



Conference Sponsorship Prospectus

2025-26

NA PA HE
Professionals Supporting Higher Education Leaders

**National Association
of Presidential Assistants
in Higher Education**

About NAPAHE

Our international organization for presidential assistants (PAs) and other professionals supporting higher education leaders offers a long list of resources founded on a vast framework of cooperative association. Cultivating alliances with each other, likeminded organizations, and institutions – we offer our members a powerful venue to share professional experiences and ideas that spearhead personal successes.



The idea for gathering a few presidential assistants started with one PA, Pamela Transue, from the University of Washington, who began her outreach in 1987 to 24 other presidential assistants all around the country to find out if they had anything in common. Two years later, after several phone calls and conversations, the momentum began to build. Everyone she talked to was delighted to discover others who had many of the same satisfactions and difficulties with their positions as assistants to presidents or chancellors.

In the course of those conversations, considerable enthusiasm was expressed for the notion that they gather. A steering committee of five was formed—known as the “Gang of Five” who laid the foundation for the Association’s first annual meeting.

The Presidential Assistants in Higher Education (PAHE) first met in 1988 to discuss and address mutual concerns, common problems, and issues of immediate and long-term professional interest. The experience of the first two meetings of PAHE clearly demonstrated the need for continuing the organization. The goals of NAPAHE today are similar to what they were in 1988.

The number of professionals attending the annual meeting grew steadily over the years. For example, in 1993 the number in attendance was approximately 70—today it is over 400. The association today, now called NAPAHE, includes over 1,000 members from across the United States and Canada.

Learn more at <https://napahe.org/about>.

NAPAHE Membership Profile

NAPAHE members include Presidential Assistants, Provost Assistants, Chiefs of Staff, Board Professionals, and assistants to many other leaders in higher education. Over 400 colleges and universities across the country and around the world are represented, including accredited public and private, two- and four-year institutions, state higher education systems, community and technical colleges, faith-based institutions, HBCUs and HSIs, and higher education consortiums.

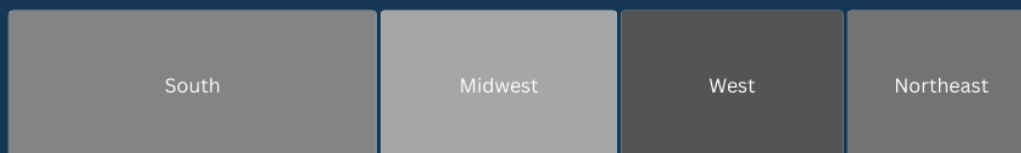


2025 Membership Composition

President's Office	36%
Chiefs of Staff	13%
Vice President's Office	20%
Provost's Office	10%
Dean's Office	11%
Board Professionals	6%
Other Offices	4%



Membership by Geographic Region



NAPAHE's 39th Annual National Conference & Business Meeting

March 11-13, 2026 | San Antonio, Texas

You will not want to miss NAPAHE's annual conference, set for March 11-13, 2026, at the Marriott Rivercenter on the River Walk located in downtown San Antonio, Texas. Colleagues from colleges and universities around the country, and internationally, join together to network, exchange ideas in interactive sessions, explore and discuss topics of mutual interest, and have fun in a professional networking environment.

Learn more at <https://napahe.org/conference/upcoming>.



Connect with Decision Makers

Our conference attendees are high-level professionals who not only authorize purchases (24%) but also identify/recommend vendors (10%) for a wide-range of needs including: administrative staffing services, software and productivity tools, office products and supplies, consultants and campus partners, meeting and event planning, catering services, transportation, and hotel accommodations. In many cases, they are the trusted advisors to their executives and leadership teams. This is a great opportunity to share the great work of your organization with our attendees.

Visit <https://napahe.org/conference/sponsor> to learn more.

