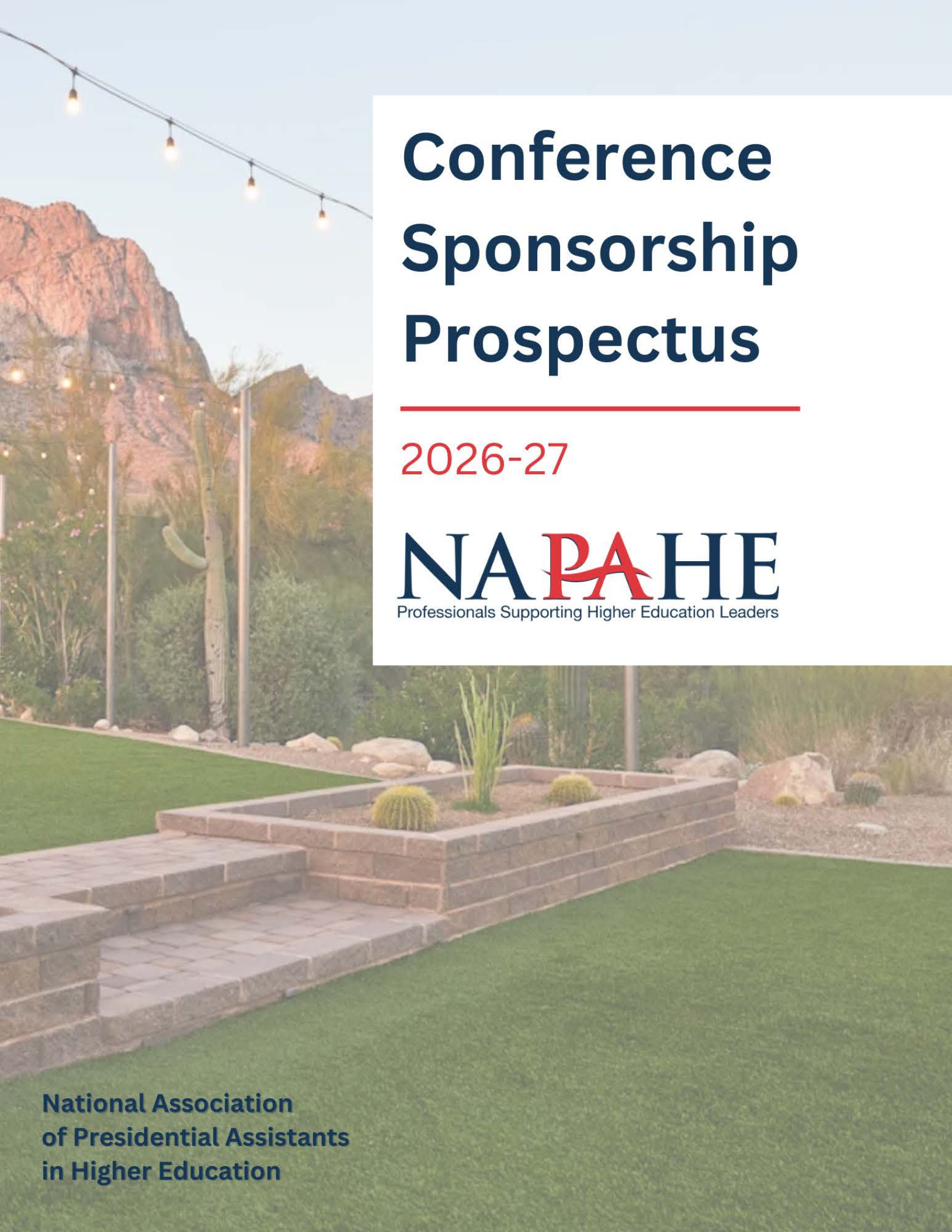




Conference Sponsorship Prospectus

2026-27

NA PA HE
Professionals Supporting Higher Education Leaders

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

About NAPAHE

Supporting a college or university leader isn't just a job: it's a calling. It demands discretion, agility, and a deep understanding of complex institutional dynamics. At NAPAHE, we get it because we've lived it. The National Association of Presidential Assistants in Higher Education (NAPAHE) is the premier professional community for individuals who support senior leaders in higher education. With our organization, you'll find connection, growth, and inspiration.



