

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 - \$250

- 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.



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.*

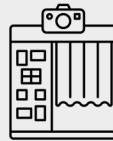


PHOTO BOOTH SPONSOR | \$1,500*

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.