Corporate Sponsorship Opportunities

Bronze Sponsor	Investment: \$1,000
<ul style="list-style-type: none"> ○ Logo featured on the event webpage, pre-conference messaging, electronic newsletters, conference mobile app, and on-site signage/projection ○ Verbal recognition at conference meals and events 	
Silver Sponsor	Investment: \$2,500
<p>All Bronze Sponsor benefits, plus:</p> <ul style="list-style-type: none"> ○ One (1) social media announcement when sponsorship is paid ○ Optional: Participate in the Sponsor Showcase to introduce your company and product or service solution; skirted table provided ○ Up to two (2) complimentary conference registrations for representatives participating in the Sponsor Showcase 	
Gold Sponsor	Investment: \$5,000
<p>All Silver Sponsor benefits, plus:</p> <ul style="list-style-type: none"> ○ One (1) additional complimentary conference registration ○ Access to conference attendee name and email list one week prior to event 	
Platinum Sponsor	Investment: \$10,000
<p>All Gold Sponsor benefits, plus:</p> <ul style="list-style-type: none"> ○ One (1) additional complimentary conference registration ○ One (1) additional social media announcement leading up to the conference ○ Optional: Full-page promotional piece inserted in registration packet (artwork and collateral provided by sponsor, pending NAPAHE approval) ○ Option to offer an exclusive sponsored concurrent session during the conference, OR Partner with NAPAHE to host a post-conference webinar for members and conference attendees. This opportunity includes a dedicated email blast announcing the webinar while also promoting your company and your product or service solution. 	
Title Sponsor	Investment: \$15,000
<p>All Platinum Sponsor benefits, plus:</p> <ul style="list-style-type: none"> ○ Exclusive recognition as lead conference sponsor ○ One (1) additional complimentary conference registration (five (5) in total) ○ Brief speaking remarks at one plenary or meal ○ Reserved VIP seating at one plenary or meal ○ Sponsored concurrent session during the conference 	

Visit <https://napahe.org/conference/sponsor> to learn more.

Institutional Sponsorship Opportunities

Higher Education Institutions Only

NAPAHE Sponsor	Investment: \$500
<ul style="list-style-type: none"> ○ Inclusion in welcome message on conference app ○ Logo featured on sponsor signage/projection on-site ○ Logo featured in NAPAHE electronic newsletter spotlight throughout the year ○ Listing on the Upcoming Conference web page and logo on the Our Sponsors web page of the NAPAHE website ○ Listing under sponsor tab of conference app 	
Bronze Sponsor	Investment: \$1,000
All NAPAHE Sponsor benefits, plus: <ul style="list-style-type: none"> ○ Verbal recognition at conference meals and events ○ 10% off next membership renewal 	
Silver Sponsor	Investment: \$2,500
All Bronze Sponsor benefits, plus: <ul style="list-style-type: none"> ○ One (1) social media announcement when sponsorship is paid 	
Gold Sponsor	Investment: \$5,000
All Silver Sponsor benefits, plus: <ul style="list-style-type: none"> ○ One (1) complimentary conference registration ○ Access to conference attendee name and email list one week prior to event 	
Platinum Sponsor	Investment: \$10,000
All Gold Sponsor benefits, plus: <ul style="list-style-type: none"> ○ One (1) additional social media announcement leading up to the conference ○ Two (2) additional complimentary conference registrations ○ Three (3) complimentary tickets to conference networking activity of choice ○ Optional: Full-page promotional piece inserted in registration packet (artwork and collateral provided by sponsor, pending NAPAHE approval) 	

Visit <https://napahe.org/conference/sponsor> to learn more.

“Heart of Texas” Conference Host Opportunities

Texas Higher Education Institutions Only

Show off the “Heart of Texas” with one of these special conference host opportunities, offered exclusively for colleges and universities in the state of Texas. Our local Texas institutions are invited to work with NAPAHE staff and the conference planning committee to help plan and execute an aspect of the conference. This includes sponsoring/hosting an experience of their choice to showcase what Texas has to offer.

- Registration Hospitality
- Reception/Happy Hour
- Trolley Bus or Riverwalk Boat Tour
- Local Off-Site Excursion
- Welcome Amenity or Local Snack-Pak

Contact us with your own ideas or to learn more about these special opportunities.



Please email contact@napahe.org to learn more.

Special Sponsorship Opportunities

Available to corporate and institutional sponsors

All Special Sponsorship Opportunities will be recognized at the Sponsorship Level associated with the value of the investment and will include appropriate sponsorship benefits as listed above. These opportunities are exclusive and will include co-branding, as well as printed and/or verbal recognition during or related to the selected opportunity.

- Plenary (2 available @ \$5,000)
- Roundtables (multiple opportunities @ \$1,000)
- Concurrent Sessions (multiple opportunities @ \$1,000)
- Networking Activity
- Annual Awards (3 available @ \$1,000)
- Breakfast (2 available @ \$5,000)
- Luncheon (1 available @ \$5,000)
- Coffee/Snack Break (multiple opportunities @ \$2,500)
- Registration Tote Bags (1 available @ \$5,000 or in-kind)
- Lanyards/Name Badges (1 available @ \$2,500 or in-kind)
- Water Bottles (1 available @ \$2,500 or in-kind)
- Breath Mints (1 available @ \$1,000 or in-kind)
- Other Registration Swag or Giveaways (cash or in-kind)
- Audio/Visual Support (multiple available @ \$1,000 or \$5,000)
- Conference Center Wi-Fi (2 available @ \$5,000)
- Conference Attendee App (1 available @ \$5,000)

Contact us with your own ideas or to learn more about these special opportunities.

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NAPaHE

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