

Sponsorship Prospectus

Conference for Community College Advancement

Oct. 2–4, 2019 • San Diego, California
Sheraton San Diego Hotel & Marina

Listen. Learn. Lead.

The annual meeting of professionals who work to advance community colleges



case.org/ccca

Join the conversation: #casecc @caseadvance



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

SPONSOR EXHIBIT PROMOTE

MARKETING TEAM

Anthony Mitchell
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amitchell@case.org

Wanda Harris
202-478-5636
wharris@case.org

***case.org/educational-
partners***

Tell Them What's New

It's the most cost-effective, efficient way to be face-to-face with the people who matter the most to your business. More than 400 advancement decision makers gather annually at the Conference for Community College Advancement.

Your best clients and most promising prospects attend this unique market-specific conference entirely focused on key challenges and opportunities facing advancement leaders at community colleges.

The Conference for Community College Advancement features big thinkers, big ideas and big issues—all of which unfold in idea-packed sessions, impromptu hallway meetings and conversations at receptions and during breaks—valuable face time you don't want to miss.

Educational Partners

Affiliate with CASE as an Educational Partner and boost your credibility, raise your visibility and gain valuable access to decision makers within the educational advancement community. Benefits include substantial discounts on nearly all opportunities to engage with CASE and preferred positioning in the CASE online Educational Partner Directory.

Visit **case.org/educational-partners** today!





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Schedule-at-a-Glance

WEDNESDAY, OCTOBER 2

Day 1	1:30–3:00 PM	Opening Key Session	G
	3:00–3:30	Marketplace Opens	
		Refreshment Break	G
	3:30–4:30	Elective Sessions	G S
	4:30–5:00	Coffee Break in the Marketplace	G S
	5:00–6:00	Affinity Group Discussions	S
	6:00–8:00	Welcome Reception	G

THURSDAY, OCTOBER 3

Day 2	8:00–9:00 AM	Continental Breakfast	S
	9:15–10:15	Elective Sessions	G S
	10:15–10:30	Coffee Break in the Marketplace	G S
	10:30–11:30	Elective Sessions	G S
	11:30–11:45	Coffee Break in the Marketplace	G S
	11:45–12:45 PM	Elective Sessions	G S
	12:45–2:00	Networking Luncheon	G
	2:00–2:30	Dessert Reception in the Marketplace	S
	2:30–3:30	Elective Sessions	G S
	3:30–3:45	Coffee Break in the Marketplace	G S
	3:45–4:45	Elective Sessions	G S
	6:00 (START)	Downtown Charter Bus Sponsorship	G

FRIDAY, OCTOBER 4

Day 3	8:00–9:00 AM	Continental Breakfast	S
	9:00–10:15	Featured Sessions	G S
	10:15–10:45	Coffee Break in the Marketplace	G S
	10:45	Exhibit Hall Closes	
	10:45–NOON	Closing Key Session	G

SPONSORSHIP OPPORTUNITIES

G Gold Level

S Silver Level



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Sponsor

Visibility where it counts

Let us help you stand out in a crowded market of advancement product and service providers. As a sponsor at this CASE conference you will raise your company's profile by showcasing your solutions for the profession's most influential leaders and decision makers.

Maximize this unique opportunity to position your company with the one-on-one engagements you'll have with clients and prospects.

Demonstrating your commitment to the advancement profession is key. Sponsorships will help you protect your market and remain visible amongst some of CASE's top volunteers—who are engaged at the highest levels of our association and hold senior leadership positions within their respective organizations.

Early commitments will get your logo in promotions, mailed to nearly 12,000 advancement leaders.

Your company's growth potential can be unlocked at this conference. Don't miss your chance!



With hundreds of advancement professionals in attendance during premier events, your company is sure to have brand visibility.



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Benefits

For sponsors at all levels

STANDARD BENEFITS

- Recognition in a special thank-you ad in Currents magazine (if secured by print deadline)
- Your company's logo and name on prominently displayed signage at the registration area
- Your company's logo projected in rotation on screen before all key sessions
- Your company's logo in conference schedule-at-a-glance
- Listing in conference app
- Pre- and post-conference use of attendee names and mailing addresses
- Recognition on, and links from, the conference website

	G	S	B
BENEFITS	Gold	Silver	Bronze
Premier High-Visibility Event	•		
Premier Promotional Opportunity	•		
Company Logo Projected on Stage	•	•	
Prime Visibility Event		•	
Prime Promotional Opportunity		•	
Prime Location Tabletop	•	•	
Conference Registrations	3	2	1
Standard Benefits	•	•	•

2018 CCCA Sponsors

blackbaud®



FOUNDATION *for* CALIFORNIA
COMMUNITY COLLEGES



Network of California
Community College
Foundations

Payden & Rygel



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Additional Gold-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- Premium tabletop location
- Three complimentary conference registrations
- Discounted Rates:
Educational Partner \$645
Standard \$925
(These rates are applicable for additional staff registrations only)

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Gold Sponsor

\$12,000



Align your brand with rich and unique opportunities and elevate your visibility in front of your most important clients and prospects. This sponsorship includes a \$2,600 premier exhibit tabletop in a prime location.

