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*2026*

# **ANNUAL SPONSORSHIPS**



The Association of International  
Enrollment Management

## **SPONSORSHIP PACKAGES**

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# OVERVIEW

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## GENERAL INFORMATION

Thank you for your interest in an AIRC Annual Sponsorship Package. Annual Sponsors support the AIRC mission while increasing their brand awareness within the AIRC community. Packages run from January-December and provide sponsors with excellent visibility and multi-channel branding opportunities.

All sponsorships will be secured on a first-come, first-served basis via a formal agreement with AIRC.

For questions, please contact Rachael Lamson, Director of Membership and Sponsorships, at [rachael@airc-education.org](mailto:rachael@airc-education.org).

## HOW TO RESERVE AN ANNUAL SPONSORSHIP

To reserve your sponsorship, please complete the inquiry form first. An AIRC staff member will contact you to schedule a brief call prior to finalizing your sponsorship.

Once the terms and conditions have been signed, AIRC will provide a formal agreement and payment link.

All payments are due within two weeks to secure the sponsorship. Sponsor logos must also be sent to AIRC within 2 weeks of securing a sponsorship so that we can begin our promotion.

## PACKAGE OPTIONS

### Economy, Premium, or First Class

AIRC is proud to offer three annual sponsorship packages to allow organizations of all sizes to participate. Each package includes various sponsor benefits which will showcase your products and services. Each package includes benefits throughout the year as well as special acknowledgement during AIRC's in-person events.

# SPONSOR PACKAGES

ECONOMY PREMIUM FIRST CLASS

Benefit	\$4,000	\$7,000	\$10,000
Sponsored Blog Post on AIRC Website	1	2	3
Email Blast to AIRC Mailing List (5,000+ subscribers)	1	2	3
Receive Performance Data/Analytics on Email Blasts	✓	✓	✓
LinkedIn Post with Sponsor Promotion (5,600+ followers)	✓	✓	✓
Logo, Website, and Description on AIRC Sponsor Website	✓	✓	✓
Use of AIRC Annual Sponsor Logo	✓	✓	✓
Acknowledgement in AIRC Inside Look Newsletters (semi-monthly)			✓
Guaranteed Presenter Slot in AIRC Webinar Series			1
Acknowledgement at AIRC Spring Symposium (May 2026)	✓	✓	✓
Complimentary Registration(s) to AIRC Spring Symposium (May 2026)		1	2
Acknowledgement at AIRC Annual Conference (December 2026)	✓	✓	✓
Exhibit Table and Priority Selection at AIRC Annual Conference (December 2026)		✓	✓
Complimentary Registration(s) to AIRC Conference (December 2025)	1	2	3
10% Discount on AIRC Annual Conference A La Carte Sponsorships			✓

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# TERMS & CONDITIONS

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Annual Sponsorship packages commence on January 1, 2026 and expire on December 31, 2026. You may purchase a sponsorship anytime during the year; however, the benefits will expire December 31st. Sponsors may not roll over their benefits to the following calendar year.

Packages must be paid in full prior to the start of benefits. Annual Sponsorship package items cannot be substituted or otherwise altered or amended. Annual Sponsors agree to represent only the services and products under the organization listed and not for another division, subsidy, parent company, sister company or any other entity not listed. All packages are first come, first served.

**Important eligibility notice:** If any division or subsidy of your organization receives incentive-based commission for the placement of international students, you must go through AIRC Certification to be eligible to sponsor.

If you are interested in conference sponsorship packages and have any questions, please contact Rachael Lamson at [rachael@airc-education.org](mailto:rachael@airc-education.org) for more information.

Cancellations and requests for refunds for any sponsorship items must be made in writing to [rachael@airc-education.org](mailto:rachael@airc-education.org). Upon written request, refunds for withdrawal of sponsorships will be made based on this schedule:

Up to 30 days after agreement: 50% refund

30 days after agreement: No refund

AIRC reserves the right to modify the Annual Sponsorship Packages at any time.

## Package Breakdown

### Email Blast to AIRC Mailing List

- AIRC will send a promotional email to the AIRC newsletter subscribers on behalf of the sponsor up to 3 times per year; up to 1 email per quarter.
- Sponsor must provide email content, graphics, and links at least 3 days prior to the scheduled send date.
- AIRC will provide email analytics within 2 weeks of sending the campaign.
- AIRC reserves the right to review email content and determine appropriateness for the AIRC community.

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# TERMS & CONDITIONS

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## Package Breakdown

### **Sponsored Blog Post**

- A guaranteed blog post on the AIRC website and AIRC newsletters.
- Blog post must not be a sales pitch and must provide educational insights and expertise.
- AIRC reserves the right to adjust topic and edit blog post as needed.
- Blog posts will be scheduled quarterly and cannot be postponed after the end of each quarter.

### **LinkedIn Post with Sponsor Promotion**

- AIRC will mention and thank sponsor at the onset of their sponsorship agreement via LinkedIn with the sponsor's logo, website, and description.
- Sponsor may include 1-2 sentences of their own to this message.

### **Logo, Website, and Description on AIRC Sponsor Website**

- AIRC will display the sponsor logo, website, and organization description on AIRC's sponsors webpage.

### **Use of AIRC Annual Sponsor Logo**

- Sponsor may display the AIRC Annual Sponsor logo on their websites, emails, and other marketing materials or publications.

### **Acknowledgment in AIRC Inside Look Newsletters**

- AIRC will add sponsor logo to the bi-weekly newsletter for the duration of the sponsorship term.

### **Guaranteed Presenter Slot in AIRC Webinar Series**

- AIRC will guarantee a presenter slot for the sponsor in one of the AIRC Webinar Series, an educational series of webinars that addresses trends and topics in IEM.
- Sponsor may select their first choice of webinar to present in; AIRC reserves the right to change webinar selection as needed.

### **Acknowledgement at AIRC Spring Symposium and AIRC Annual Conference**

- AIRC will offer several modes of recognition to Annual Sponsors. Exact modes are determined on a year-to-year basis and may include, but are not limited to, signage, ads, and verbal recognition.

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# TERMS & CONDITIONS

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## Package Breakdown

### **Complimentary Registration(s) to AIRC Spring Symposium and AIRC Annual Conference**

- Depending on the package purchased, sponsor will receive complimentary registration(s) to the AIRC Spring Symposium (May 2026) and the AIRC Annual Conference (December 2026).
- AIRC will provide complimentary registration instructions for each event.
- Complimentary registrations do not include transportation, meals or accommodations.
- Additional registrations will not be added as part of this agreement.

### **Exhibit Table and Priority Selection at AIRC Annual Conference**

- Sponsor receives priority selection of their complimentary exhibit table location at the Annual Conference.
- Exhibitors must follow the Exhibitor terms and conditions.

### **10% Discount on AIRC Annual Conference A La Carte Sponsorships**

- Sponsor will receive a 10% discount on AIRC Annual Conference a la carte sponsorships, including but not limited to branded items, social activities, tech and wifi, and demo sessions.
- AIRC will provide the discount code and registration instructions prior to the event.

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# TERMS & CONDITIONS

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## **Terms and Conditions Acknowledgement**

I have read, fully understand and agree to the Annual Sponsorship Terms and Conditions provided in AIRC's 2026 Annual Sponsorship Brochure.

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Full Name

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Organization

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Signature

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Date