

HACU 39th ANNUAL CONFERENCE

Championing Hispanic Higher Education Success: Forging
Transformational Leaders to Uplift Democracy and Prosperity

November 1-3, 2025 / Gaylord Rockies Resort & Convention Center / Aurora, Colorado

PROMOTIONAL OPPORTUNITIES



sponsorships | partnerships | exhibitors | advertising



HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES

HACU's Premier Conference on Hispanic Higher Education is headed to Aurora, Colorado in 2025

Dear Sponsors/Partners/Advertisers/Exhibitors:

You're invited to join the Hispanic Association of Colleges and Universities (HACU) at its 39th Annual Conference, November 1-3, 2025, taking place at the Gaylord Rockies Resort and Convention Center in Aurora, Colorado. The Conference offers a variety of partnership, branding, and sponsoring opportunities.

HACU's premier conference on Hispanic higher education provides the ideal opportunity to showcase your organization and reach the emerging Hispanic market, whether potential customers, partners or employees.

The conference draws more than 2,500 individuals from across the United States, Puerto Rico, Latin America and Spain. Participants include administrators, faculty, staff and students from HACU-member institutions, national colleges and universities, trustees, corporations, community organizations, and federal and state agencies.

The three-day event features keynote speakers, discussion panels, an international plenary and a HACU Town Hall for the general conference.

In conjunction with the conference, HACU's ¡Adelante! Leadership Institute (student track), brings together more

than 800 undergraduate students from across the nation. Workshops offered for students focus on career and leadership development.

Pre- and post-conference events will focus on topics such as Latino higher education leadership, Pre-K12 collaborations, and special topics of interest for women in higher education, deans and senior administrators.

As a bonus, the Exhibit Hall will include a free College and Career Fair open to the general public. For exhibitor information, please send an email to: conferences@hacu.net, or call 210-692-3805.

The Conference Program serves as a great resource, so make sure you reserve your ad space early. For information regarding advertising, sponsorships, partnerships or to customize a sponsorship opportunity, please send an email to: development@hacu.net, or call (210) 692-3805.

HACU conference information is available at www.hacu.net. We look forward to seeing you at #HACU2025 in Aurora, Colorado.

Championing Hispanic Higher Education Success: Forging Transformational Leaders to Uplift Democracy and Prosperity

The Hispanic Association of Colleges and Universities (HACU), founded in 1986, is a nonprofit 501(c)(3) association with more than 500 colleges and universities in the U.S., Puerto Rico, Latin America, Spain and school districts throughout the U.S. Visit www.hacu.net for more information.



Annual Conference Sponsorships and Benefits

| Sponsor Benefits: | | Title Sponsor \$100,000 | Diamond Sponsor \$75,000 | Platinum Sponsor \$50,000 | Gold Sponsor \$35,000 | Silver Sponsor \$25,000 | Bronze Sponsor \$15,000 |
|---|--|----------------------------|-----------------------------|------------------------------|--------------------------|----------------------------|----------------------------|
| Recognition as Title Sponsor | | √ | | | | | |
| 5-minute speaking opportunity at Premier Event* | | √ | | | | | |
| Recognition as Title Sponsor on Conference Main Entrance and in Conference Program | | √ | | | | | |
| Recognition as sponsor of one Premier Conference Event* with a reserved table for 10 | | √ | √ | √ | | | |
| 3-minute speaking opportunity at Premier Event* | | | √ | √ | | | |
| Recognition as sponsor of a pre- or post-conference event: Dean's Forum, PreK-12/Higher Education Collaboration Symposium, Women's Leadership Symposium, Latino Higher Education Leadership Institute, Students in STEM: Youth Leadership Development Forum | | | | | | √ | |
| Recognition as sponsor in one of the following: VIP Reception, International Plenary, Town Hall Meeting Registration Center: student or professional, Pocket "At-A-Glance" Conference Schedule, Conference Program, Mobile App, Cyber Cafe, Networking Lounge, or Hotel Room Key (distributed to conference registrants) | | | | | √ | | |
| Recognition during coffee and refreshment breaks | | √ | | | | | |
| Conference Program Advertisements | | 2** | 2 | 2 | 1 | 1 | 1 |
| Advertisement in The Voice of Hispanic Higher Education, quarterly magazine | | 2 | 1 | 1 | | | |
| Exhibit Booths (Note: Deadline for priority placement in Exhibit Hall is Sept. 8) | | 8 | 6 | 4 | 2 | 1 | 1 |
| Registrations | | 25 | 15 | 10 | 8 | 5 | 3 |
| Logo placement in all conference materials, publications and "featured sponsors/partners" webpage | | √ | √ | √ | √ | √ | √ |
| ¡Adelante! Leadership Institute (Student Track) | | | | | | | |
| 3 minute speaking opportunity at Meet the Employers activity | | √ | √ | √ | √ | | |
| ¡Adelante! Leadership Institute Concurrent Workshop | | √ | √ | √ | √ | | |
| Interview Space | | √ | √ | √ | √ | | |
| Student Resumes from registered students provided two weeks prior to conference | | √ | √ | √ | √ | | |
| Networking Breakfast with Students Saturday, Sunday and Monday (two representatives per day) | | √ | √ | √ | √ | | |
| Career Panels with Students (one representative per panel) | | √ | √ | √ | √ | | |
| Added Value: | | | | | | | |
| Emerging Leaders' Summit Participation Opportunity | | 4 | 3 | 2 | 1 | | |
| Exhibit Table | | √ | √ | √ | √ | | |
| Networking Luncheon | | √ | √ | √ | √ | | |
| Concurrent Workshop | | √ | √ | √ | √ | | |
| Student Resumes provided one week prior to event | | √ | √ | √ | √ | | |
| For Corporations: Participation in HACU National Internship Program | | √ | √ | √ | √ | | |
| Sourcing of internship or early career position candidates*** | | 100 | 75 | 50 | 35 | | |
| Student Informational Webinar | | √ | √ | √ | √ | | |

