

2016-2017 ACPA Corporate Partnerships Program

ACPA Corporate Partnership Benefit List	Diamond	Platinum	Gold	Silver	Bronze
Value of Sponsorships	\$60,000	\$48,500	\$33,000	\$20,000	\$12,500
Annual Corporate Partnership Amount	\$30,000+	\$25,000-\$29,999	\$19,000-\$24,999	\$12,000-\$18,999	\$7,500-\$11,999
Annual Conference Sponsorship					
Sponsorship of one annual conference item or program	✓	✓	✓	✓	✓
Opportunity to greet attendees at sponsored event	✓	✓	✓		
ACPA Video on Demand					
Discount on Live Stream Sponsorship-\$15,000 price	100%	75%	50%	25%	5%
Discount on ACPA Sponsored Episode or Sponsored Showcase Series-\$5,000 price	100%	50%	25%	15%	5%
Exhibit Space					
One 10'x10' Exhibit Booth Rental (\$1,750 Value)	✓	✓	✓	✓	✓
Corner booth upgrade (\$300 Value)	✓	✓	✓	✓	
Recognition at Annual Conference					
Advertisement in printed program (\$400-\$1,100 Value)	Full Page Color	Full Page Black and White	Half Page Color	Half Page Black & White	N/A
Logo on Exhibit Hall Entrance Unit	✓	✓	✓	✓	✓
Logo on sponsor page in printed program	✓	✓	✓	✓	✓
Signage at sponsored event	✓	✓	✓	✓	✓
Verbal acknowledgment at Opening Session	✓	✓			
Slide shown at Opening Session	✓	✓	✓	✓	✓
Sponsor Ribbons for Convention Delegates	Diamond	Platinum	Gold	Silver	Bronze
Educational Session Opportunity					
Guaranteed educational session at Convention	✓	✓			
Networking Opportunities					
Convention registrations (\$900-\$3,000 Value)	5	4	3	2	2
Invitation to ACPA's Corporate Partner Reception at Annual Convention	✓	✓	✓	✓	✓
Mailing Lists					
One-time use Post-Annual Convention registrant list including mailing addresses	✓	✓	✓	✓	✓
One-time use Pre-Annual Convention registrant list including mailing addresses	✓	✓	✓	✓	
Advertising					
Complimentary Half Page Back Cover Four Color Advertisement in <i>About Campus</i> (\$2,250 Value)	✓				
Complimentary Full Page Four Color Inside Advertisement in <i>About Campus</i> (\$1,250 Value)	✓	✓			
Complimentary 2017 ACPA Convention App Rotating Banner Ad Advertisement (\$250 Value)	✓	✓	✓		
ACPATweets sent on your behalf	5	4	3	2	0
HTML email message(s) sent on your behalf to ACPA Membership	5	4	3	2	0
Listing(s) in ACPA's eCommunity Newsletter	5	4	3	2	1
Listing on ACPA's Convention webpage	✓	✓	✓	✓	✓
ACPA Membership					
Receive Individual ACPA membership benefits for 12 months (\$298-\$745 Value)	5	4	3	2	2



Bronze Partnership Opportunities

- Next Gen Conference Participant Registration Scholarship Sponsor
- Next Gen Conference Participant Travel Scholarship Sponsor
- Next Gen Conference Keynote Speaker Sponsor
- Next Gen Conference Breakfast Sponsor
- Full-Day Pre-Convention Workshop Sponsor
- SSAO Half-Day Pre-Convention Workshop Breakfast Sponsor
- Volunteer Shirt Sponsor

Silver Partner

- Next Gen Conference Lunch Sponsor
- Next Gen Conference Dinner Sponsor
- Next Gen Conference Participant and Alumni Reception Sponsor
- CultureFest Sponsor
- Featured Speaker Sponsor (4 opportunities)
- Exhibit Area Nutrition/Coffee Break Sponsor (4 opportunities)

Gold Partner

- SSAO/Corporate Partner/Exhibitor Reception Sponsor
- Opening Session Keynote Speaker Sponsor
- Closing Session Keynote Speaker Sponsor
- Career Café Furnishings Sponsor
- Career Café food/beverage Sponsor

Platinum Partner

- Convention Wireless Internet Sponsor
- Featured Speaker Sponsor-Exclusive Sponsorship
- Exhibit Hall Nutrition/Coffee Break-Exclusive Sponsorship

