AACSB Marketing Meetup Sponsorships

Each month, AACSB facilitates an online conversation, or ‘meetup’ among marketing, communications, and development professionals in business education, offering a collaborative space to discuss timely issues related to marketing strategy, communications, recruitment, enrollment and retention, and other operational topics managed and supported by the marketing role/department.

Sponsorship offers an opportunity to interact with a niche group of professionals responsible for leading and managing the marketing and communications efforts at their business schools and across their institutions. Sponsors must provide thought leadership, insight, research, or other best practices while facilitating an interactive discussion.

Availability is limited, and presenter(s), topic(s), and materials require approval by AACSB.

Sponsorship Benefits:

Branding and Visibility:
- Sponsor’s logo displayed on the marketing meetup landing page
- Sponsor’s logo included in marketing communications before the meetup

Engagement During the Meetup:
- Sponsor recognition at the start and conclusion of the meetup by the moderator
- Inclusion of a fifteen to twenty-minute presentation by the sponsor – presentation should be thought-leadership and not commercial in nature
- Sponsor may provide polling questions, handouts, or resources relevant for additional engagement

Engagement After the Meetup:
- Sponsor will receive a list of those who have registered for the meetup (limited to name and institution)
- Sponsor will receive a list of those who have opted in to receiving communications from the sponsor (emails included)
- AACSB to send one follow-up communication to all registrants on behalf of the sponsor, content to be provided by sponsor and approved by AACSB
- The recording will be accessible for on-demand viewing for a minimum of three months via the Exchange

Sponsorship Rate: 6,000 USD

To reserve a sponsorship, an application must be completed and returned to brittany.papendorf@aacsb.edu. AACSB will meet with the sponsor in advance to discuss the topic and format of the presentation, as well as related logistics and deadlines.