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 nearly 500. 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. Nearly 500 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.

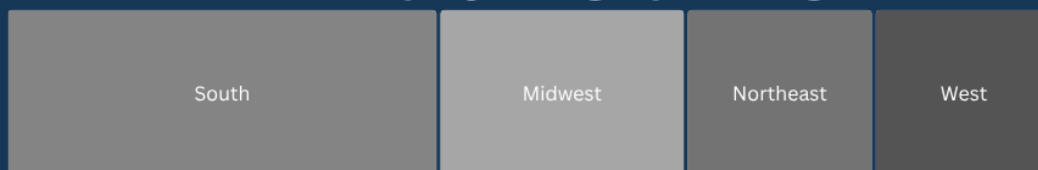


2026 Membership Composition

● President's Office	40%
● Chiefs of Staff	10%
● Vice President's Office	15%
● Provost's Office	10%
● Dean's Office	15%
● Board Professionals	5%
● Other Offices	5%



Membership by Geographic Region



NAPAHE's 40th Annual National Conference & Business Meeting

February 24-26, 2027 | Tucson, Arizona

NAPAHE is proud to mark its 40th Annual National Conference at El Conquistador Tucson, A Hilton Resort—an exceptional setting that provides an ideal backdrop for meaningful sponsor engagement. Surrounded by the striking Santa Catalina Mountains, this 50-acre Southwestern retreat offers distinctive event spaces, premium amenities, and an atmosphere designed to foster both professional connection and memorable brand experiences. For sponsors, this milestone conference represents a unique opportunity to align with a respected national association and showcase your organization in a setting that reflects innovation, hospitality, and impact.



Each year, NAPAHE's Annual Conference convenes executive assistants, chiefs of staff, board professionals, and senior office leaders from colleges and universities nationwide and internationally—key influencers who support higher education's top decision-makers. As a sponsor or program partner, you gain direct access to this highly engaged audience through high-value touchpoints including plenary sessions, interactive workshops, and curated networking opportunities. More than visibility, your support positions your organization as a trusted partner in advancing leadership effectiveness, institutional success, and the future of higher education—while building lasting relationships with professionals who drive strategy, operations, and executive priorities across their campuses.

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

Corporate Sponsorship Opportunities

Bronze Sponsor	Investment: \$1,000
○ 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
All Bronze Sponsor benefits, plus: ○ 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
All Silver Sponsor benefits, plus: ○ One (1) additional 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: ○ 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
All Platinum Sponsor benefits, plus: ○ 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
○ 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: ○ Verbal recognition at conference meals and events ○ 10% off next membership renewal	
Silver Sponsor	Investment: \$2,500
All Bronze Sponsor benefits, plus: ○ One (1) social media announcement when sponsorship is paid	
Gold Sponsor	Investment: \$5,000
All Silver Sponsor benefits, plus: ○ 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: ○ 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.

“Spirit of the Sonoran” Conference Host Opportunities

Southwestern Higher Education Institutions Only

Bring the spirit of the southwest to life through these exclusive host opportunities, available to colleges and universities across Arizona and the Southwestern United States. Local institutions are invited to partner with NAPAHE and the conference planning committee to design and deliver a memorable component of the conference that highlights the region’s culture, landscape, and hospitality. From curated experiences to signature moments, hosts will showcase the unique character of the Sonoran Desert while engaging directly with conference attendees.

- Registration Hospitality
- Reception or Sunset Happy Hour
- Local Off-Site Excursion or Cultural Experience
- Welcome Amenity or Sonoran Snack-Pak
- Attendee Transportation

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 & 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.

