



## ALL IN: THE URBAN MISSION

25<sup>TH</sup> ANNUAL CONFERENCE | PHILADELPHIA | OCTOBER 21-23

The CUMU Annual Conference is the largest nationwide meeting of leaders from urban and metropolitan based universities and colleges joining together to share best practices, discuss challenges, and develop collaborative networks to improve our institutions and cities. The conference draws a diverse attendance of college presidents and chancellors, senior academic and business leaders, faculty, center directors, community partners, K-12 leaders, and policy makers.

### TITLE SPONSOR: \$20,000 *(Limit of two)*

By becoming a Title Sponsor, your organization will gain access to a captive and engaged audience of senior university leadership, administrators, faculty, and community partners. This presents an opportunity to promote products and services, network face-to-face, and establish strategic partnerships with decision-makers from campuses across the United States.

#### Customized Experiences

CUMU leadership will work with your organization to create exposure opportunities that best meets your organization's interests and needs. This can include, but is not limited to:

- ▶ 1:1 conversations or small group conferences between university presidents and chancellors
- ▶ Creation or moderation of panel discussions or mini-workshops featuring university leadership
- ▶ Participation in community conversations regarding a topic pertinent to your organization
- ▶ Speaking opportunity during a conference event

#### Marketing Opportunities

- ▶ Receive contact list of all registered attendees
- ▶ Recognition as title sponsor on website, signage and app
- ▶ Distributed newsroom story to over 3,500 contacts

#### Event Benefits

- ▶ Four complimentary conference registrations
- ▶ Two reserved seats at the invitation-only President's Dinner

### SIGNATURE SPONSOR: \$10,000

By becoming a Signature Sponsor, your organization will gain access to a captive and engaged audience of senior university leadership, administrators, faculty, and community partners. This presents an opportunity to promote products and services, network face-to-face, and establish strategic partnerships with decision-makers from campuses across the United States.

#### Customized Experiences

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- ▶ 1:1 conversations or small group conferences between university presidents and chancellors
- ▶ Creation or moderation of panel discussions or mini-workshops featuring university leadership
- ▶ Participation in community conversations regarding a topic pertinent to your organization

#### Marketing Opportunities

- ▶ Receive contact list of all registered attendees
- ▶ Logo on event website through end of conference
- ▶ Recognition on conference signage throughout the event

#### Event Benefits

- ▶ Two complimentary conference registrations
- ▶ One reserved seat at the invitation-only President's Dinner

### CONFERENCE SUPPORTER: \$1,000

Support at this level is a visible way to show your organization's support of CUMU's mission.

- ▶ One complimentary conference registration
- ▶ Logo placement on event website and app through end of conference

#### BOBBIE LAUR, EXECUTIVE DIRECTOR

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## Unique Visibility Opportunities



### SIGNATURE RECEPTION: \$5,000

Connect with attendees as the first day comes to a close and attendees unwind at the largest networking event of the conference. Share information about your solution or program to an engaged audience.

- ▶ Two complimentary conference registrations
- ▶ Exhibit space with table
- ▶ Logo placement on website, app, and event signage

### WELCOME MEET+GREET: \$2,000

Join CUMU as we host a happy hour for 150+ guests the Sunday night before the conference officially opens. This treasured event is an excellent way to connect with leaders across the network.

- ▶ One complimentary conference registration
- ▶ Logo on event website and app
- ▶ Visibility in pre-conference communications that include your organization name and message
- ▶ Recognition on signage during event

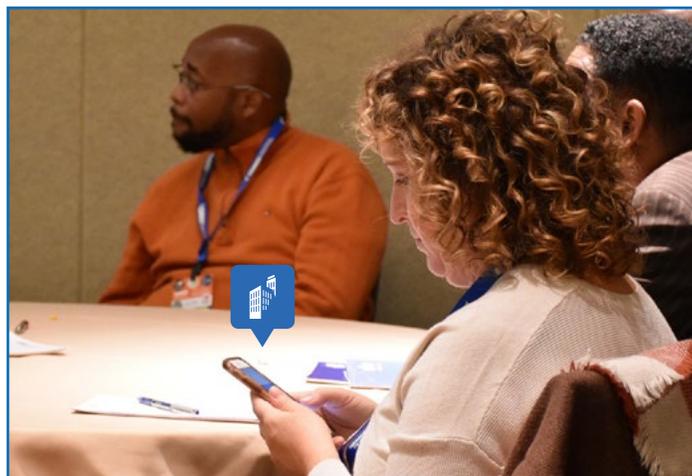
### COFFEE AND SNACK BREAK: \$1,500

*(Multiple Exclusive Options)*

During a dedicated break, gain high exposure for your organization through signage around the coffee and snack station.

- ▶ One complimentary conference registration
- ▶ Logo placement on event website and app
- ▶ Recognition on signage during break

## Dedicated Event Sponsorship Opportunities



### CONFERENCE APP: \$3,000 *(Exclusive)*

This is a great opportunity to have your name seen nearly non-stop during the conference. In 2017 and 2018, we used an app along with our standard print program. The app has been so popular we're going app only in 2019. This sponsorship includes a mobile app, as well as a mobile website.

Attendees rely on the app—create profiles, personalized schedules, and networking—which adds value and exposure for your brand. CUMU uses the app to push real-time conference information throughout the event. The customized app gives attendees conference education, exhibitor info, and scheduling at their fingertips, any time they want.

- ▶ One complimentary conference registration
- ▶ Logo in app
- ▶ Visibility in pre-conference communications that include your organization name and message

### LANYARD: \$3,000 *(Exclusive)*

Get your company name in front of 400+ higher education professionals. A lanyard is given to all conference attendees and are worn throughout the conference. This is a great opportunity to maximize your company's exposure because badges and lanyards become keepsakes for years to come.

- ▶ One complimentary conference registration

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