

## 2019-2020 ACPA Corporate Partnerships Program

ACPA Corporate Partnership Benefit List	Diamond	Platinum	Gold	Silver	Bronze
<b>Value of Sponsorships</b>	\$60,000	\$48,500	\$33,000	\$20,000	\$12,500
<b>Annual Corporate Partnership Amount</b>	<b>\$30,000+</b>	<b>\$25,000-\$29,999</b>	<b>\$17,500-\$24,999</b>	<b>\$10,000-\$17,499</b>	<b>\$4,000-\$9,999</b>
<b>Annual Conference Sponsorship</b>					
Sponsorship of one annual conference item or program	✓	✓	✓	✓	✓
Opportunity to greet attendees at sponsored event	✓	✓	✓		
<b>Exhibit Space</b>					
One 10'x10' Exhibit Booth Rental (\$1,750 Value)	✓	✓	✓	✓	✓
Corner booth upgrade (\$300 Value)	✓	✓	✓	✓	
<b>Recognition at Annual Conference</b>					
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
<b>Educational Session Opportunity</b>					
Guaranteed educational session at Convention	✓	✓	✓		
<b>Networking Opportunities</b>					
Convention registrations (\$900-\$3,000 Value)	5	4	3	2	2
Invitation to ACPA's Corporate Partner Reception at Annual Convention	✓	✓	✓	✓	✓
<b>Mailing Lists</b>					
One-time use Post-Annual Convention registrant list including mailing addresses	✓	✓	✓	✓	✓
One-time use Pre-Annual Convention registrant list including mailing addresses	✓	✓	✓	✓	✓
<b>Advertising</b>					
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 Full Page Black & White Inside Advertisement in <i>About Campus</i> (\$1,000 Value)			✓		
Complimentary 2020 ACPA Convention App Advertisement (\$250 Value)	✓	✓	✓		
ACPA Tweets 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	✓	✓	✓	✓	✓
<b>ACPA Membership</b>					
Receive Company ACPA membership benefits for 12 months (\$499-\$999 Value)	✓	✓	✓	✓	✓



## Bronze Partnership Opportunities

- Next Gen Conference Participant Registration Scholarship Sponsor
- Next Gen Conference Participant Travel Scholarship Sponsor
- Next Gen Conference Keynote Speaker Sponsor
- Full-Day Pre-Convention Workshop 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)
- SSAO Lounge Sponsor
- Plenary Session Sponsor

## Gold Partner

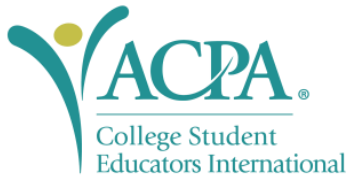
- Closing Keynote Sponsor
- SSAO/Corporate Partner/Exhibitor Reception Sponsor
- Convention Wireless Internet Sponsor
- Career Café Furnishings Sponsor
- Career Café food/beverage Sponsor

## Platinum Partner

- 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



## **ACPA For Profit/Non-Profit Company Membership**

Membership in ACPA-College Student Educators International provides your company with increased visibility and connection with ACPA Members. Join ACPA and connect with more than 6,000 professionals, faculty, and students.

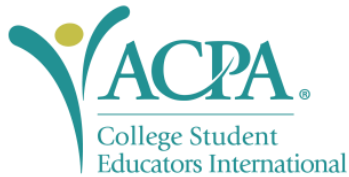
For Profit Companies/Entities join today for \$499 to receive 12 months of membership

Non-Profit Companies/Entities join today for \$249 to receive 12 months of membership

### **Membership Benefits:**

- One complimentary individual membership to ACPA
- Additional individual memberships at \$99/person for 12 months versus \$179/person for 12 months
- Discounted rates on ACPA Advertising Packages
- Access to ACPA Member Directory for individuals who are members
- Opportunity to join Coalitions/Networks/Communities of Practice affinity groups for additional education and networking
- Access to ACPA online learning programs
- Online access to *Journal of College Student Development*
- Online access to *About Campus*
- Discounted rates to ACPA Professional Development Programs

Join today by contacting Tim Arth, [tarth@acpa.nche.edu](mailto:tarth@acpa.nche.edu), 202.688.1978



## ACPA Advertising

ACPA members are boldly transforming higher education. Showcase how your company's products and services are doing the same. Connect with ACPA Members through a wide range of advertising initiatives. Be identified as a thought leader and collaborator with the higher education field. Comprehensive marketing packages are available to meet your marketing objectives.

### Broadcast Emails

Connect with ACPA's membership with a solo HTML email communication distributed by ACPA on your behalf. ACPA and company will approve the HTML email before distribution.

*Non-Member Rate*

\$1,200 per broadcast email distribution

*Member Rate*

\$1,000 per broadcast email distribution-Members

Receive additional 10% savings if commit and pre-pay for a package of five or more broadcast emails

### eCommunity Posts

*Non-Member Rate*

\$350 per post

*Member Rate*

\$250 per post

Create brand awareness and thought leadership positioning through sponsored posts in ACPA's weekly e-newsletter, *eCommunity*. Purchase these posts and ACPA will provide a listing in an upcoming Title including Hyperlink to company website, 1-2 paragraphs with company message/thought leadership/call to action.

### Convention Advertising

Advertise in the 2020 Convention Mobile App. This rotating banner ad provides a click through url for attendees to find out more information about your products and services.

*Non-Member Rate*

\$250

*Member Rate*

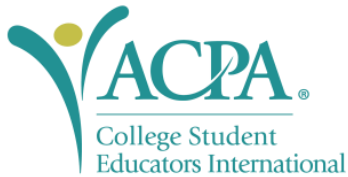
\$150 for members

## **About Campus Advertising**

*About Campus* is a bimonthly publication for educators who want to examine contemporary issues, policies, and practices that influence student learning in higher education. *About Campus* speaks to a broad audience including college and university administrators, faculty, staff, and educational policy makers.

The articles published in *About Campus* share important discoveries and insights into what makes a campus environment an effective place for students to learn and what can be done to better support student thriving on our individual and collective campuses.

Advertise in ACPA's bi-monthly print publication *About Campus*. This publication provides scholarly Full page black/white and four-color advertisements are available for purchase.



## ACPA Thought Leadership Opportunities

ACPA's members identify with companies who not only help them do their work on campus easier and more efficiently, but those who provide education that benefits their students on campus but also helps them grow as a staff or faculty member. Connect with ACPA's membership and be noticed as a Thought Leader in the Higher Education Community.

### Thought Leadership Package

Be noticed as a thought leader within ACPA. Connect with ACPA's membership by distributing your thought leadership paper/program. Contact Tim Arth to discuss these packages.

### Sponsored Webinars

Provide education, be identified as a thought leader, and receive broad marketing awareness with ACPA's membership through a sponsored webinar package. Collaborate with ACPA on an educational topic or provide solo education on a thought leadership issue that will provide

*Non-Member Rate*

\$5,000

*Member Rate*

\$4,000

Sponsorship Benefits:

- One (1) Broadcast Email Distribution to ACPA Membership advertising the webinar
- Three (3) listings in ACPA's weekly e-newsletter *eCommunity*
- Opportunity for company logo to be co-branded on webinar slides
- Logo of company and call-to-action on post-webinar follow up email to attendees
- Pre and Post webinar list including attendee name, position title, and institution