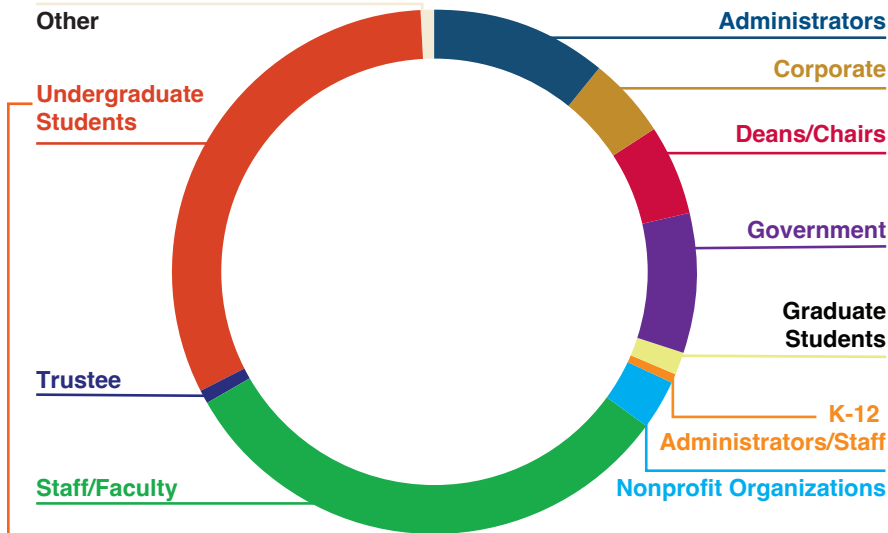
* The following are Premier Conference Events: Opening Plenary (theater seating), Partnership Lunch, Power Lunch, and Networking Dinner (table seating)

** Includes one inside front cover or inside back cover ad and also an ad inside the program

*** Corporations responsible for travel to/from internship site and assisting students in locating housing during internship period (not applicable to local interns or full-time hires)

At-a-Glance Conference Attendee Breakdown

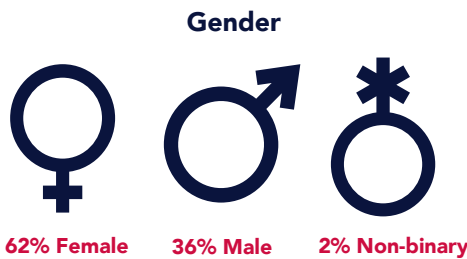
2024 GENERAL CONFERENCE



| | |
|--------------------------|-----|
| Administrator | 288 |
| Corporate | 127 |
| Dean/Chair | 141 |
| Government | 230 |
| Graduate Student | 30 |
| K-12 Administrator/Staff | 18 |
| Non Profit Org | 79 |
| Staff/Faculty | 823 |
| Trustee | 21 |
| Undergraduate Student | 822 |
| (blank) | 18 |

