

# CORPORATE PARTNER OPPORTUNITIES

ACPA strives to provide a community for professionals in higher education to network, learn, and advance best practices in student affairs and higher education. **ACPA Corporate Partners** play a crucial role in supporting our mission to foster student development and enhance the educational experience. Sponsorship not only showcases a commitment to higher education but also provides valuable exposure to a diverse audience of educators, administrators, and students.

|                                                                                  | Platinum             | Gold                     | Silver                   | Bronze                 |
|----------------------------------------------------------------------------------|----------------------|--------------------------|--------------------------|------------------------|
| <b>Annual Corporate Partnership</b>                                              | <b>\$20,000+</b>     | <b>\$15,000-\$19,999</b> | <b>\$10,000-\$14,999</b> | <b>\$4,000-\$9,999</b> |
| <b>Annual Convention Sponsorship</b>                                             |                      |                          |                          |                        |
| Sponsorship of 1 ACPA27 program or item (see list of opportunities on next page) | ✓                    | ✓                        | ✓                        | ✓                      |
| Opportunity to greet attendees at sponsored event                                | ✓                    | ✓                        |                          |                        |
| <b>Exhibit Space in Marketplace</b>                                              |                      |                          |                          |                        |
| 1 Exhibit Area Rental \$1,750 Value                                              | ✓                    | ✓                        | ✓                        | ✓                      |
| <b>Recognition at Annual Conference</b>                                          |                      |                          |                          |                        |
| Ad in printed & digital program \$400-\$1,100 Value                              | 2 Full Pages (Color) | Full Page (Color)        | Full Page (B&W)          | Half Page (B&W)        |
| Recognition on Convention website                                                | ✓                    | ✓                        | ✓                        | ✓                      |
| Logo on sponsor page in printed & digital program                                | ✓                    | ✓                        | ✓                        | ✓                      |
| Signage at sponsored event                                                       | ✓                    | ✓                        | ✓                        | ✓                      |
| Verbal acknowledgment at Opening Session                                         | ✓                    | ✓                        |                          |                        |
| Slide shown at Opening Session                                                   | ✓                    | ✓                        | ✓                        | ✓                      |
| <b>Educational Session Opportunity</b>                                           |                      |                          |                          |                        |
| Guaranteed educational session at Convention                                     | ✓                    | ✓                        | ✓                        |                        |
| <b>Networking Opportunities</b>                                                  |                      |                          |                          |                        |
| Convention registrations \$900-\$3,000 Value                                     | 6                    | 5                        | 4                        | 3                      |
| Invitation to ACPA27 Corporate Partner Reception                                 | ✓                    | ✓                        | ✓                        | ✓                      |
| <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>                                                               |                      |                          |                          |                        |
| About Campus Ad: 1/2 Page Back Cover (Color) \$2,250 Value                       | ✓                    |                          |                          |                        |
| About Campus Ad: Full Page Inside (Color) \$1,250 Value                          | ✓                    | ✓                        |                          |                        |
| About Campus Ad: Full Page Inside (B&W) \$1,000 Value                            | ✓                    | ✓                        | ✓                        |                        |
| ACPA27 Convention App Advertisement \$250 Value                                  | ✓                    | ✓                        | ✓                        |                        |
| Posts shared on ACPA social media                                                | 5                    | 4                        | 3                        | 1                      |
| Direct e-mails sent to ACPA members                                              | 5                    | 4                        | 3                        | 1                      |
| Listing(s) in ACPA's eCommunity Newsletter                                       | 5                    | 4                        | 3                        | 2                      |
| Listing on ACPA's Convention webpage                                             | ✓                    | ✓                        | ✓                        | ✓                      |
| <b>ACPA Membership</b>                                                           |                      |                          |                          |                        |
| Company ACPA membership benefits for 12 months (\$499-\$999 Value)               | ✓                    | ✓                        | ✓                        | ✓                      |



## **SPONSORSHIP OPPORTUNITIES**

Corporate Partners are invited to select sponsorship for one of the ACPA27 events or items listed below