Select One Prime Visibility Event to Sponsor

- ☒ **WELCOME RECEPTION** — SOLD!
 - ☒ Wednesday, 6:00–8:00 PM
- ☐ **OPENING KEY SESSION**
 - ☐ Wednesday, 1:30–3:00 PM
- ☐ **AWARDS LUNCHEON**
 - ☐ Thursday, 12:45–2:00 PM
- ☐ **DOWNTOWN CHARTER BUS SPONSORSHIP (2)**
 - ☐ Thursday, starting @ 6:00 PM
- ☐ **CLOSING KEY SESSION**
 - ☐ Friday, 10:45–NOON
- ☒ **LANYARDS** — SOLD!

Select One Additional Prime Promotional Opportunity

- ☒ **ONE FEATURED SESSION** — SOLD!
- ☐ **TWO ELECTIVE SESSIONS**
- ☐ **CHOOSE A BREAK IN THE MARKETPLACE**
 - ☒ Wednesday, 3:00–3:30 PM — SOLD!
 - ☐ Wednesday, 4:30–5:00 PM
 - ☐ Thursday, 10:15–10:30 AM





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Additional Silver-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- Premium tabletop location
- Two complimentary conference registrations
- Discounted Rates:
Educational Partner \$645
Standard \$925
(These rates are applicable for additional staff registrations only)

Bronze-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- One complimentary conference registration
- Discounted Rates:
Educational Partner \$645
Standard \$925
(These rates are applicable for additional staff registrations only)

Silver Sponsor

\$8,000



Receive consistent and innovative recognition throughout the conference and better establish your brand. This sponsorship includes a \$2,000 exhibit tabletop in a prime location.

Select One Prime Promotional Opportunity

- ☐ **DESSERT RECEPTION**
- ☐ **HYDRATION STATIONS** (must be selected no later than September)
- ☐ **CONTINENTAL BREAKFASTS**
 - ☐ Thursday, 8:00–9:00 AM
 - ☐ Friday, 8:00–9:00 AM
- ☐ **AFFINITY GROUP DISCUSSIONS**
- ☐ **CHOOSE A BREAK IN THE MARKETPLACE**
 - ☐ Thursday, 11:30–11:45 AM
 - ☐ Thursday, 3:30–3:45 PM
 - ☐ Friday, 10:15–10:45 AM
- ☐ **ONE FEATURED SESSION**
- ☐ **TWO ELECTIVE SESSIONS**

Bronze Sponsor

\$6,000



Exemplify your skills and grow your client base with this sponsorship specifically created for small shops looking to increase their presence with this important market. This sponsorship does not include an exhibit tabletop, but still offers flexibility and high-level recognition.

Note: You may add an exhibit tabletop to your Bronze sponsorship.



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Exhibition Information

EXHIBITOR FEES	CORPORATE PARTNER	NON-MEMBER	Number of registrations included with tabletop
Tabletop	\$2,200	\$2,600	2
Additional staff (per person)	\$645	\$925	N/A

The Conference for Community College Advancement exhibit space is arranged to provide the most traffic and interaction with your prospects. Sponsors are listed on the conference website. There will also be a listing in the conference app for every company participating in the conference.

About Your Exhibit

The exhibit tabletop is arranged to provide the most traffic and interaction. You'll receive:

- One 6' draped table
- Two side chairs
- One wastebasket
- Two complimentary registrations (additional registrations may be purchased)



Show Hours

Wednesday, Oct. 2	Thursday, Oct. 3	Friday, Oct. 4
3:00–8:00 PM	8:00 AM–4:45 PM	8:00–10:45 AM

Exhibit Hours

SET UP	DISMANTLE
Wednesday, Oct. 2 12:00–1:00 PM	Friday, Oct. 4 10:45 AM

For further assistance, contact Wanda Harris at 202-478-5636 or wharris@case.org.

exhibit.case.org



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How to Register

case.org/ccca

- Save money and lock in exclusive opportunities.
- Select your exhibit location.
- Register additional personnel from your company.

Accommodations

A hotel room is not included in your registration fee. Room blocks often fill before hotel deadlines, so make your room reservation early.

The conference will be held at:

Sheraton San Diego Hotel & Marina

1380 Harbor Island Drive
San Diego, CA 92101

<https://book.passkey.com/event/49871009/owner/563/home>

Click through to Sheraton San Diego Hotel & Marina's custom reservations website.



DISCOUNTED ROOM RATE
\$219

DEADLINE FOR DISCOUNT
Sept. 6, 2019
or when the block sells out.