

# CUMU 29<sup>th</sup> Annual Conference Sponsor Prospectus



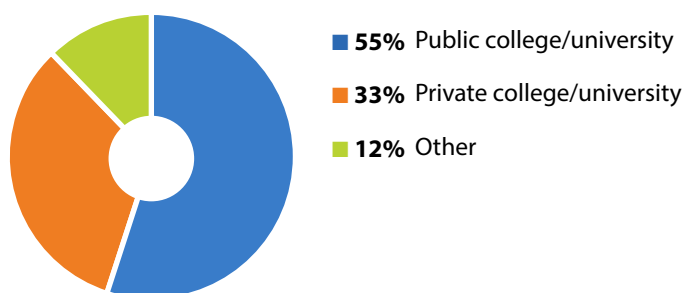
October 20–23, 2024 | Minneapolis–Saint Paul, MN

The CUMU Annual Conference is the largest nationwide meeting of leaders from urban and metropolitan colleges and universities joining together to share best practices, discuss challenges, and develop collaborative networks to improve our institutions and cities. The program includes a variety of opportunities for attendees to share their work and connect, such as concurrent sessions in multiple formats, plenaries focused on a current theme or topic pertinent to our conference city, community experiences to learn about local members' impact first-hand, and social events to make connections.

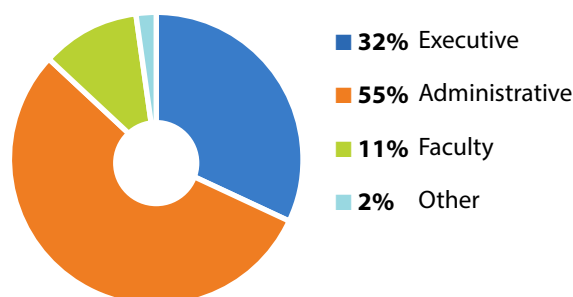
## WHO ATTENDS THE CUMU CONFERENCE?

Our attendees are on the forefront of what is happening in higher education and society. Conference attendees represent the breadth of higher education institutions including public and private, four-year and community colleges, minority-serving institutions, large research universities, liberal arts colleges, and religiously-affiliated institutions. The 2023 conference brought together 465 higher education leaders from Canada, Mexico, Rwanda, South Africa, UK, and the United States. Attendees represented a variety of functional areas including academic affairs, economic development, community engagement, diversity and multicultural affairs, health and medical services, student affairs, government relations, and executive leadership.

### SECTOR TYPE\*



### ROLE\*



\*based on 2023 conference attendance

SPONSOR LEVEL	TITLE \$20,000+	CHAMPION \$10,000–\$19,999	PARTNER \$4,000–\$9,999	SUPPORTER \$2,000–\$3,999
Remarks at plenary	✓			
Invitation to Presidents' Dinner	2	1		
Sponsored Session	✓	✓		
Recognition on all conference marketing emails	✓	✓		
Announcement of your sponsorship during a plenary session	✓	✓	✓	
Name and/or logo displayed on slide shows preceding plenaries	✓	✓	✓	✓
Prominent signage throughout conference	✓	✓	✓	✓
Registration list (email addresses not included)	1 month prior, 2 weeks prior	2 weeks prior		
Complimentary registrations	4	2	1	1

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## TITLE SPONSOR

**SOLD OUT \$20,000** (*Limit two*)

Gain high visibility for your organization and leadership as the premium conference sponsors. As a title sponsor, you benefit from exclusive opportunities to connect with higher education leaders. Your brand will enjoy maximum exposure before and during the conference through marketing and branding efforts.

- ▶ Dedicated newsroom story for both title sponsors
- ▶ Logo on
  - Conference website home page
  - All email marketing
  - Sponsors webpage
  - App sponsors page
  - Title sponsors banner
  - Banner of all sponsors
  - Slide show preceding the plenary sessions
- ▶ Brief speaking remarks at one plenary
- ▶ 4 complimentary registrations
- ▶ 2 reserved seats at invitation only Presidents' Dinner
- ▶ Seating at VIP table at one plenary
- ▶ Sponsored conference session
- ▶ Collateral at registration table
- ▶ Registration list one month prior and two weeks prior

## SIGNATURE SPONSOR

**\$10,000** (~~Limit two~~—*One remaining*)

Gain visibility for your organization and leadership through branding, hosting a session, and networking at the Presidents' Dinner.

- ▶ Logo on
  - All email marketing
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Slide show preceding the plenary sessions
- ▶ Sponsored conference session
- ▶ 1 reserved seat at invitation only Presidents' Dinner
- ▶ Collateral at registration table
- ▶ 2 complimentary conference registrations
- ▶ Registration list two weeks prior

## LOCAL CAMPUS PARTNER

**SOLD OUT \$10,000** (*Limit four*)

Our local campus partners work with CUMU headquarters staff to help plan and execute the CUMU Annual Conference. This includes hosting a community experience to showcase your work and impact within your local community.

