

HACU 31st Annual National Capitol Forum on Higher Education

April 21-22, 2026

JW Marriott Washington DC • Washington, D.C.



Each spring, advocates for the higher education success of the nation's youngest and largest ethnic population group gather in Washington, D.C., to shape and promote an agenda for Congress and the country at the annual HACU Capitol Forum. Leaders of HACU-member and partner colleges and universities and students join policymakers, key federal agency leaders, allied organizations, corporate, community and philanthropic representatives at what has become a powerful national platform for winning public- and private-sector support for Hispanic-Serving Institutions and the students they serve. Key to these strategic forums are scheduled visits to Capitol Hill, which allow for interaction directly with key members of the House and Senate.



Sponsorship Categories

Title Sponsor \$25,000

- Sponsorship of the Opening Plenary Luncheon Day One
- Speaking opportunity (5 minutes) on behalf of organization at luncheon
- Two reserved tables at the Opening Plenary Luncheon
- Two full-page color advertisements in the Capitol Forum Program; includes full-page inside back cover advertisement
- Sponsorship of hotel room key with sponsor logo
- One full-page advertisement in HACU's quarterly magazine
- Logo and recognition of Title sponsorship in forum materials and on HACU's featured sponsors/partners webpage
- Five full Capitol Forum registrations
- Opportunity to distribute promotional items to all attendees

Platinum Sponsor \$15,000

- Sponsorship of the Afternoon Plenary-Day One or the Breakfast Plenary on Day Two
- Speaking opportunity (3 minutes) on behalf of organization at selected Plenary (Afternoon or Breakfast)
- One reserved table at the selected Plenary (Afternoon or Breakfast)
- Sponsorship of the Capitol Forum Program
- One full-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in forum materials and on HACU's featured sponsors/partners webpage
- Four full Capitol Forum registrations

HSInnovators (Student Track) Sponsor \$15,000

- Sponsorship of the HSInnovators Student Reception with a 3 to 5 minute speaking opportunity
- Recognition as the sponsor of the Pitch Competition
- One reserved table at the Breakfast Plenary-Day Two
- One full-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in forum materials and on HACU's featured sponsors/partners webpage
- Four full Capitol Forum registrations

Gold Sponsor \$10,000

- Sponsorship of the Capitol Forum Registration Center
- One full-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in Forum materials and on HACU's featured sponsors/partners webpage
- Three full Capitol Forum registrations

Silver Sponsor \$7,500

- Sponsorship of all Capitol Forum coffee breaks
- Sponsorship of Capitol Forum session
- Signage at sponsored session
- One half-page color advertisement in Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners webpage
- Two full Capitol Forum registrations

Bronze Sponsor \$5,000

- Sponsorship of Capitol Forum session
- Signage at sponsored session
- One half-page color advertisement in the Capitol Forum Program
- Logo and recognition of sponsorship in conference materials and on HACU's featured sponsors/partners webpage
- One full Capitol Forum registration

Ad size	Trim Area
Full Page (bleeds)	8.75" w x 11.25" h
Full page (non-bleed)	8" w x 10.5" h
Half-page	8" w x 5" h

Camera-Ready Sponsor Ad Deadline: March 27, 2026

Ads must be submitted camera-ready as PDF files in color only. Bleed and non-bleed ads are accepted. No film or native application files (i.e. InDesign, Illustrator, Photoshop, etc.) will be accepted.

For more information on sponsorship and partnership opportunities, or to customize a package, please contact: Office of Development at development@hacu.net.

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