



**2024 Annual Conference**  
**ASSOCIATION OF LEADERSHIP EDUCATORS**  
**July 14-17, 2024 | Minneapolis, MN**

## ***Building Bridges for the Future of Leadership Education***

### **Invitation to Support ALE 2024**

In an ever-evolving world, the landscape of leadership education is constantly shifting. The Association of Leadership Educators' (ALE) annual conference stands at the intersection of innovation and collaboration in the realm of leadership development. This event is designed to inspire, connect, and empower educators, practitioners, and thought leaders in the field of leadership education. The 2024 conference will be held in Minneapolis, MN, July 14-17. As conference chair, I invite you to learn more about the event and consider supporting it in any way possible.

The 2024 annual conference finds its home in the vibrant and dynamic city of Minneapolis. Known for its unique blend of natural beauty, cultural richness, and forward-thinking innovation, Minneapolis provides the perfect backdrop for this transformative event. Minneapolis, like many cities, has faced a series of challenges in recent years that have had significant social, economic, and political impacts on the community; however, Minneapolis has also seen significant community resilience and activism in response to these challenges. Grassroots organizations, community leaders, and residents have come together to advocate for change and work toward a more equitable and just city.

Our conference theme, *Building Bridges for the Future of Leadership Education*, embodies the idea that leadership education is not a static discipline but a dynamic and ever-adapting one. It signifies the importance of promoting connections, breaking down silos, and embracing new perspectives to prepare leaders for the challenges of today and tomorrow. Our event aims to equip attendees with the knowledge, tools, and connections they need to drive positive change in leadership education. By fostering collaboration, embracing innovation, and championing diversity, this conference will help bridge the gap between current practices and the evolving needs of leadership development in an ever-changing world. It is a pivotal step toward ensuring that the leaders of the future are well-prepared to navigate the complex challenges they will face.

The 2024 conference will feature a full schedule of concurrent sessions, highlighting the research and practice our colleagues do every day. Through paper presentations, the marquee poster session, workshops, panels, and roundtable discussions, nearly 200 leadership educators will come together to discuss how we can transform the leadership education discipline and move toward the future.

I invite you to support the 2024 annual conference and assist us in celebrating the work of our field and honoring leadership scholars and practitioners for their dedication to the discipline. As a sponsor, you will have a unique opportunity to connect directly with conference attendees, hundreds of members, and thousands of visitors to the Association's website. We have a variety of opportunities available for individuals and/or organizations to sponsor ALE 2024. In addition to our general sponsorship levels, we also welcome special sponsorships directed toward a specific component of the conference such as: the

opening reception, meals, snack breaks, giveaways, and more! Furthermore, we invite you to advertise in our conference program, as well as on our website and via social media. If you don't see a sponsorship that fits your organization's interest or budget, just let me know; no matter your sponsorship size—big or small—we are grateful for your support!

Thank you for your consideration; I hope to see you in Minneapolis in 2024!

Cheers!

A handwritten signature in cursive script that reads "Kaley Klaus".

Kaley Klaus, EdD  
Vice President & Conference Chair 2024  
Association of Leadership Educators  
[ALEConferenceChair@gmail.com](mailto:ALEConferenceChair@gmail.com)



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## Sponsorship Opportunities

### General Sponsorship Levels

*Used toward the conference's greatest need.*

	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
<b>Benefits</b>	5 registrations	4 registrations	3 registrations	2 registrations	1 registration	Quarter-page color ad in conference program
	Full-page color ad in conference program	Full-page color ad in conference program	Half-page color ad in conference program	Quarter-page color ad in conference program	Quarter-page color ad in conference program	Logo on conference website; ALE social media
	Logo on conference website, ALE social media	Logo on conference website, ALE social media	Logo on conference website, ALE social media	Logo on conference website, ALE social media	Logo on conference website, ALE social media	
	Prominent Exhibit	Prominent Exhibit	Standard Exhibit	Standard Exhibit		
	Verbal recognition at three plenaries	Verbal recognition at two plenaries	Verbal recognition at one plenary			
	Conference bag insert	Conference bag insert				
	Prominent signage at conference					

### Exhibitor Opportunities

Corporate Table: \$500

University or College Table: \$250

Non-profit Table: \$250

### Conference Program Ads

Page	Cost	Size
Inside Front Cover (Color)*	\$475	7.5" W x 10" H
Back Cover (Color)*	\$450	7.5" W x 10" H
Inside Back Cover (Color)*	\$425	7.5" W x 10" H
Full Page (Color)	\$400	7.5" W x 10" H
Full Page (Black & White)	\$200	7.5" W x 10" H
Half Page (Color)	\$250	7.5" W x 4.75" H
Half Page (Black & White)	\$150	7.5" W x 4.75" H
Quarter Page (Color)	\$150	3.5" W x 4.75" H
Quarter Page (Black & White)	\$100	3.5" W x 4.75" H

\*Exclusive; only one available.

## Special Sponsorships

*Directed toward a specific conference component.*

<b>Component</b>	<b>Cost</b>	<b>Benefits</b>
Opening Reception (1 available)	\$10,000	5 complimentary registrations Full-page color ad (conference program) Logo on conference website, ALE social media Exhibit table Verbal recognition at the reception Conference bag insert Prominent signage during the event
Meal (3 available)	\$10,000	5 complimentary registrations Full-page color ad (conference program) Logo on conference website, ALE social media Exhibit table Verbal recognition at the sponsored Conference bag insert Prominent signage during the event
Snack Break (2 available)	\$5,000	3 complimentary registrations Half-page color ad (conference program) Logo on conference website, ALE social media Exhibit table Prominent signage during the snack break
Conference Bags (1 available)	\$1,000	Organization logo printed on bag Logo on conference website, ALE social media Exhibit table
Giveaway	\$450*	Logo on conference website, ALE social media Exhibit table

*\*The organization will provide the giveaway item to include in the conference bag; typical cost is \$450. The organization may also donate the funds for ALE to purchase the giveaway.*