- ▶ Dedicated newsroom story about community experiences
- ▶ Logo on
  - All email marketing
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Banner of local campus partners
  - Slide show preceding the plenary sessions
- ▶ Plan and lead a community experience on Tuesday morning
- ▶ 5 complimentary conference registrations
- ▶ 25% off early member registration rate for your campus (unlimited, unless event sold out)

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## **PRESIDENTS' DINNER**

**SOLD OUT \$10,000** (*Limit one*)

Host or sponsor this invitation-only dinner for presidents, chancellors, and other guests. *Monday, October 21.*

- ▶ Logo on
  - All email marketing
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Dinner invitation and communications to presidents/chancellors about the dinner
  - Slide show preceding the plenary sessions
- ▶ 2 complimentary conference registrations
- ▶ registration list two weeks prior

## **SIGNATURE RECEPTION**

**SOLD OUT \$10,000** (*Limit one*)

Host or sponsor the conference reception for all attendees. *Tuesday, October 22.*

- ▶ Company name and/or logo displayed during the slide show preceding the plenary sessions
- ▶ Logo on
  - All email marketing
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Slide show preceding the plenary sessions
- ▶ Remarks at Signature reception
- ▶ 2 complimentary conference registrations

## **ANCHOR LEARNING NETWORK MEETING**

**\$5,000** (*Limit one*)

Gain brand recognition in front of higher ed leaders working to advance the long-term social, economic, and physical health of our campuses and communities. *Sunday, October 20.*

- ▶ Logo on
- Sponsors webpage
- Day-of conference email
- App sponsors page
- Banner of all sponsors
- Slide show preceding the plenary sessions
- ▶ Remarks at ALN meeting
- ▶ Collateral material distributed to ALN meeting attendees
- ▶ Signage at ALN meeting
- ▶ 1 complimentary conference registration

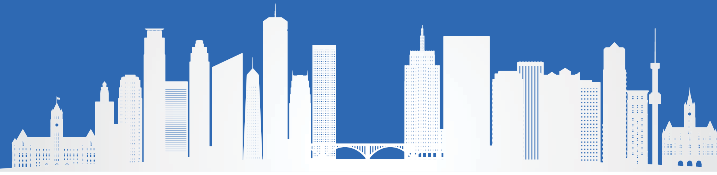
## **BARBARA A. HOLLAND SCHOLAR-ADMINISTRATOR AWARD**

**\$5,000** (*Limit one*)

Support the celebration and recognition of this award winner! Announced during the October 22 luncheon.

- ▶ Logo on
- Sponsors webpage
- App sponsors page
- Banner of all sponsors
- Signage at luncheon plenary
- Slide show preceding the plenary sessions
- ▶ Verbal recognition at lunch
- ▶ Recognition on email announcement of Holland Award winner
- ▶ 1 complimentary conference registration

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## ~~LUNCH SPONSOR~~

**SOLD OUT \$5,000** *(Limit two)*

Receive high visibility during our most attended events—luncheon plenary sessions.

*Monday, October 21 or Tuesday, October 22.*

- ▶ Logo on
  - Sponsors webpage
  - Day-of conference email
  - App sponsors page
  - Banner of all sponsors
  - Lunch buffet signage
  - Slide show preceding the plenary sessions
- ▶ Verbal recognition during luncheon plenary
- ▶ 1 complimentary conference registration

## ~~CONFERENCE APP SPONSOR~~

**SOLD OUT \$5,000** *(Limit one)*

Gain high exposure with your branding on the conference app! Attendees rely on the mobile app to view session details, create personalized schedules, and network.

- ▶ Logo on
  - Sponsors webpage
  - App featured banner
  - App sponsors page
  - Banner of all sponsors
  - Email communication to registrants announcing the app
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

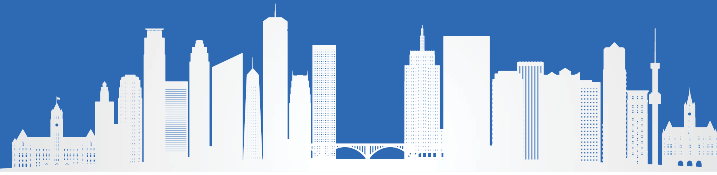
## ~~LANYARD SPONSOR~~

**SOLD OUT \$5,000** *(Limit one)*

What's a conference without a lanyard? Maximize exposure with your organization's logo and URL where it can't be missed! A lanyard is given to all attendees and worn throughout the conference; kept by many as souvenirs.

