

AGLS

Association for General and Liberal Studies



Distilling the Essence of General Education Louisville 2025

October 2, 3 & 4, 2025

**The Galt House
Louisville, Kentucky**

Partnership Opportunities

February 2025

The Association for General and Liberal Studies is a national organization designed to assist general education faculty and administrators with practical knowledge and experiences for creating, revising, and running a quality program. AGLS invites your organization to become involved with this important work by becoming a 'key event partner' during our upcoming annual meeting. Select one of the opportunities to connect with our attendees who come from all over the U.S. and abroad.

Why AGLS? We help individuals, programs, and institutions with everything from communication and marketing to day-to-day administrative operations to innovations in the classroom. During our Constitute – part conference, part institute -- one of our association's primary purposes is to focus on the practical 'nuts & bolts' tools and best practices of creating and maintaining relevant general education programs on our campuses. In Louisville, we also want to expand on the all-too-common questions 'why is general education important during college?' and 'what does a relevant liberal education do for our students after they graduate?' As advocates of general and liberal education, we understand it is important that every student receives the tools and skills for the world of work, nurtures an empathetic humanity for a well-rounded life, and understands the importance of being an informed, engaged citizen. Our constitute offers us the opportunity to gather, share, and recommit ourselves to the revitalization of general education and liberal studies so all students have successful careers and live fuller, richer lives.

Becoming a key event partner offers your company or products exposure not only at the conference and conference web page but offers the opportunity to give a session on how your work can enhance, improve, or revolutionize the work of our member institutions. Because AGLS attendees actively seek tools and approaches they can implement upon return to their campuses, the Constitute will connect you with professionals searching for the solutions your company has to offer. See below for full details.

Help AGLS promote the best that general and liberal education has to offer. Our work is always a work in progress and requires commitment to continuous improvement. Your support will allow us to continue to focus on areas that urgently demand attention – particularly related to access, equity, diversity, inclusion, and justice.

Become a part of this active organization. Please feel free to contact me if you have any questions. I am here to assure you of the best service for your experience with AGLS. We value your support of the smaller associations!

Thank You!



Joyce Lucke, Executive Director
(812) 390-6912
execdir@agls.org

Learn more about our constitute at www.agls.org/aboutourconstitute/2025louisville/

CONTACT INFORMATION FOR KEY EVENT PARTNER

Primary Contact's Name		
Title		
Company, Institution or Organization		
Street Address		
City	State	Zip Code
()		
Day Telephone	Preferred Email	
Name of contact to be listed in event app and/or on web page		
Phone listed in event app/web page	Email listed in event app/web page	
Web address you want listed in event app/web page		
My company is interested in partnering at TIER level [1] [2] [3]		

Signature

Date

Print Name

TIERS OF KEY EVENT PARTNERS

Partners will be acknowledged onsite at the meeting, within the event program, on the AGLS web site, and in electronic marketing materials sent to the membership leading up to the conference. Partner names will be included in the conference schedule within the session listing they are underwriting.

