

#StandforFulbright Night of Champions

Hope for the Future



SPONSORSHIP PROSPECTUS





Ensuring Global Exchange & Bipartisan Support

The Fulbright Association is the U.S. alumni organization of the Fulbright Program, a non-profit representing 140,000 American alumni and friends of international education. We champion the Fulbright Program and promote international education. Through our four pillars—**learn, advocate, engage, and grow**—we drive local and global impact and foster international understanding.

This year, we are increasing our presence and efforts related to the Fulbright program to educate and ensure its future. We will rally Fulbrighters from the US, around the globe, and across our 54-chapter network to #StandforFulbright.

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*Every time you #StandforFulbright,
you're investing in a program that
creates powerful, positive change both
locally and around the world*

#STANDFORFULBRIGHT NIGHT OF CHAMPIONS

The **#StandforFulbright Night of Champions** is a prestigious celebration of champions who have demonstrated exceptional commitment to the Fulbright mission. Held both in person and virtually, this event ensures broad accessibility, allowing attendees from around the world to join in recognizing Fulbright Champions across multiple sectors, including institutional and individual leaders, and industry trailblazers who have played a vital role in furthering the program's reach.

By honoring key champions, the #StandforFulbright Night of Champions will reinforce Fulbright's vital role in diplomacy, education, and international exchange. It will serve as a catalyst for continued investment and bipartisan support, ensuring the program's longevity and expanded impact.

This event is part of our #StandforFulbright campaign, with a call to action focused on ensuring our program's future & providing care for Fulbrighters today.

SPONSORSHIP FUNDS WILL DIRECTLY SUPPORT:

- **National Advocacy Efforts:** Strengthening key initiatives like Voter Voice for impactful letter-writing campaigns, leveraging technology to engage advocates nationwide, and celebrating and mobilizing support for the Fulbright program
- **Local Convening and Action:** Replenishing Chapter funding to enhance outreach and support for alumni and visiting Fulbrighters
- **Fostering A Community of Care and Engagement:** Launching programs to support Fulbrighters in need, like our upcoming Fulbright Lens wellness webinar in April

BRANDING & VISIBILITY OPPORTUNITIES

- **Website & Program Recognition:** Logo featured on the Fulbright Advocacy webpage, printed program, and signage
- **Sponsored content** in the Fulbright Edge Newsletters
- **Social Media Spotlights:** Dedicated posts across LinkedIn, Twitter, and Instagram
- **Fulbright Advocacy Report Recognition:** Sponsors listed in post-event reports shared with stakeholders
- **Fulbright Association Annual Report Recognition**

SPONSORSHIP LEVELS & BENEFITS

	Presenting \$20,000+	Champion \$10,000+	Ambassador \$5,000+	Advocate \$2,500+	Supporter \$1,500+	Friend \$500+
Speaking Opportunity on stage or pre-recorded	x					
Video/Ad played at virtual event	1-2 Min Video	30 Sec Video				
Sponsored Content (newsletter feature or blog post)	x	x				
Recognition from stage	x	x	x			
Name Listed in 2025 Annual Report	x	x	x			
Reserved High Top Table(s) at Reception	4	2	1			
Logo/Name on signage	x	x	x	x		
Digital Signage	x	x	x	x	x	
Social Media Spotlights	5 Posts	3 Posts	2 Posts	1 Post	Name Mention	
Inclusion in Program	x	x	x	x	x	
Recognition in Post-Event Report	x	x	x	x	x	x
Hyperlinked Logo/Name on Event Website	x	x	x	x	x	x
Event Registrations	20	15	10	6	4	2

ADDITIONAL ENGAGEMENT OPPORTUNITIES

- **Panel Participation:** Join a discussion on global education and diplomacy, digitally or in person.
- **Fulbright Lens Host:** Facilitate a discussion with key stakeholders, digitally or in person.



****As a special benefit for institutional members, we are pleased to offer a 10% discount on any sponsor package, providing even more value for your partnership with us.***

AUDIENCE & REACH

- **Attendees:** 150 Fulbright alumni, U.S. policymakers, and international education leaders
- **Social Media Reach & Email Distribution:** 52,000+ followers across platforms

ROI & METRICS: MEASURING YOUR IMPACT

We are committed to providing meaningful value to our sponsors. To ensure you see the full impact of your partnership, you will receive a personalized sponsorship impact report highlighting the reach and engagement of your sponsorship. This report will include key metrics such as:

- **Brand Visibility & Exposure:** Metrics on logo impressions across event website traffic and social media
- **Social Media & Digital Reach:** Performance analytics from sponsored posts, including engagement, shares, and comments
- **Attendee Demographics:** Breakdown of audience (job titles, industries, locations)
- **Attendee Feedback & Testimonials:** Survey results and direct attendee feedback
- **Post-Event Recognition:** Inclusion in the post-event report distributed to members, partners, and policymakers, reinforcing your commitment to international exchange
- **Event Materials & Signage:** Photos and details of sponsor placements in programs, banners, and digital materials

Your sponsorship amplifies your brand and directly impacts the success of global education. We look forward to recognizing and sharing the results of your contributions!

Secure Your Sponsorship Today!



EVENT SCHEDULE

The #StandforFulbright Night of Champions will take place in a dynamic hybrid format, welcoming guests both in person and virtually. This approach ensures that Fulbright supporters from around the world can participate, celebrate, and engage with honorees and fellow advocates, no matter where they are. Join us for an inspiring evening that highlights the achievements of those advancing the Fulbright mission.

Date: Thursday, May 8, 2025

Location: Hunton Andrews Kurth LLP
2200 Pennsylvania Avenue, NW, Washington, DC 20037

5:00 PM: Doors Open

6:00 PM: Program Ceremony & Livestream

7:00 PM: Networking Reception

7:30 PM: Event Concludes



THANK YOU

Your support for our #StandforFulbright Night of Champions creates a lasting impact on the future of international education and public diplomacy. By sponsoring this vital initiative, you help amplify the voices of Fulbright alumni and supporters, ensuring that policymakers recognize the significant value of global exchange.

Thanks to your generosity, we can offer essential training, facilitate impactful Congressional meetings, and equip Fulbrighter members with the necessary tools to drive change.

Together, we are enhancing the Fulbright Program's legacy and expanding opportunities for future generations.

Thank you for being a champion of international education and diplomacy.



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