- ▶ Logo on
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Slide show preceding the plenary sessions
- ▶ Logo and URL on lanyard
- ▶ 1 complimentary conference registration

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## BREAKFAST SPONSOR

**\$4,000** (Limit two)

Receive visibility during breakfast for attendees. *Tuesday, October 22 or Wednesday, October 23.*

- ▶ Logo on
  - Sponsors webpage
  - Day-of conference email
  - App sponsors page
  - Banner of all sponsors
  - Breakfast buffet signage
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

## WELCOME MEET AND GREET

**\$4,000** (Limit one)

Sponsor the unofficial conference opening event where attendees network and socialize during this relaxed happy hour before sessions begin the next day. *Sunday, October 20.*

- ▶ Logo on
  - Sponsors webpage
  - Day-of conference email
  - App sponsors page
  - Banner of all sponsors
  - Signage at meet and greet
  - Slide show preceding the plenary sessions
- ▶ Table for collateral material at the event
- ▶ 1 complimentary conference registration

## POSTER SESSION RECEPTION SPONSOR

**\$4,000** (Limit one)

This highly engaging session allows attendees to exchange ideas with poster presenters in a free-flowing, networking format that includes snacks and beverages. *Tuesday, October 22.*

- ▶ Logo on
  - Sponsors webpage
  - Day-of conference email
  - App sponsors page
  - Banner of all sponsors
  - Signage on food buffet
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

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## AFTERNOON BREAK SPONSOR

**\$4,000** *(Limit one)*

Attendees run on coffee. Gain high exposure on Monday afternoon as attendees re-charge with beverages and snacks!

- ▶ Logo on
  - Sponsors webpage
  - Day-of conference email
  - App sponsors page
  - Banner of all sponsors
  - Signage on food buffet
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

## HUDDLES SPONSOR

**\$2,000** *(Limit three—select Community Engagement, Impact, K-12 Partnerships)*

These pre-conference topic-specific huddle meetings are a great opportunity to support a group of people whose work aligns with your organization's mission. *Sunday, October 20.*

- ▶ Logo on
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Signage at sponsored huddle meeting
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

## FRIENDS OF CUMU

**\$2,000** *(Unlimited)*

Show your support of the urban mission!

- ▶ Logo on
  - Sponsors webpage
  - App sponsors page
  - Banner of all sponsors
  - Slide show preceding the plenary sessions
- ▶ 1 complimentary conference registration

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## TERMS AND CONDITIONS

### DISTRIBUTION OF MATERIALS

Sponsors are permitted to distribute materials to meeting participants according to their level of sponsorship. Sponsors planning to distribute materials must submit in writing to CUMU a description of the items that will be given away. CUMU reserves the right to reject any material deemed inappropriate to, or inconsistent with, the mission of CUMU.

### SPONSORED SESSIONS

Sponsors are permitted to record their sponsored sessions according to the policies and guidance of the conference hotel. CUMU will not provide technology or other supports beyond that which is provided for any of the concurrent sessions.

### GENERAL GUIDING PRINCIPLES FOR CUMU SPONSORS

- ▶ Sponsorship is completely independent of programmatic planning. In the few exceptions where speaking slots are part of sponsorship, sponsors are not allowed to use the time to sell any specific products or materials.
- ▶ CUMU maintains strict and complete editorial control of all materials published in connection with sponsorship.
- ▶ CUMU does not endorse any individual sponsor or its products and services. CUMU acknowledges sponsorship participation publicly, but in ways that do not suggest or intend endorsement.
- ▶ CUMU will provide a sponsorship agreement to be signed by both parties

### RELEVANCE TO CUMU'S MISSION & PRIORITIES

- ▶ CUMU seeks sponsor support only for activities in connection with programs and initiatives that support CUMU's mission.
- ▶ Sponsors must be relevant to the CUMU membership and acceptance of a proposal for sponsorship of any program or activity is at the discretion of CUMU.
- ▶ CUMU reserves the right to reject any sponsorship deemed inappropriate to, or inconsistent with, the mission of CUMU.
- ▶ CUMU further reserves the right to negotiate with any sponsor concerning any aspect of a proposed sponsorship and to decline sponsorship as it deems necessary.

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### INTERESTED IN THESE SPONSORSHIP OPPORTUNITIES?

Please e-mail Valerie Holton, Executive Director, at [vholton@cumuonline.org](mailto:vholton@cumuonline.org).

 [www.cumuonline.org](http://www.cumuonline.org)  [@MetropolitanU](https://twitter.com/MetropolitanU)

 Coalition of Urban and Metropolitan Universities (CUMU)