

BUSINESS PARTNER PROSPECTUS

2024 FALL WORKSHOP

AUSTIN, TEXAS

OCTOBER 30 - NOVEMBER 1, 2024



SACUBO

**SOUTHERN ASSOCIATION OF COLLEGE
AND UNIVERSITY BUSINESS OFFICERS**

PARTNERING WITH SACUBO

Who We Are

The Southern Association of College and University Business Officers (SACUBO) was founded in 1928 to inform higher education institutions in the southern region of the United States about issues affecting higher education. SACUBO's mission is to contribute to superior higher education financial and administrative services by providing relevant professional development, thought leadership, and issue advocacy.

SACUBO Fall Workshops

A majority of the attendees at SACUBO events hold senior leadership roles at their higher education institution. The 2024 Fall Workshop is the perfect opportunity to gain access to key decision-makers from institutions in the South. Last year's event had a total of **439 attendees**. Below you will find a breakdown of their job titles.



President/CFO/VP/Vice Chancellor - 19.1%

AVP/AVC - 20%

Controller/Equivalent - 10.7%

Director - 20.5%

Manager/Officer - 15%

Accountant/Analyst - 9.3%

Other - 6.6%

To learn more about becoming a sponsor, please contact us at info@sacubo.org.



2024 FALL WORKSHOP

BUSINESS PARTNER LEVELS

Agreements must be made prior to **October 15, 2024** & all partners must submit their highest quality logo.

*These items have limited availability and are granted on a first-come basis.	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$3,500
Logo with Hyperlink on Business Partner Webpage and Mobile App Listing	✓	✓	✓	✓	✓
Logo on Event Signage	✓	✓	✓	✓	✓
Recognition with Hyperlink in Event Emails	Logo	Logo	Name	Name	Name
Complimentary Registrations	8	6	4	2	1
Exhibitor Table	✓	✓	✓	✓	✓
Attendee List	Early Access	Early Access	✓	✓	✓
Mobile App Push Notifications	2 + Custom	2	1	1	
Sponsored Session*	✓	✓	✓		
Invitation to Business Partner Council	3	2	1		
Lead Retrieval	✓	✓	✓	✓	
Recognition at Keynote Session	✓	✓			
Speaking Opportunity & Keynote Introduction*	✓				
Private Meeting Room*	✓				
Hyperlinked Logo Included on Mobile App Sponsor Banner	✓				



2024 FALL WORKSHOP

EXHIBITOR OPPORTUNITIES

EXHIBIT TABLE - \$2,000

Each 6' exhibitor table space includes:

- (1) Exhibitor Representative
- (1) 6' Skirted Table
- (2) Chairs
- (1) Waste Basket
- Access to the attendee list

ADDITIONAL EXHIBITOR REPRESENTATIVES - \$275

- Access to the exhibit hall, meals, and socials only.
Maximum of 4 discounted booth representative registrations.

LEAD RETRIEVAL - \$350

Track your interactions with attendees by adding on lead retrieval!

- Access to real-time reports.
- Includes two logins to scan from your smartphone or tablet.
- Add additional logins for \$175 each.



HOST CITY EVENTS & ACTIVITIES

Sponsor a Texas-themed activity at the Fall Workshop that spotlights your brand and our host city of Austin! Enhance the attendee experience and gain additional exposure for your company with these unique sponsorship opportunities. All sponsorships will receive the below benefits plus additional items listed with each opportunity.

- Inclusion of company name in the sponsored event or activity title marketed on the SACUBO 2024 Fall Workshop website, app, and program.
- Premier logo recognition featured at the event or activity
- One mobile app push notification.

Armadillo Racing - \$3,000

Make a memorable impression as the Armadillo Racing sponsor! The racetrack will be branded with your company logo and set up in the exhibit area near your table display so you will have prime viewing as the nine-banded armadillos are "steered" down the track by attendees selected as "jockeys."

Texas Leathercraft - \$4,000

Send attendees home with a unique memento featuring your company logo! Add this leathercraft station to your exhibit table where attendees can personalize leather coasters or luggage tags using leather tooling. Sponsorship includes 300 assorted leather pieces pre-stamped with a custom logo.

Texas Dry Rub - \$4,500

This interactive activity is sure to bring attention to your exhibit space! Attendees can choose from a variety of spices to create their own delicious dry rub. Sponsorship includes 300 dry rub kits with custom labels.

Drinkin' Texas - \$6,500

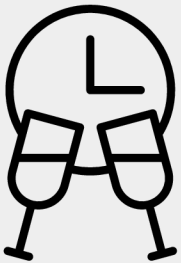
Turn your exhibit space into a local watering hole and treat attendees to a taste of Texas! The sampling saloon will feature a variety of local beverages served by a tasting TEXpert. Engage with attendees as they sip and savor at your table.

À LA CARTE OPPORTUNITIES

Sponsor one of the Fall Workshop social events for additional brand exposure!