Diamond Partner

- Opening Session Sponsor-Exclusive Sponsorship
- Opening Reception/CelebrACPA Sponsor-Exclusive Sponsorship
- Closing Session Sponsor-Exclusive Sponsorship



ACPA Video on Demand Convention Live Stream Sponsorship Program

\$15,000 List Price

2016-2017 Corporate Partnership	Diamond	Platinum	Gold	Silver	Bronze
Discount on Live Stream Sponsorship	100%	75%	50%	25%	5%
Discount Price	\$0	\$3,750	\$7,500	\$11,250	\$14,250
Savings	\$15,000	\$11,250	\$7,500	\$3,750	\$750

Sponsorship Benefits

- Pre-Roll Branding Opportunity
- Post-Roll Branding Opportunity
- Click thru banner during Live Stream Registration
- Click thru banner during viewing of live stream
- Click thru banner for 12 months on demand after each of the 6-8 livestreams
- Click thru badge ad on advertising communication signifying sponsorship

The 2017 Convention Live Stream will be marketed to ACPA's membership who is not attending Convention as an opportunity to take part in the Convention while staying on campus. In addition, it will be marketed to Convention registrants as an opportunity to view highly regarded program sessions on demand after the Convention.

This sponsorship package provides you with visibility on the ACPA Video on Demand website, brand logo exposure within the Live Stream and archived versions.

Contact Tim Arth, tarth@acpa.nche.edu, 202.688.1978, for more information.



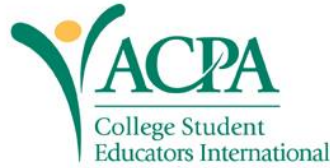
ACPA Video on Demand Annual Convention Recap Sponsorship Program

Regular Price	\$7,500	\$3,000
2017 Convention Offer for Sponsors	\$3,750 (50% Savings!) for Convention Sponsors	\$1,500 (50% Savings!) for Convention Sponsors
Speaking Opportunity		
Opportunity for company representative to be interviewed at the 2016 Annual Convention for a segment of the Convention Recap Video	✓	
Mailing Lists		
One-time use of ACPA Video on Demand Convention Recap registrant list including mailing addresses	✓	✓
Advertising		
Company sponsorship of one segment in Convention Recap Video	✓	✓
Banner Advertisement with Link on webpage with Convention Recap video	✓	✓
ACPATweets sent about Convention Recap thanking your sponsorship	4	2
HTML email message(s) sent about Convention Recap Video highlighting Convention Recap Sponsors	2	1
Listing(s) in ACPA's eCommunity Newsletter highlighting Convention Recap thanking your sponsorship	2	1

The 2017 ACPA Annual Convention Recap is a 5-7 minute video that will recap the energy and excitement of the 2017 ACPA Annual Convention in Columbus, Ohio. This recap video will be marketed to the more than 3,000 expected attendees at the Annual Convention as well as to the ACPA Membership as a whole to get caught up on all the events of ACPA's largest gathering of members.

This sponsorship package provides you with visibility on the ACPA Video on Demand website, brand logo exposure within the Convention Recap and the opportunity for your company representative to be an interview subject of the Convention Recap.

Contact Tim Arth, tarth@acpa.nche.edu, 202.688.1978, for more information.



ACPA Video on Demand Sponsored Series/Episode Sponsorship Program

	Sponsored Program	Sponsored Video
Price	\$5,000	\$5,000
Speaking Opportunity		
Opportunity for company representative to be interviewed/present an educational topic		✓
Advertising		
Video on ACPA Video on Demand for 12 months	✓	✓
300 pixels x 250 pixels banner with link shown when video plays	✓	
300 pixels x 100 pixels banner promoting video on ACPA episodes	✓	
One HTML Email Message to ACPA Membership promoting video with banner position dedicated to sponsor	✓	✓
Episode Video pre roll-Opportunity for Company Exposure with message shown prior to each viewing of episode		✓
Company Banner position (468 pixels x 60 pixels below video or 300 pixels x 200 pixels next to video)		✓

Position your brand with your messaging to establish thought or brand leadership and additional exposure and positioning. Opportunities include click through banner advertisements as well as additional marketing by ACPA.

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