CECU’s Strategic Sponsors play a vital, year-long role in successfully executing CECU’s many programs, events and communication initiatives. Strategic sponsors are present throughout all CECU’s programs on a year-round basis including webinars, the Annual Convention, communication vehicles, marketing programs and the CECU Leadership Institute.

The 2019-2020 events include the CEO Summit (November 2019), Annual Convention (June 2020), Leadership Institute (July 2020) and webinars now through July 31st, 2020. Webinars are hosted sporadically throughout the year and are available to CECU members.

As a Strategic Sponsor, your organization has high-profile exposure with top education leaders in the field.

This prospectus serves as our initial thinking about how we can work together to support your work with our institutions. We want to be flexible and innovative in working with you to create a sponsorship package that is best for your organization. View this prospectus as a starting point of a discussion, not a final destination.

LEVELS

Chairman
President
Director
Advocate
The Advocate level sponsorship is an opportunity for organizations to be recognized as a year-round contributor to CECU events and offers additional benefits as an exhibitor.

- One complimentary 10x10 booth space at the annual convention.
- Opportunity to select booth space one week prior to official release of exhibit hall floor plan.
- Access to the convention attendee mailing list.
- Week long partnership recognition of the CECU Daily Update, a daily email featuring media clips.
- Opportunity to co-brand a webinar with CECU.
- Company logo on the CECU website.

The Director level of CECU’s sponsorship program allows for education to be delivered through a digital platform. The sponsor would work closely with the professional development team of CECU to create high interest content for members and non-members.

*In addition to the benefits included in the Advocate level, the Director level includes:*

- Opportunity for company representative to participate in a concurrent session.
- One complimentary 10x10 booth space at the annual convention.
- Opportunity to select booth space two weeks prior to official release of exhibit hall floor plan.
- Access to attendee mailing list for all live events.
The Chairman level provides the ability to gain high-profile exposure and reach top education leaders and partners in the sector.

In addition to the benefits included in the Advocate, Director & President levels, the Chairman level includes:

- Reserved seating for ten guests of the sponsoring company in the front row of plenary sessions.
- Opportunity to meet with CECU’s leadership in sponsoring organization’s office to discuss the future of private sector colleges and universities.

*Additional benefits arranged based on sponsor requests.*

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PRESIDENT

Participate at the President level of CECU’s sponsorship program and be recognized as a presenting sponsor of a marquee educational event.

In addition to the benefits included in the Advocate & Director levels, the President level includes:

- Two complimentary 10x10 booth spaces at the annual convention.
- Opportunity to select booth space four weeks prior to official release of exhibit hall floor plan.
- Sponsor listed as presenting sponsor of marquee educational event.
- Logo and listing in all event promotional emails.
- Direct email blast to CECU membership personalized by sponsoring company.
- Opportunity for company principal to introduce a speaker at sponsored event.
- Opportunity for company representative to participate in a concurrent session.

*Additional benefits arranged based on sponsor requests.*

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CHAIRMAN

Participate at the Chairman level of CECU’s sponsorship program and gain high-profile exposure and reach top education leaders and partners in the sector.

In addition to the benefits included in the Advocate, Director & President levels, the Chairman level includes:

- Two complimentary 10x10 booth spaces at the annual convention.
- Opportunity to select booth space four weeks prior to official release of exhibit hall floor plan.
- Sponsor listed as presenting sponsor of marquee educational event.
- Logo and listing in all event promotional emails.
- Direct email blast to CECU membership personalized by sponsoring company.
- Opportunity for company principal to introduce a speaker at sponsored event.
- Opportunity for company representative to participate in a concurrent session.

*Additional benefits arranged based on sponsor requests.*
June 7-10 | Swan & Dolphin Resort | Orlando, FL

Expected Attendance: 1,000 decision makers and employees within career education

Imagine some of the most inspiring and provocative thought leaders today—ranging from various fields in postsecondary education, government, business, and economics—gathered in one place for three days.

Education at the convention will outline for attendees the action they need to succeed as a postsecondary education professional.

Attendees will leave with tangible ideas to take back to their institutions and organizations that will help drive thought to action.

