

HENC Sponsorship Opportunities 2025–2026

About HENC

The Higher Education Networking Collective (HENC) is a volunteer-run 501(c)(3) charitable organization dedicated to breaking down silos across higher education and fostering inclusive, inter-institutional communities. Through accessible networking events, virtual and in-person professional development, and collaborative knowledge-sharing, HENC supports the growth, connection, and advancement of higher education professionals at every level.

Our mission is to bring professionals together to tackle the issues facing higher education today.

Connecting Higher Education Professionals. Building Stronger Communities. Eliminating Silos.

Why Sponsor HENC?

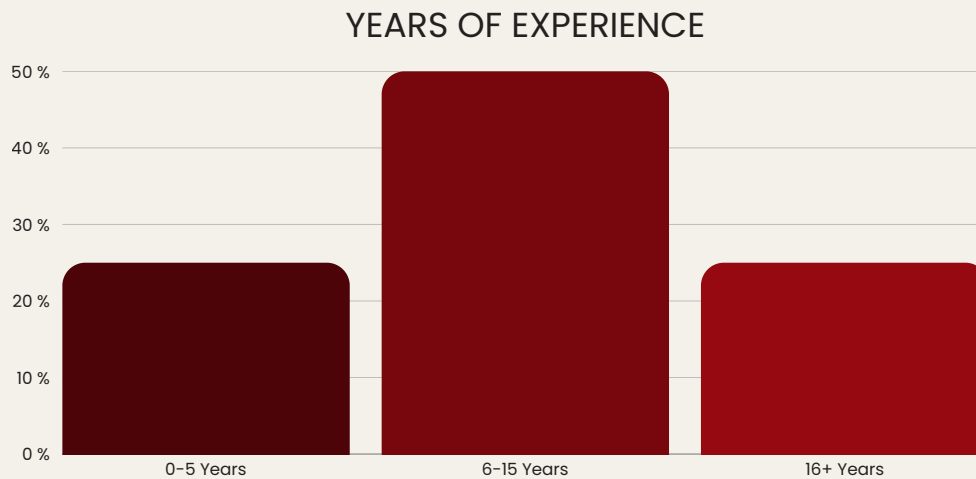
HENC provides companies, consultants, and organizations with:

- Direct access to 600+ higher education professionals across student affairs, enrollment management, advising, academic affairs, career services, HR, and more.
- Year-round visibility through newsletters, social media, events, and partner features.
- A highly targeted audience of decision-makers and influencers looking for solutions, services, and tools to support students, departments, and institutions.
- Relationship-building opportunities through virtual and in-person programming.
- Flexible, budget-friendly sponsorship options designed to meet the needs of companies of all sizes



OUR NETWORK OF HIGHER EDUCATION LEADERS

600+ professionals across 50+ colleges, spanning entry-level to senior leadership roles.



- Min = 0 yrs
- Max = 41 yrs
- Average = 12-14 yrs

The Numbers

- Less than 2 years since first event (July 2024) and have hosted 10 in-person events including a one-day conference.
- In-person events in Boston, Cambridge, Worcester, and Providence,
 - Coming soon: New York City
- 7 virtual events (reach across the US)
- Various engagement spaces:
 - LinkedIn group
 - LinkedIn company profile
 - Founder's LinkedIn and HENC board and committee volunteers
 - "Member" list
 - HR offices

SPONSORSHIP LEVELS (YEAR-LONG OPPORTUNITIES)

PLATINUM SPONSOR: \$3,000

Ideal for organizations seeking maximum visibility and ongoing engagement.

- Featured as a Top Annual Sponsor on HENC website for 12 months (logo + link)
- Four (4) dedicated promotional emails to the HENC list (content provided by sponsor)
- Two (2) co-hosted sessions per year (virtual PD workshop or in-person networking, developed collaboratively)
- Logo included in all newsletters for 12 months
- Verbal recognition at every HENC event
- Opportunity to include materials in event follow-up emails
- Enhanced visibility through dedicated content posts featuring their branding, messaging, and links
- Special sponsor code to attend any networking event for free

GOLD SPONSOR: \$1,500

Designed for companies seeking consistent exposure and occasional engagement.

- Logo + link on HENC sponsor webpage for 12 months
- Two (2) dedicated promotional emails per year
- One (1) co-hosted session (virtual PD workshop or networking)
- Logo featured in quarterly newsletters
- Acknowledgement during collaborative sessions
- Opportunity to share resources or offers in event follow-up emails
- Special sponsor code to attend any networking event for free

SILVER SPONSOR: \$750

A cost-effective entry point for smaller businesses, consultants, and emerging vendors.

- Logo + link on HENC sponsor webpage for 12 months
- One (1) dedicated promotional email per year
- Opportunity to co-host a virtual PD session or roundtable (topic aligned with HENC themes)
- Logo included in at least two (2) newsletters
- Social media highlight as HENC's sponsor once per year
- Special sponsor code to attend any networking event for free

A LA CARTE OPPORTUNITIES

These are perfect for organizations that want visibility without a long-term commitment.

HOST AN IN-PERSON NETWORKING EVENT \$500 + FOOD/BEVERAGE

- Sponsor a regional gathering in Boston, Providence, NYC, or another city.
- HENC promotes and markets the event; sponsor provides the space or refreshments.

HOST A VIRTUAL PROFESSIONAL DEVELOPMENT SESSION \$350

- Present an educational session (not a sales pitch) aligned with higher-ed needs.
- HENC will handle marketing, promotion, and registration
- Sponsor receives attendee list (name + institution).

DEDICATED EMAIL PROMOTION \$250

- A single spotlight email sent to 500+ higher ed professionals.
- Content provided by sponsor; HENC formats and sends.

NEWSLETTER HIGHLIGHT \$100

- One sponsored highlight in the HENC monthly update.

WEBSITE LOGO PLACEMENT \$100

- Logo + link listed on the HENC sponsor page for 12 months.

SPONSORSHIP LEVELS (YEAR-LONG OPPORTUNITIES)

HENC's community includes professionals from institutions such as:

Boston College · Northeastern · MIT · Brown · Yale · UMass campuses ·
Brandeis · Simmons · MCPHS · Suffolk · Lasell · Bunker Hill CC · MGH Institute
· Harvard · and dozens more.

Roles represented include:

- Directors, Deans, AVPs
- Enrollment leaders
- Academic advisors & student support professionals
- HR & organizational development staff
- Student affairs & residential life professionals
- Institutional effectiveness & assessment staff
- Faculty with administrative roles

RECENT EVENT RECAP – PROFESSIONAL DEVELOPMENT DAY

Higher Education Networking Collective (HENC) Professional Development Day – November 18, 2025 Boston College – Chestnut Hill, MA

Roles represented include:

- Attendance: 60+ higher education professionals from various institutions and roles
- Format: Full-day in-person program
- What It Included:
 - Opening panel
 - Multiple breakout sessions
 - Skill-building workshops
 - Roundtable discussions
 - Networking and community-building opportunities

Purpose of the Day:

To bring higher ed professionals together for learning, collaboration, and meaningful connection across institutions

RECENT EVENT RECAP – PROFESSIONAL DEVELOPMENT DAY



LET'S PARTNER!

We would love to collaborate with mission-aligned companies, consultants, and organizations.

For questions or to secure a sponsorship:

✉ board@higheredcollective.org

🌐 higheredcollective.org/sponsorship