HAPPY HOUR SPONSOR | \$7,500

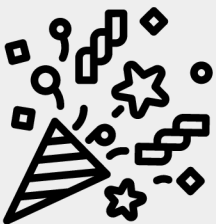
1 AVAILABLE



- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Thursday night happy hour.
- Premier logo recognition featured at the event.
- Recognition with hyperlink logo on the website, emails, and mobile app.
- 1 mobile app push notification with recognition of sponsorship.

OPENING RECEPTION SPONSOR | \$10,000

1 AVAILABLE



- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Opening Reception on Wednesday night.
- Premier logo recognition featured at the event.
- Recognition with hyperlink logo on the website, emails, and mobile app.
- 1 mobile app push notification with recognition of sponsorship.

Food and beverage for these events will be coordinated by the SACUBO team. Reach out to info@sacubo.org to customize your sponsored event with additional offerings.

À LA CARTE OPPORTUNITIES

Customize your sponsorship with these à la carte opportunities!



WIFI SPONSOR | \$5,000

1 AVAILABLE

- Premier logo recognition featured on Wi-Fi signage throughout the event.
- 2 mobile app push notifications with recognition of sponsorship.



BREAKFAST OR LUNCH SPONSOR | \$3,500

2 AVAILABLE

- Premier logo recognition featured at one of the meals during the event.
- 1 mobile app push notification with recognition of sponsorship.



PRIVATE MEETING ROOM | \$3,500

4 AVAILABLE

- Reserved private meeting room for your exclusive use on either Wednesday, Thursday, or Friday.
- Rooms are set with rounds and can accommodate 20 people.



HOTEL KEY CARD SPONSOR | \$2,500*

ADD ON: KEY CARD ENVELOPES | \$2,000*

EXCLUSIVE - *RIGHTS ONLY

- Premier logo recognition featured on custom key cards for all hotel guests registered under the event room block.
- 1 mobile app push notification with recognition of sponsorship.

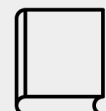
**Sponsor is responsible for the costs of producing the key cards and envelopes.*



BREAK SPONSOR | \$2,000

1 AVAILABLE

- Premier logo recognition featured at one of the breaks during the event.
- 1 mobile app push notification with recognition of sponsorship.



BOOK SIGNING SPONSOR - \$2,000*

UP TO 2 AVAILABLE

- Premier logo recognition featured at keynote book signing during the event.
- 1 mobile app push notification with recognition of sponsorship

**Option to purchase books for attendees, sponsor responsible for cost of books.*



PHOTO BOOTH SPONSOR | \$1,500*

1 AVAILABLE - *RIGHTS ONLY

- Premier logo recognition featured on photo strip print out.

**Sponsor is responsible for the cost of the booth.*



TOTE BAG SPONSOR | \$1,500*

1 AVAILABLE - *RIGHTS ONLY

- Premier logo recognition featured on custom tote bags distributed to all attendees.

**Sponsor is responsible for the cost of producing tote bags. Tote bag designs must include SACUBO branding and be approved prior to production.*



LANYARD SPONSOR | \$1,500*

1 AVAILABLE - *RIGHTS ONLY

- Premier logo recognition featured on custom lanyards distributed to all attendees.

**Sponsor is responsible for the cost of producing lanyards. Lanyard designs must include SACUBO branding and be approved prior to production.*



RESERVED MEAL TABLE | \$1,000

10 AVAILABLE

- Designated table with reserved logo signage at all event meals.
- Tables can accommodate 10 guests.



REGISTRATION KIOSK SCREEN | \$1,000

1 AVAILABLE

- Premier logo recognition on the start screen of the attendee registration kiosk.



MOBILE APP PUSH NOTIFICATION | \$500

- Custom push notification up to 150 characters sent to all conference app users.
- Ability to also include an embedded "Learn More" link.

BENEFITS GLOSSARY

Attendee List

- Includes all opt in attendees' name, organization, title, and email address.
- Pre-event lists will be sent four weeks prior to the event with an updated list sent two weeks prior. Post-event list will be sent within one week following the event.
- **Early Access:** Pre-event list will be sent two months prior with updated lists sent every two weeks prior to the event. Post-event list will be sent within one week following the event.

Complimentary Full Conference Registrations

- Your included registrations will receive full access to the event.

Invitations to Thursday's Business Partner Council

- Connect with members of the SACUBO Business Partner Committee to share thoughts on how we can grow our partnerships.

Lead Retrieval

- Includes 2 logins to the lead capture portal.
- Scan visitors to your booth with your smartphone or tablet and access real-time reports.

Mobile App Push Notifications

- Will include your company name, logo, and recognition of your partnership.
- **Custom Notification:** Provide up to a 150 character notification to go out to event attendees.

Private Meeting Room

- Reserved private meeting room for your exclusive use on either Wednesday, Thursday, or Friday.
- Rooms are set with rounds and can accommodate 20 people.

Speaking Opportunity & Keynote Introduction

- Opportunity to provide 1-2 minutes of live remarks or a prerecorded video and introduce the keynote speaker at the start of the General Session on either Thursday or Friday.

Sponsored Session

- Present a 50-minute sponsored session (proposals must be submitted and accepted by the committee).
- Up to two additional registrants at the speaker rate.