

Sponsorship Opportunities



STETSONLAW

The Center for Excellence in Higher Education Law & Policy Stetson University College of Law

46th Annual National Conference on Law & Higher Education
March 5 – 10, 2025 in Clearwater Beach, FL

About Us

The Center for Excellence in Higher Education Law & Policy at Stetson University College of Law (the “Center”) is directed by Professor Peter Lake, a leading academic, renowned for his voice in the field of higher education law, policy and regulatory compliance.

The Center’s Annual National Conference on Law & Higher Education is the premier and longest running interdisciplinary event in the field of higher education law, policy and compliance. The conference is regularly attended by college and university presidents and other senior-level administrators; student affairs practitioners; scholars and professors; compliance and risk management personnel; outside and in-house counsel, and others. This event has served the field for nearly half a decade, providing the highest-level content possible to our attendees year after year. Groups such as the Association for Student Conduct Administrators (ASCA) have formed in our hallways; legislation has been formulated in our networking events; careers have been forged by participating in this conference. 2025 marks the 46th year of the existence of this important event.

Over its long history, the conference has been graced by the participation of Civil Rights pioneers, such as John Dixon, federal regulatory authorities, such as John Dipaolo from the Department of Education, and high-profile book authors, including Dr. Jay Dolmage (*Academic Ableism*) and Dr. Jean Twenge (*Generation Me*).

Our conference is typically attended by 250-300 participants each year from around the United States (with international attendees and speakers on occasion); there is a diverse mix of attendees from four-year public and private institutions. We also see attendees from two-year community colleges and some dual enrollment institutions. From California, to North Dakota, to right here in Florida, colleges and universities send individuals and groups to this event to learn and grow professionally. This conference provides sessions on a myriad of complex and nuanced issues for our attendees. The range of topics is vast: conference attendees can participate in sessions on Civil Rights laws, such as Title VI, Title VII and Title IX; FERPA, Clery Act and other compliance issues; governance; employment law; artificial intelligence and data protection; student safety and wellness, including student mental health; caselaw updates; Greek life issues; NCAA/athletics, and more.



Set against the aqua blue waters of the Gulf of Mexico, Clearwater Beach, FL, has provided the setting for this event on and off over the conference’s existence. We are proud to call the Wyndham Grand Clearwater Beach our conference home again in 2025. This property offers state-of-the-art meeting facilities and well-appointed sleeping rooms.

Our conference venue has received rave reviews from our attendees for the last several years.

Why Sponsor?

The Center works hard to keep costs low while still providing an outstanding professional development experience for our attendees. The conference offers four full days of programming included with regular conference registration (a half-day post-conference session requires a separate registration fee), four continental breakfasts, four lunches, A/V support for our speakers and attendees, and a robust agenda with panels, keynote speakers and breakout sessions. Dollar-for-dollar, this event provides attendees with maximum training for their professional development funds. Year after year, we see repeat attendees, most of whom regard this event as not to be missed.

Stetson Law and the Center use sponsorship funds to, in part:

- Assist with funding speaker travel and hotel accommodations, when required.
- Provide a quality on-site experience for our attendees in terms of meals, meeting spaces, and technology.

For the past decade or so, we have been fortunate to attract several sponsors from law firms and organizations providing support to the field of higher education. Many of our sponsors are repeat sponsors...if you are from one of those firms or organizations, THANK YOU for your continued support!

Stetson University, Inc. is a non-profit, 501(c)(3) organization. All or part of your sponsorship may be tax deductible (please consult your organization's tax advisor).

One final benefit to our sponsors (and what makes this program so unique) is that you and your organization are building a relationship not only with the Center, but also its excellent cadre of student workers and volunteers. Our students are at the heart of everything we do.

The Center for Excellence in Higher Education Law & Policy is ground zero for law students who want to work as lawyers in higher education. Some students come to Stetson Law specifically to work with and study under Professor Lake. Others planned to come to Stetson Law to pursue other areas of the law and come to find their passion for higher education law, policy and compliance after matriculation. Many of our past sponsors now employ a number of the Center's former students, drawing upon this excellent pool of talent. These students have received unique opportunities to learn and grow through their involvement in Center activities. There is no better way to tap into this emerging talent than to become a sponsor and support the next generation of higher education law and policy leaders!



2025 Conference Sponsorship Levels

\$25,000 Crystal Sponsor of the 46th Annual National Conference (only one available)

- x Crystal Sponsor acknowledgement with top billing included in all conference promotional and marketing materials, on the conference website, and in all media (when available) at the event.
- x Up to five complimentary conference registrations.
- x Up to five complimentary admissions to the social event planned (tentative) for Sunday, March 9th.¹
- x Conference attendee list provided in advance on or before February 28, 2025. (NOTE: This list will be representative of registrations at the time; another conference attendee list will be provided after the event.)
- x Inclusion of promo or giveaway items from your organization or firm to all conference attendees upon registration. Giveaways must be received by Center staff on or before February 28, 2025.
- x Prominent, reserved exhibit space for full event, choice of premier exhibit location with up to two 6 ft. tables and four chairs.
- x Sole sponsor of, and guaranteed seat on (if requested), the Crystal Ball Panel.
- x Private dinner with Professor Peter Lake and other VIPs (schedules permitting) at Ocean Hai at the Wyndham Grand.
- x One room upgrade to a parlor suite at the Wyndham Grand Clearwater Beach Resort with VIP amenity.²
- x Use of one of the conference meeting rooms to host a private reception one evening (March 6, 7, or 8 only) from 5:00 – 6:00 pm for up to 35 conference attendees of the sponsor's choice. This includes one hour of open bar (beer, wine, and soft drinks only) and light hors 'd oeuvres.³
- x Extra-large sized, full-color logo and acknowledgment on conference website when logo is received.
- x Extra-large sized, full-color logo inside the printed conference program and on the cover (logo must be received by Jan. 30, 2025).
- x Early access to conference planning developments, such as confirmed speakers and the agenda.
- x Professor Peter Lake (if requested) will conduct/participate in one 60-minute webinar with/for your firm or organization at dates and times TBD and delivered before Dec. 31, 2025. Webinar will be promoted to the Center contact list.
- x Guest appearance (if requested) by one member of your organization or firm on one episode of Professor Lake's podcast: [*Higher Education Renaissance*](#), produced by MC1R Studios. Date and topics will be mutually selected by both parties and both guest and topic must be approved by MC1R Studios.
- x First right of refusal of Crystal Sponsorship of the 47th Annual National Conference in 2026 (decision deadline is August 1, 2025, and sponsorship payment must be received by August 29, 2025).

