



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
- ▶ Logo placement on website, agenda, app, and conference signage
- ▶ Distributed newsroom story to over 3,500 contacts highlighting your sponsorship

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.

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Marketing Opportunities

- ▶ Receive contact list of all registered attendees
- ▶ Logo placement on website, agenda, app, and conference signage

Event Benefits

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

LOCAL MEMBER SPONSORSHIP

This sponsorship is customized based on each institution’s needs and interests. This can include, but not limited to:

- ▶ Showcase your university through community experiences
- ▶ Share best practices and lead discussions through plenary and concurrent sessions.
- ▶ Benefit from gratis tickets and deeply discounted entrance fees
- ▶ Gain visibility through tabling, signage, website, program and app placement

BOBBIE LAUR, EXECUTIVE DIRECTOR

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Dedicated Event Sponsorship Opportunities



NETWORKING RECEPTION SPONSOR: \$2,500

Connect with attendees as the 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, agenda, app, and conference signage

WELCOME MEET+GREET SPONSOR: \$2,000

Join CUMU as we host a happy hour for 100+ 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 placement on website, agenda, app, and conference signage
- ▶ Visibility in every pre-conference communication that includes your organization name and description
- ▶ Recognition on signage and tabling during event

BEVERAGE & SNACK SPONSOR: \$1,500

Gain high exposure for your organization during dedicated breaks throughout the conference as attendees re-charge with beverages and snacks!

- ▶ One complimentary conference registration
- ▶ Logo placement on website, agenda, app, and conference signage
- ▶ Recognition on signage around the beverage and snack station during dedicated breaks throughout the conference

Unique Visibility Opportunities



CONFERENCE APP SPONSOR: \$3,000 (Exclusive)

This is a great opportunity to have your name seen nearly non-stop during the conference. We use an app along with our standard print program. 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 placement on website, agenda, app, and conference signage
- ▶ Visibility in every pre-conference communication including your organization name

LANYARD SPONSOR: \$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
- ▶ Logo placement on website, agenda, app, and conference signage
- ▶ Custom branded lanyard that includes your logo

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