



Our diversity, flexibility and responsiveness are powerful reasons why economists, workforce experts, and policymakers are increasingly focused on community colleges.

The American Association of Community Colleges (AACC) represents close to 1,200 accredited two-year and their 11 million students. Community colleges are engines of economic growth: They provide students of all ages and backgrounds with a range of skills to stay competitive in a demanding labor market. Today, community colleges are an essential source of opportunity for tomorrow's workers, our colleges:

- ✓ Enroll 46 percent of all U.S. undergraduates;
- ✓ Produce more than 50 percent of new nurses and other health-care workers;
- ✓ Credential 80 percent of first-responders, firefighters, law enforcement officers, and emergency medical technicians.

Community colleges are also institutions with a unique capacity to adapt to change and create new programs in emerging fields using state-of-the-art technology. As a result,

- ✓ 92% of all institutions offer at least one Internet-based course;
- ✓ Students at 41% of public community colleges can earn a degree entirely online.

Join the AACC Corporate Program now and benefit from this strategic investment in higher education.

For information on marketing and sponsorship opportunities visit our Web site www.aacc.nche.edu.

AMERICA'S COMMUNITY COLLEGES:

SERVING COMMUNITIES.
STRENGTHENING THE NATION.



American Association of Community Colleges
One Dupont Circle, NW, Suite 410
Washington, DC 20036

www.aacc.nche.edu



CORPORATE SPONSORSHIP OPPORTUNITIES

2008



AMERICAN ASSOCIATION OF COMMUNITY COLLEGES

www.aacc.nche.edu

CORPORATE PROGRAM

The AACC Corporate Program is a dynamic and unique initiative designed to meet the marketing needs of participating organizations, and to explore ways in which private corporations and businesses can become effective partners of AACC member institutions.

AACC represents the largest and fastest-growing sector in higher education. Through its Corporate Program, AACC offers businesses an opportunity to stay abreast of emerging trends. Business can explore collaborative initiatives with AACC member institutions and gain a better understanding of the community college mission and our colleges' goals and needs.

AACC Corporate Program participants have access to a comprehensive package of benefits that includes annual event and program sponsorships, forum presentations at AACC annual convention, complimentary ads in our nationally distributed periodicals, and participation in the Corporate Council, which is one of AACC's key advisory bodies.

For information about the AACC Corporate Program, about sponsorship opportunities, or about program benefits, contact:

Norma G. Kent

Vice President of Communications

ph: 202/728-0200 x 209

em: nkent@aacc.nche.edu

Carolina Zumarán-Jones





Director of Development

ph: 202-728-0200 x 270

em: czejones@aacc.nche.edu

AACC is a 501(c)(3) not-for-profit membership organization, which means that your contribution is tax-deductible to the extent permitted by law.

AACC CORPORATE PROGRAM BENEFITS

Corporate Program Level	Contribution Level	Private Focus Group	Priority for Sponsorship Opportunities	Eligibility to Present a Convention Forum	Corporate Council Participant	VIP Event Invitations	Complimentary Advertising	Complimentary Registrations (Conventions; WDI)	Complimentary Mailing List	Exhibit Booth Discount	Exhibit Booth Assignment Priority	Corporate Program Visibility, Signage, Advertisement and Logo Display	Corporate Program Web Site Links	3 Free Times and Journal Subscriptions	Plaque Recognition
	\$50,000	●	●	●	●	●	2 full pages	4 Conv., 2 WDI	10 Titles	50%	●	●	●	●	●
	\$25,000		●	●	●	●	1 full pages	3 Conv., 1 WDI	2 Titles	30%	●	●	●	●	●
	\$10,000				●		1/2 page	2 Conv.	1 Title	30%	●	●	●	●	●
	\$5,000							1 Conv.		30%	●	●	●	●	●

AACC Annual Convention attracts over 2,000 community college Presidents and CEOs, higher education leaders, representatives of government agencies, business leaders, and international visitors. Advertising in the Community College Journal reaches more than 10,000 readers. Advertising in the print version of the Community College Times reaches more than 6,000 readers.

2008 AACC SPONSORSHIPS OPPORTUNITIES

\$35,000

- Convention Gala Reception and Dinner to Honor Outstanding Alumni
- Convention Opening Session
- Convention Exhibit Hall Opening Reception

\$25,000

- Convention Past, Current, Newly Elected AACC Board Members and Presidents Academy Reception
- Convention Cyber Café
- Convention Keynote Speaker
- Convention AACC Leadership Award
- Advanced Technological Education (ATE) Conference Opening Night Event *

\$20,000

- Convention Presidents Academy Hail and Farewell Luncheon
- Convention Outstanding Community College Alumni Awards, Video, and VIP Reception

\$15,000

- Annual Convention Tote Bags
- Convention David R. Pierce Faculty Awards and Video
- Convention Dinner Honoring AACC Board Members
- Convention Harry S. Truman Award
- Presidents Academy Summer Institute (PASI) Annual Meeting*

\$10,000

- Convention Exhibit Hall Brunch
- Convention New Century Scholars Reception
- Convention AACC Board of Directors Brunch
- Convention Program Book
- Convention Name Badge Holders
- Workforce Development Institute (WDI) Plenary Sessions*

\$5,000

- Advanced Technological Education (ATE) Student Recognition Ceremony *
- Advanced Technological Education (ATE) Conference Internet Café *
- Future Leaders Institutes (FLI) *
- Workforce Development Institute (WDI) : Internet Café, Coffee Breaks, Tote Bags, Reception

* Non-convention events

PROGRAM FOCUSED SPONSORSHIPS ARE PERIODICALLY AVAILABLE.