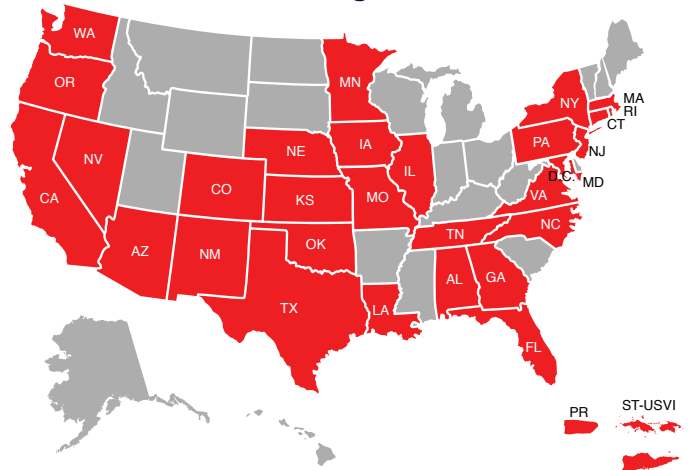
Total 2024 Conference Attendees 2,597

2024 HACU ¡Adelante! Leadership Institute (Student Track)*

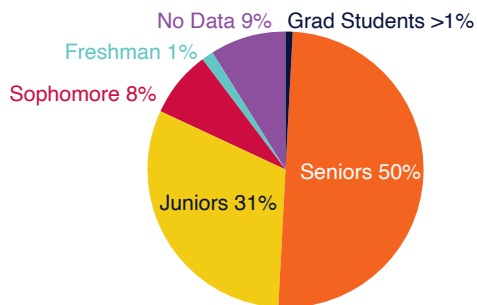


Average GPA
3.42

Students represented colleges and universities in 28 states, Washington, D.C., Puerto Rico and the U. S. Virgin Islands.



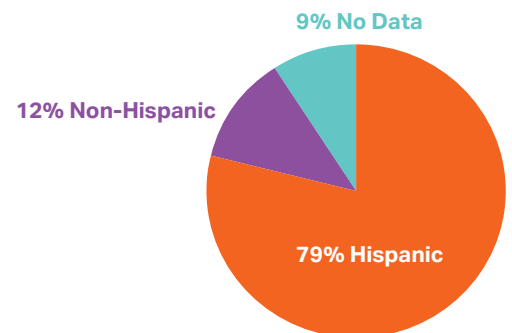
Student Classification



Top Majors:



Student Ethnicity



Students represent the following 175 institutions:

36% from two-year colleges

64% from four-year colleges and universities

*Data is from approximately 600 student responses

Sponsorships

HACU ¡Adelante! Leadership Institute (Student Track)

Top undergraduate students and other scholars from colleges and universities throughout the U.S. and Puerto Rico will be active participants in HACU's ¡Adelante! Leadership Institute, a three day career and leadership development program, offered in conjunction with the Annual Conference.

Official Portfolio Sponsor - \$10,000

Promote your organization's logo on a co-branded professional portfolio which will be provided to each undergraduate student of the Conference.

¡Adelante! Scholar Sponsor

Sponsor an undergraduate student(s) to attend the HACU ¡Adelante! Leadership Institute.

| Student Scholars package | Deadline: Aug. 29, 2025 | Sept. 1 - Oct. 10, 2025* |
|--|-------------------------|--------------------------|
| Local Aurora, Colorado area undergraduate students (Price includes registration and hotel parking.) | \$700 per student | \$725 per student |
| Regional area undergraduate students (Price includes registration, parking, and four night hotel accommodations, paired with another student scholar.) | \$1,350 per student | \$1,450 per student |
| Undergraduate students from outside of the Aurora, Colorado area (Price includes registration, airfare**, and four night hotel accommodations, paired with another student scholar.) | \$1,950 per student | \$2,100 per student |

- ¡Adelante! Scholars are identified with the sponsor's logo on the student's name badge.
 - ¡Adelante! Scholars may also be invited to sit in reserved seating with their sponsor during the luncheons and networking dinner to interact and discuss recruitment and employment opportunities. (If a representative from the sponsoring organization is not present, student will sit in open seating with their peers.)
 - Sponsors will have an opportunity to participate in a group photograph opportunity with sponsored students.
- * Sponsoring organizations that commit during this time frame will not be listed in the conference program or on the sponsor boards.
- ** Students will be provided a link to HACU's travel service to book individual flights. HACU encourages schools to have students book flights together as a group and/or with POC.

SPECIAL SERVICES: HACU and the Gaylord Rockies Resort & Convention Center are in compliance with the Americans with Disabilities Act (ADA). If auxiliary aids are needed, please submit written notification to HACU by September 20, 2025. Includes all logistic coordination by HACU's student services staff.



Pre- and Post- Conference Sponsorships

\$25,000 per event

Benefits of Sponsorship

Sponsorship for a pre- or post-conference event includes a title sponsorship, five-minute speaking opportunity, signage at event, and invitation to distribute materials to approximately 100 attendees.

Friday, Oct. 31

The **Third Annual Women's Leadership Symposium** is an action packed, half-day event for women in higher education at all levels. Participants dialogue and learn from other women in executive leadership positions. Discussions focus on topics related to successfully navigating the higher education work environment, building a strategic network, and becoming better prepared to assume executive roles in their careers. Seasoned education administrators and expert practitioners engage with participants to facilitate a well-rounded and life changing experience. Participants leave with resources they can utilize as they move forward in their careers.