2020 Leadership Institute

At the CECU Leadership Institute, emerging campus leaders learn about providing quality service and academics to the new traditional student as our sector seeks to address critical areas, tackle today’s pressing issues, and advance the education quality.

- July 2020 -
Hosted on campus by one of our member institutions.

Webinars

Professional Development webinars are made available to CECU members twice per month.

Professional Development webinars generally take place based on interest throughout the year.
ANNUAL CONVENTION SPONSORSHIPS

Networking Reception: $25,000
Your organization will have the opportunity to host one of three networking receptions in the Exhibit Hall. These evening events will provide opportunities for networking, connecting, and introductions to build on the activities taking place at the convention. Your organization name and logo will appear throughout the event and in all marketing materials as the primary host for the reception.

Campus Park: $25,000
Meet me in the park! The park, located in the center of the exhibit hall, dubbed the Campus Park is a favorite gathering place for attendees daily at the convention. Attendees are able to network in the park, take a minute to catch-up on emails and enjoy meals together. Sponsorship would include creative brand integration into the space with your company name/ logo.

WiFi: $20,000
Become the official provider of the Convention WiFi! Allow your name to be the gateway for attendees to access the internet, check their email and share on social media.

Golf Tournament: $15,000
Help kick off Convention by treating attendees to the annual golf tournament! Tee times will occur on Sunday, June 7 and you can customize your golf package with the CECU staff.

Name Badge Holders: $12,000
Company logo will be displayed on the name badge holder which all registrants will receive. (Name badge required for entrance at all convention events.)

Hotel Key Cards: $12,000
Feature your company’s logo on the official hotel keycard at the Swan & Dolphin Resort. Each attendee staying at the hotel will receive your customized card at check in to use throughout their stay.

Mobile App: $12,000
Company name and logo will be included in the convention’s official mobile app available for all attendees to download. The app includes schedule and session information. The sponsors receives special recognition in the final program.

Speciality Bar: $10,000
You may remember the infamous BACON BAR featured at the 2017 Convention...Design your own specialty bar to treat attendees to during one of the receptions. Customize it yourself or let our team get creative.

Conference Portfolio: $10,000
Proudly display your organization name and logo by sponsoring the attendee portfolio.

Education Track Sponsor: $10,000
Become a partner for a concurrent session with an opportunity to connect your organization to a specific issue. The session moderator will acknowledge your partnership. A display of sponsor provided promotional materials and signs with your organization's name and logo will be located near the session room. Sponsor will have a three minute introductory remark during one session.
ANNUAL CONVENTION
SPONSORSHIPS

Charging Stations: $7,500
Provide charging stations with your logo in strategic locations at the convention for attendees to charge their mobile devices. Four available.

Snack Break: $7,500
Sponsor a snack break in the exhibit hall during the annual convention. Sponsorship includes logo placement on beverage stations and napkins. Two available.

Notebooks and Pens: $8,000
Each attendee will receive a notebook with a pen as part of their convention portfolio. Sponsoring company’s logo will be on the cover of the notebook.

Portfolio Insert: $3,000 each
Opportunity for one flyer or give away displaying your company message included in the convention portfolio.

Table Stickers: $2,000
Have your company name or logo displayed on the hightop tables throughout the exhibit hall during receptions.

Surface Opportunities: from $1,000
Display your company name or logo throughout various parts of the Swan & Dolphin Resort for attendees to see as they make their way to and from session, receptions and networking events.

All sponsorships above $10,000 include access to the full convention mailing list and the opportunity to present a concurrent session, pending availability.
Sponsorships are awarded on a 1st come, 1st serve basis.

CONTACT US
To reserve a convention partnership or exhibit booth contact Kelley Blanchard at 571-970-6471 or kelley.blanchard@career.org.
CECU accepts general sponsorships for all meetings outside the options listed above. To be listed as a sponsor of the event, companies must contribute a minimum of $3,000 towards the event. All sponsors will be listed on the website as well as any marketing mail or email for the event.

CECU also offers year round sponsorships to include all live meetings and webinars (Convention, Leadership Institute and CEO Summit). All year round sponsors are listed as sponsors for each event. If you would like to inquire about these strategic sponsorships, please email Kelley Blanchard at kelley.blanchard@career.org.