\$10,000 Emerald Sponsor (only two available)(only one available)

- x Acknowledgement as an Emerald Sponsor included in all conference promotional and marketing materials, on the conference website, and in all media (when available) at the event.
- x Up to four complimentary conference registrations.
- x Up to four complimentary admissions to the social event planned (tentative) for Sunday, March 9th.⁴
- x Conference attendee list provided in advance on or before February 28, 2025. (NOTE: This list will be representative of registrations at the time; another conference attendee list will be provided after the event.)
- x Inclusion of promo or giveaway items from your organization or firm to all conference attendees upon registration. Giveaways must be received by Center staff on or before February 28, 2025.
- x Reserved exhibit space for full event with one 6 ft. table and two chairs.
- x Large-sized, full-color logo in the printed conference program (logo must be received by Jan. 30, 2025).
- x Large-sized, full-color logo and acknowledgment on conference website when logo is received.
- x Professor Peter Lake (if requested) will conduct/participate in one 60-minute webinar with/for your firm or organization at dates and times TBD and delivered before Dec. 31, 2025. Webinar will be promoted to the Center contact list.

¹ This includes the cost of admission only and no food or beverage costs. Event is tentative and subject to change or cancellation.

² The sponsor is responsible for booking and paying for all rooms for their conference attendees in the room block at the hotel venue at the rate of \$350/night. One of these reservations will be upgraded to the parlor suite.

³ Menu will be selected by conference staff. Invitations to the reception will be extended to potential attendees by the sponsor.

⁴ This includes the cost of admission only and no food or beverage costs. Event is tentative and subject to change or cancellation.

\$7,500 Ruby Sponsor

- x Acknowledgement as a Ruby Sponsor included in all conference promotional and marketing materials, on the conference website, and in all media (when available) at the event.
- x Up to three complimentary conference registrations.
- x Up to three complimentary admissions to the social event planned (tentative) for Sunday, March 9th.⁵
- x Conference attendee list provided in advance on or before February 28, 2025. (NOTE: This list will be representative of registrations at the time; another conference attendee list will be provided after the event.)
- x Inclusion of promo or giveaway items from your organization or firm to all conference attendees upon registration. Giveaways must be received by Center staff on or before February 28, 2025.
- x Reserved exhibit space for full event with one 6 ft. table and two chairs.
- x Medium-sized, full-color logo in the printed conference brochure (logo must be received by Jan. 30, 2025).
- x Medium-sized, full-color logo and acknowledgment on conference website when logo is received.

\$5,000 Silver Sponsor

- x Acknowledgement as a Silver Sponsor included in all conference promotional and marketing materials, on the conference website, and in all media (when available) at the event.
- x Up to two complimentary conference registrations.
- x Reserved exhibit space for full event with one 6 ft. table and two chairs.
- x Conference attendee list provided in advance on or before February 28, 2025. (NOTE: This list will be representative of registrations at the time; another conference attendee list will be provided after the event.)
- x Small-sized, full-color logo in the conference brochure (logo must be received by Jan. 30, 2025).
- x Small-sized, full-color logo and acknowledgment on conference website when logo is received.

\$2,500 Bronze Sponsor

- x Acknowledgement as a Bronze Sponsor included in all conference promotional and marketing materials, on the conference website, and in all media (when available) at the event.
- x One complimentary conference registration.
- x Reserved exhibit space for full event with one 6 ft. table and two chairs.
- x Conference attendee list provided after the event only.
- x Extra small-sized, full-color logo in the conference brochure (must be submitted by Jan. 30, 2025).
- x Extra-small-sized, full-color logo and acknowledgment on conference website when logo is received.

I want to sponsor! What do I do next?

Thank you! Please contact Jennifer Lake, Center Coordinator, by email at jlake1@law.stetson.edu or by phone at 727-562-7793, to claim your sponsorship level for the 2025 event. For the limited-availability sponsorship categories (Crystal and Emerald), sponsorships are considered and approved on a first-come, first-serve basis and are only secured upon receipt of a signed sponsorship form and payment pledge. All payments must be received by December 15, 2024. Please note that any additional, specific requests beyond what is included in the sponsorship levels above *may* be accommodated upon further conversation. To arrange a call or virtual meeting to discuss sponsorship opportunities, please contact Jennifer Lake. She will be happy to facilitate a conversation with you and the Center Director.



Thank you for your consideration!

THE CENTER FOR EXCELLENCE IN
HIGHER EDUCATION LAW & POLICY

at Stetson University College of Law

⁵ This includes the cost of admission only and no food or beverage costs. Event is tentative and subject to change or cancellation.