mid- to senior-level public relations professionals make up 82 percent of attendees.
- Public relations professionals with 20 or more years of experience make up 38.9 percent of attendees.
- Past attendees hail from Tuskegee University; American Public University System; University of Pennsylvania; Dartmouth College; DePaul University; Vanderbilt University; Georgia Institute of Technology; Duke University; Yale University; University of Virginia; The Council of Independent Colleges; Hope College; Lehigh University; The United States Military Academy at West Point; Florida State University; The University of Kansas; The Johns Hopkins University; University of Guam; Drexel University; University of California, Los Angeles; University of Cambridge; Tufts University; University of British Columbia; Harvard Law School; The University of Nottingham, United Kingdom; Boston University; Kent State University.
- Past media include U.S. News & World Report, Vox.com, USA TODAY, The Washington Post, The Chronicle of Higher Education, Inside Higher Ed, The Associated Press and National Public Radio (NPR), “University News.”

About the Section

The Counselors to Higher Education (CHE) Section is a community of senior-level communications leaders and aspiring leaders who serve higher education institutions. Through in-person programs, publications and webinars, this specialized group of nearly 600 members shares knowledge, analysis and trends so that Section members have the tools they need to serve as strategic public relations and communication leaders for their college or university. This network of peers will help you promote the value, power and appropriate role of public relations to your institution’s stakeholders.



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$10,000

(One Available)

- Name appears on all marketing collateral and CHE website as “Presented by”
 - Sponsor acknowledgment with Company logo on the CHE website and on the Whova Platform.
 - Brand logo on screen before opening keynote session or panel discussion begin.
 - Sponsor recognition in the Summit blasts.
- Recognition in PRSA CHE’s social media channels (Facebook, Twitter, etc.)
- Two Summit registrations.
- Name/logo included in PRSA/CHE-signage throughout the Summit venue.
- Verbal acknowledgment of sponsorship from the podium and the opportunity to address attendees from the podium with up to a three-minute welcome at the Summit.
- On sponsor’s behalf, PRSA will send one dedicated email to Summit attendees.
- Opportunity to provide attendees with one piece of collateral or small item.
- 4 x 6 Exhibit Table.

GOLD SPONSOR - \$5,000

Sole sponsorship for one of the following events: Introduction of the Pat Jackson Dinner and Lecture or Introduction of keynote session. (Two are available)

- Verbal acknowledgment of sponsorship and the opportunity to welcome attendees from the podium and introduce a keynote speaker.
- Name/logo included in PRSA/CHE-signage throughout the Summit venue.
- One Summit registration.
- Sponsor recognition in Summit blasts.
- Recognition in PRSA CHE’s social media channels (Facebook, Twitter, etc.)
- Opportunity to provide attendees with one piece of collateral or small item.
- 4 x 6 Exhibit Table.

SILVER SPONSOR - \$3,000

Sole sponsorship for networking reception or Introduction of breakout session (Four are available)

- Verbal acknowledgment of sponsorship and the opportunity to welcome attendees from the podium and introduce a breakout speaker.
- Name/logo included in PRSA/CHE-signage throughout the Summit venue.
- Brand logo displayed in Summit brochure mailed to prospective attendees.
- One Summit registration.
- Brand logo displayed in Summit program and web page.
- Sponsor recognition in Summit blasts.
- Recognition in PRSA CHE’s social media channels (Facebook, Twitter, etc.)
- 4 x 6 Exhibit Table.



SUPPORTING SPONSOR - \$1,000

Sponsorship with billing in all Summit communications and sole sponsorship for one coffee break. (Two are available.)

- Verbal acknowledgment of sponsorship from the podium.
- Name/logo included in PRSA/ CHE-signage throughout the Summit venue.
- Brand logo displayed in Summit brochure mailed to prospective attendees.
- Brand logo displayed in Summit program and web page.
- Sponsor recognition in Summit blasts.
- Recognition in PRSA CHE's social media channels (Facebook, Twitter, etc.)

PARTICIPATING SPONSOR - \$500 (TBD)

Sponsorship with billing in all conference communications.

- Name/logo included in PRSA/CHE-signage throughout the Summit venue.
- Verbal acknowledgment of sponsorship from the podium.
- Brand logo displayed in Summit brochure mailed to prospective attendees.
- Brand logo displayed in Summit program and web page.

ADD-ON - \$500

- Opportunity to write and produce thought piece for CHE Newsletter

For sponsorship inquiries, contact Vada Wilson, PRSA's Director of Professional Interest Sections, at vada.wilson@prsa.org or April Kaull, Counselors to Higher Education Committee Chair, at 304-293-3990.

For opportunities to reach the entire PRSA and/or PRSSA membership or CHE members throughout the year, via media (eBlasts, eNewsletters, Strategies & Tactics, and webinars), contact Jay Goldberg at j.goldberg@jgeco.com and/or Mike Runkle at m.runkle@jgeco.com.