

The PRSA logo is rendered in a white, serif font on a black rectangular background. The letters 'P', 'R', and 'S' are tall and closely spaced, while the 'A' is shorter and positioned to the right, with its top and bottom strokes extending to the right edge of the black box.

PRSA

Counselors to
Higher Education

The background of the entire page is a blurred photograph of a large audience seated in a conference hall, looking towards a stage where a speaker is standing. The image is overlaid with a color gradient that transitions from a warm orange at the top to a deep purple at the bottom.

March 24–26 | Washington, D.C.
2025 Counselors to Higher Education Summit

**SPONSORSHIP
OPPORTUNITIES**



Counselors to Higher Education

March 24–26
Washington, D.C.
Hotel Washington

Access to a Dynamic Conference

The Counselors to Higher Education (CHE) 2025 Summit offers networking opportunities and professional development seminars on topics impacting higher education communities, such as crisis and issues management, branding and Web communications.

Contact With Senior-Level Communicators



are mid- to senior-level PR professionals



of attendees are PR practitioners, majority servicing universities and colleges



20 or more years of PR experience

- Past attendees hail from the 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

Insight Into Senior Leadership's Challenges and Objectives

Sponsors are encouraged to attend conference sessions to find out firsthand what their target customers want.

- All workshops, seminars and panels are targeted to professional best practices, such as how to recruit students in a challenging economy, maximize media relations and apply social media strategy and crisis communications around events that effect, alumni, faculty and the student body of an institution.
- Industry leaders facilitate breakout sessions and networking roundtables.
- Past general session speakers include, Mary Sue Coleman, Ph.D., president emerita, University of Michigan; E. Gordon Gee, Ed.D., J.D., president, West Virginia University; Hunter Rawlings, president, Association of American Universities, Dr. Theresa A. Sullivan, president, University of Virginia; Jeff Selingo, editor at large, The Chronicle of Higher Education and senior fellow, Education Sector; David Jarmul, associate vice president, office of news and communications, Duke University; Stephen J. Tractenberg, president, The George Washington University; Michael Warden, vice president for communications and marketing, Georgia Institute of Technology; Jason Simon, director of marketing communications, University of California

The Opportunity to Promote Vendor Services

Our members rely on a variety of vendors to enhance best practices – a conference focal point.



of attendees are responsible for tapping
PR or comms-related services

- Attendees are interested in vendor value offerings such as event planning, media tracking tools and services, media and publications production, press release newswire services, broadcast services (VNRs, ANRs, SMT), photography services, webcasting services, technology, consulting services, agency services, survey/primary research, media/executive training and video services.
- PRSA leverages our sponsors' corporate identity, products and/or services to conference constituents.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$7,500

(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 Conference 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 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 conference 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.

OPENING NIGHT RECEPTION/MIXER - \$3,000

Recognition as Opening Reception Sponsor, including branded signature cocktail & welcome remarks.

SILVER SPONSOR - \$3,000

Sole sponsorship for networking reception or Introduction of breakout session (Four 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 conference communications and sole sponsorship for one coffee break. (Two Available.)

- Verbal acknowledgment of sponsorship from the podium.
- Name/logo included in PRSA/ CHE-signage throughout the Summit venue.
- Brand logo displayed in conference brochure mailed to prospective attendees.
- Brand logo displayed in conference program and Web page.
- Sponsor recognition in conference 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 (to any existing package)

- 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.