### **BRONZE PARTNERS**

- 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 PARTNERS**

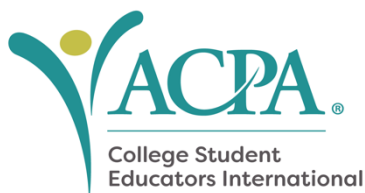
- Next Gen Conference Lunch Sponsor
- Next Gen Conference Dinner Sponsor
- Next Gen Conference Participant and Alumni Reception Sponsor
- Featured Speaker Sponsor (4 opportunities)
- Marketplace/Exhibit Area Nutrition/Coffee Break Sponsor (4 opportunities)
- SSAO Lounge Sponsor
- Plenary Session Sponsor
- Dedicated User Group Meeting Sponsor

### **GOLD PARTNERS**

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

### **PLATINUM PARTNERS**

- Featured Speaker Sponsor-Exclusive Sponsorship
- Marketplace Nutrition/Coffee Break-Exclusive Sponsorship
- Opening Session Sponsor-Exclusive Sponsorship
- Opening Reception/Connection Point Sponsor-Exclusive Sponsorship



# ADDITIONAL OPPORTUNITIES

## 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.

### Membership Includes:

- One individual membership to ACPA and the opportunity to purchase additional memberships at \$99/person versus \$179/person
- Discounted rates on ACPA Advertising Packages (see below)
- Discounted rates on ACPA Convention Exhibiting
- Discounted rates for ACPA Professional Development events
- Access to the ACPA Member Directory
- Opportunity to join ACPA Entity Groups for education and networking
- Access to ACPA online learning programs and publications including the Journal of College Student Development and About Campus

### Pricing for 12 months of membership:

- For Profit // \$499
- Non-Profit // \$249

**Join today** by contacting Tim Arth, Senior Director of Membership and Strategic Business Development  
[tarth@acpa.nche.edu](mailto:tarth@acpa.nche.edu) // 202.688.1978

## ACPA ADVERTISING PACKAGES

Showcase how your company's products and services are working to boldly transform higher education. Connect with ACPA Members through a wide range of advertising initiatives 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 through an individualized email communication distributed by ACPA on your behalf. ACPA will approve the email content before distribution.

- ACPA Company Member Rate // \$1,300 per broadcast email distribution
- Non-Member Rate // \$1,100 per broadcast email distribution-Members
- 10% discount available for a pre-pay package of 5+ broadcast emails

### eCommunity Listing

Create brand awareness and thought leadership positioning through sponsored listings in ACPA's weekly digital newsletter, eCommunity. Your purchase includes a 1-2 paragraph company message/thought leadership/call to action and hyperlink to company website in a future edition of eCommunity.

- ACPA Company Member Rate // \$250 per listing
- Non-Member Rate // \$350 per listing

### ACPA Annual Convention

Advertise in the ACPA27 mobile app via a rotating banner ad which includes a hyperlinked image for attendees to gain more information about your products and services.

- ACPA Company Member Rate // \$150 per banner ad
- Non-Member Rate // \$350 per banner ad

### About Campus Publication

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.

## THOUGHT LEADER **WEBINAR SPONSOR**

ACPA's members identify with companies who not only help them make their work on campus easier and more efficient, but those who provide education that benefits their students and 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 by developing and/or sponsoring a webinar. Companies are invited to collaborate with ACPA on an educational topic or provide solo education on a thought leadership issue pertinent to your business.

### **Sponsorship Includes:**

- 1 direct email to ACPA Membership advertising the webinar
- 3 listings in ACPA's weekly newsletter, eCommunity
- Company logo added to webinar slides
- Company logo and call-to-action email to attendees post-webinar
- Access to the webinar registration list which includes attendee name, position title, and institution

### **Pricing:**

- ACPA Company Member Rate // \$2,000
- Non-Member Rate // \$3,000

To discuss these opportunities or begin your involvement, contact  
**Tim Arth, Senior Director of Membership and Strategic Business Development**  
[tarth@acpa.nche.edu](mailto:tarth@acpa.nche.edu) // 202.688.1978