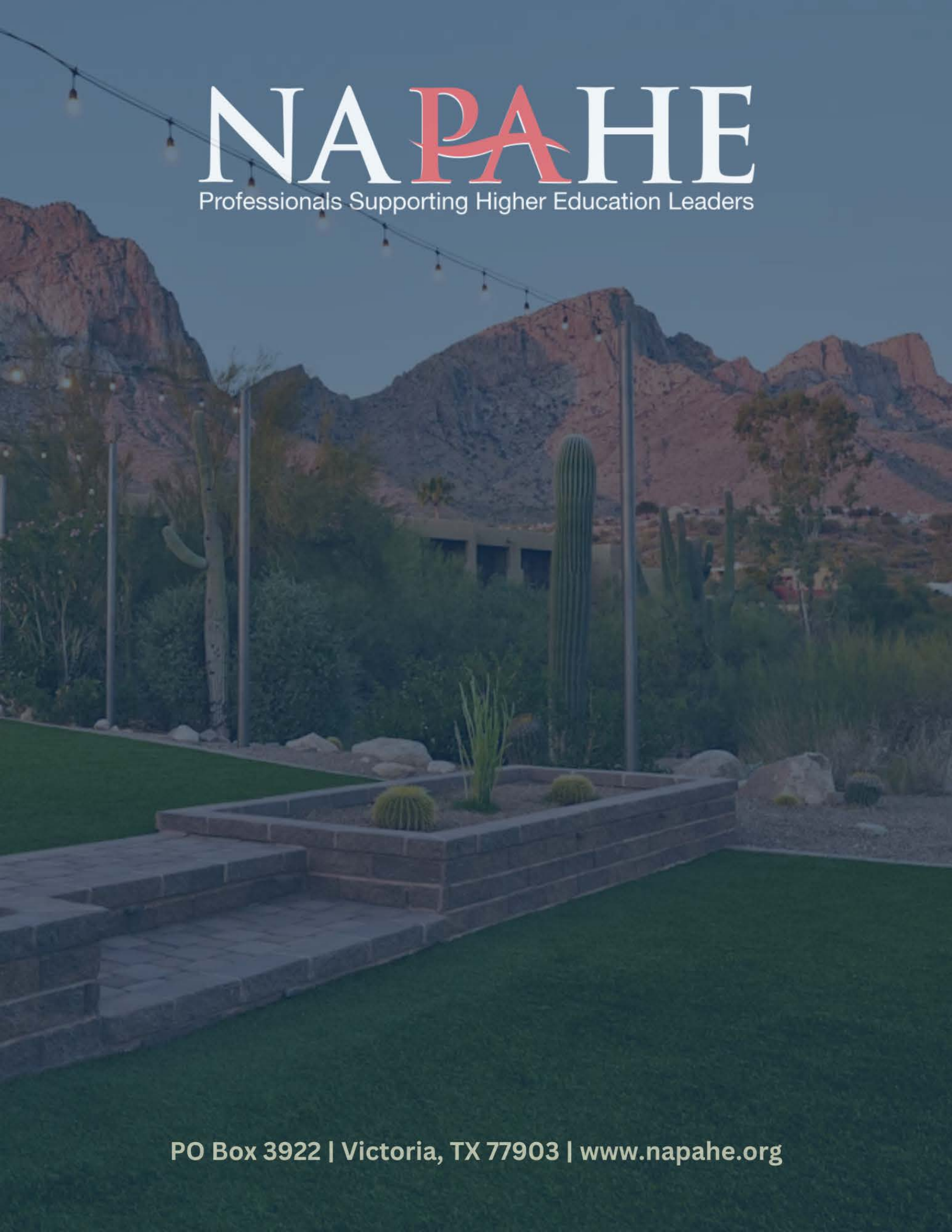
- Plenary (2 available @ \$5,000)
- Networking Activity
- Annual Awards (3 available @ \$1,000)
- Breakfast (2 available @ \$7,500)
- Luncheon (1 available @ \$7,500)
- Dinner (1 available at @ \$10,000)
- Coffee/Snack Break (multiple opportunities @ \$5,000)
- Registration Tote Bags (1 available @ \$5,000 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.

Please email contact@napahe.org to learn more.

Thank you for your consideration!

We look forward to the opportunity to welcome you to our conference in February 2027.

A desert landscape at dusk. In the foreground, there is a green lawn and a stone retaining wall with steps. Behind the wall is a garden bed with several cacti, including a large saguaro and a tall cholla. In the background, there are rugged mountains under a twilight sky. String lights are visible in the upper left corner.

NAPAHE

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PO Box 3922 | Victoria, TX 77903 | www.napahe.org