The **14th Annual Deans' Forum on Hispanic Higher Education** is a half-day experience for faculty and staff who are currently serving in the role as a dean or aspire to serve in this role at some point in their career. The Deans' Forum focuses on bringing diverse perspectives from renowned speakers who have practical experience with implementing innovative and creative practices that support student success for Hispanic students and other underrepresented minorities. Participants will engage in dialogue with a panel of experts and network and learn from each other.

The **24th Annual Latino Higher Education Leadership Institute** is a dynamic, one-day event for faculty, staff, and administrators at any stage of their careers focused on strategies for moving up the faculty and administrative ladders in higher education. Expert presenters cover a variety of subjects related to the program theme. Breakout sessions will explore essential topics in greater depth. The day concludes with a panel comprised of top Latino/a college and university presidents.

Saturday, Nov. 1

The **11th Annual PreK-12/Higher Education Collaboration Symposium** is an interactive, one-day symposium focused on high impact collaborative practices across the PreK-12 through higher education systems. Attendees include administrators and educators from higher education institutions, school districts, and other community stakeholders who are eager to engage and discuss collaborations between school districts and higher education institutions that are leading to systemic change in areas such as matriculation, retention, and graduation. The symposium is structured to maximize engagement and interactivity, combining expert-led discussions with participant-driven dialogue. Activities include, but are not limited to, a combination of panel discussions, workshops, and/or fireside chats.

Thursday, Oct. 30, 2025

The **28th Annual Students in STEM Youth Leadership Development Forum** is an interactive one-day event for area middle and high school students to learn about career opportunities in science, technology, engineering, and mathematics (STEM). The event held for 500 participants is co-hosted by an accredited, nonprofit college or university located in the city or general area where HACU's Annual Conference is held, with preference given to HACU member institutions. With the support of faculty, staff, and college students from the co-host institution, invited students explore pathways in STEM through hands-on activities and are provided an overview of the college experience to help demystify the college process and help foster a college-going culture.



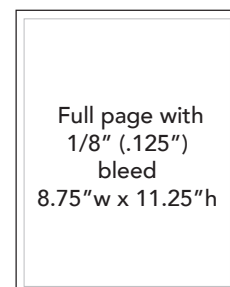
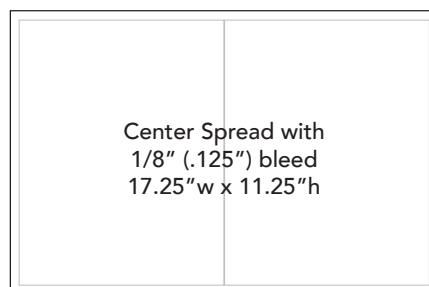


CONFERENCE PROGRAM ADVERTISING

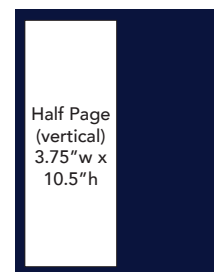
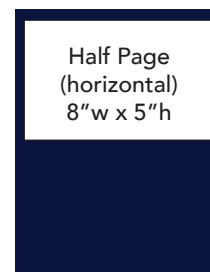
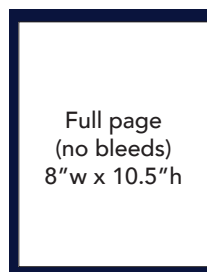
Ad Space Reservation Deadline: **Aug. 29, 2025**

Camera-ready Ad Deadline: **Sept. 5, 2025**

| Ad Size | HACU-Member Institution | Regular Rate |
|----------------------|-------------------------|--------------|
| Full-page | \$1,600 | \$2,000 |
| Half-page | \$800 | \$1,200 |
| Center Spread | \$5,000 | \$5,000 |
| (only one available) | | |



Ads must be submitted as camera-ready originals or PDF files in color only. Full page ads may be submitted with bleeds or no bleeds. Half page ads may be submitted as horizontal or vertical ads. No bleeds on half page ads. No film or native application files (i.e. InDesign, Quark Xpress, etc.) will be accepted. 300 DPI Formats acceptable are PDF, TIFF, EPS, and PSD.



EXHIBITOR OPPORTUNITIES

Exhibitor Application Deadline:

Sept. 5, 2025 (To be listed in the conference program)

Exhibitor Application Final Deadline:

October 10, 2025

Exhibitor Rates

| | |
|---------------------------------------|---------|
| HACU-member Colleges and Universities | \$2,120 |
| Non-member Colleges and Universities | \$2,820 |
| Nonprofit Associations/Government | \$2,820 |
| Government | \$2,820 |
| Corporate | \$4,215 |
| Additional Booth Personnel | \$315 |