Partnership Benefits	
All Tiers	<p>Your hyperlinked corporate logo will be:</p> <ul style="list-style-type: none"> ➤ included in pre-conference emails and promotions sent out to the membership beginning August 1; ➤ featured on the ballroom projection screen at the beginning of Friday’s ‘all conference’ opening session; ➤ featured corporate promotional announcement on a page within the event program (see tier descriptions for specifics); ➤ included in the event partner list on the event web page; ➤ included on the event web site through January 2026. <p>As of February 2025, we anticipate the Louisville Constitute will be an in-person meeting. As the meeting dates approach, virtual elements may be added, or live elements converted to virtual elements. We will honor all partnerships if the selected key event is in-person or virtually held.</p>
Tier 1 Additional Features	<ul style="list-style-type: none"> ➤ your company will receive one complimentary full conference registration valued at \$365. If additional representatives wish to attend, their registration will be given our institutional discount of 15%; ➤ inclusion of a full-page ad in our program to describe and promote your organization—this includes links to downloadable PDFs, discount codes, or URL to link to service/product you wish to highlight—as well as space on our attendee only resource page; ➤ underwriting of your choice of one ‘all conference’ event; corporate name will be included in the conference schedule in association with the session they are underwriting; ➤ prior to the selected underwritten ‘all conference’ event, a representative will be asked to introduce themselves and give a short corporate message (a 3-minute video is also an option if no representative will be in attendance). ➤ a 60-minute session on the program schedule to highlight how your product(s) can help those involved with general education – note: this is not to be a ‘commercial’ or ‘demonstration’ in the usual sense. We suggest having an institution that uses your product/service discuss how they use your product in real life situations.
Tier 2 Additional Features	<ul style="list-style-type: none"> ➤ your company will receive 50% off one full conference registration, valued at \$365. If additional representatives wish to attend, their registration will be given at our institutional discount of 15%; ➤ inclusion of a full-page ad in our program to describe and promote your organization—this includes links to downloadable PDFs, discount codes, or URL to link to the service/product you wish to highlight—as well as space on our attendee only resource page; ➤ underwriting of your choice of one ‘all conference’ event ; corporate name will be included in the conference schedule in association with the session they are underwriting;

	<ul style="list-style-type: none"> ➤ prior to the selected underwritten ‘all conference’ event, a representative will be asked to introduce themselves and give a short corporate message (a 3-minute video is also an option if no representative will be in attendance).
Tier 3 Additional Features	<ul style="list-style-type: none"> ➤ all full conference registrations will receive our institutional discount of 15%; ➤ inclusion of a half-page ad in our program to describe and promote your organization—this includes links to downloadable PDFs, discount codes, or URL to link to service/product you wish to highlight—as well as space on our attendee only resource page;

SELECTION OF AVAILABLE KEY EVENTS

Selections will be honored on a first come, first claimed basis.

Select which event you would like your partnership to underwrite. Not applicable to Tier 3.

Session Opportunities Select your tier and which key event you wish to support	Tier 1 \$1,500 max 1 partner per event at this level	Tier 2 \$1,000 max 2 partners per event at this level	Tier 3 Not applicable
Friday Opening Welcome			
Friday Lunch Plenary			
Saturday Lunch Plenary			

SUBMISSION DEADLINE

Agreements and fees must be received by this office no later than July 15, 2025, to be considered for placement.

Any session information will need to be submitted prior to July 10, 2025. Ask for details.

All materials, links and logos must be received by August 1, 2025.

MECHANICAL REQUIREMENTS FOR LOGOS

Digital files are required for logos. Faxed copies will not be accepted. Required formats for logos must be high resolution (300 dpi) PDF files (Adobe Acrobat, distilled for print, TIFF, or EPS with fonts outlined). Word documents must be text only and cannot include embedded graphics. The camera-ready copy of the logo should be exactly as the company/organization wants it to appear.

MECHANICAL REQUIREMENTS FOR VIDEOS

MP4 are required for videos. As most videos are too large to send via email, please use a platform like GDrive, Dropbox or the like to provide us with the ability to download your video.

TERMS OF AGREEMENT

The completion and submission of this document represents an agreement to place and pay for partnership or opportunity selected above.

Please make a copy of this agreement for your records.

PAYMENT INFORMATION

If you require an invoice to submit your payment, please contact us at execdir@agls.org. We will be happy to provide you with an e-invoice.

Payment may be made via a check made payable to the Association for General & Liberal Studies, or with a credit card. E-invoices will arrive in your inbox via PayPal, our credit card processing agent. You will not need to have a PayPal account to pay e-invoices with a credit card.

PLEASE RETURN COMPLETED AGREEMENT AND PAYMENT IN FULL TO:

Joyce Lucke
AGLS Executive Director
execdir@agls.org

Contact Joyce, via email, if you wish to be invoiced.

Checks may be mailed to:
Joyce Lucke
AGLS Executive Director
2236 Newton Street
Columbus, IN 47201

U.S. funds only.

Questions? Contact us at (812) 390-6912 or execdir@agls.org