

BUSINESS PARTNER PROSPECTUS



SACUBO
WOMEN'S LEADERSHIP FORUM

FEBRUARY 7–9, 2024 • BIRMINGHAM, ALABAMA



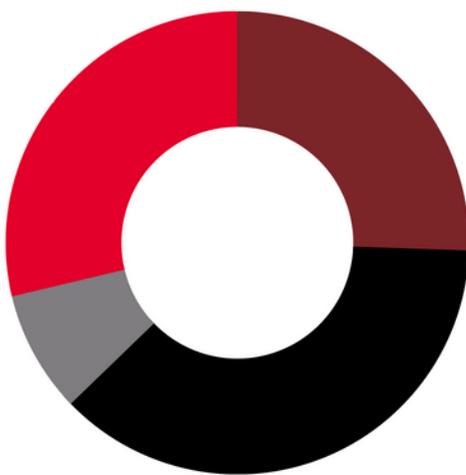
PARTNERING WITH SACUBO

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 Women's Leadership Forum

This is a two-day forum for current and future women leaders in higher education. The program is designed to provide speakers who are experts in topics related to women in leadership positions, high-level executive coaching sessions, interactive group discussions, and networking opportunities to help you position yourself for effective leadership and executive placement. Last year's event had a total of **188** attendees. Below you will find a breakdown of their professional role type.



Academic Units/Schools: 25.5%

Central Administration/Non Academic Units: 37.2%

Top Executive and Senior Institutional Officers: 8.5%

Other: 28.7%

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

2024 WOMEN'S LEADERSHIP FORUM

2024 WOMEN'S LEADERSHIP FORUM OPPORTUNITIES

BUSINESS PARTNER LEVELS

	DIAMOND \$10,000 <i>Exclusive Opportunity</i>	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,500
Exhibit Table	✓	✓	✓	✓
Recognition on Sponsor Webpage	Logo & Link	Logo & Link	Logo & Link	Logo & Link
Logo in Mobile Event App	✓	✓	✓	✓
Pre/Post Event Attendee List	Early Access	✓	✓	✓
Complimentary Registrations	4	2	1	1
Mobile App Push Notification(s)	2 + 1 Custom	2	1	
Logo on Event Signage	✓	✓	✓	✓
Recognition in Event Emails	Logo & Link	Logo & Link	Logo & Link	Name & Link
Speaking Opportunity	Opening Reception	Session		
Recognition in Event Title	✓			

BENEFITS GLOSSARY

Mobile App Push Notifications

- Includes company name and thank you for your partnership
- Custom Notification: 150 character limit notification to go out to event attendees

Attendee List

- Includes all opted-in attendees' names, organizations, titles, and email addresses
- Pre: sent 4 weeks prior to event with an updated list sent 2 weeks prior
- Post: sent within 1 week after event
- Early Access: sent first list 2 months prior with updated lists sent every 2 weeks before event

Complimentary Registration

- Your included registrations will receive full event access

Exhibitor Table

- Tabletop setup on day 1 of the event located in the registration and Opening Reception area

Speaking Opportunity

- Diamond EXCLUSIVE opportunity to provide live remarks or a prerecorded video (1-2 minutes) at the start of the Opening Reception
- Gold opportunity to provide live remarks or a prerecorded video (1-2 minutes) at the start of a session

Recognition in Event Title

- EXCLUSIVE inclusion of company name in event title: "SACUBO Women's Leadership Forum presented by..."

2024 WOMEN'S LEADERSHIP FORUM OPPORTUNITIES

À LA CARTE OPPORTUNITIES

LANYARD SPONSOR | 1 AVAILABLE | \$750*

- Premier logo recognition featured on custom lanyards worn by all attendees
- 1 mobile app push notification

*plus cost of goods and production, design must include SACUBO branding and be approved prior to printing.

BOOK SPONSOR | 1 AVAILABLE | \$1,000*

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

*plus cost of goods

BREAK OR BREAKFAST SPONSOR | 5 AVAILABLE | \$1,500

- Premier logo recognition featured at one of the breaks or breakfasts during the event
- 1 mobile app push notification

KEY CARD SPONSOR | 1 AVAILABLE | \$2,500*

- Premier logo recognition featured on hotel key card for event attendees

*plus cost of goods and production, design must include SACUBO branding and be approved prior to printing.

WIFI SPONSOR | 1 AVAILABLE | \$5,000

- Custom naming of the network and/or passcode
- Premier logo recognition featured on Wi-Fi signage throughout the event
- 2 mobile app push notifications