



SACUBO

SOUTHERN ASSOCIATION OF COLLEGE
AND UNIVERSITY BUSINESS OFFICERS

2025

BUSINESS PARTNER

PROSPECTUS

TABLE OF CONTENTS

ABOUT SACUBO.....	3
PARTNERING WITH SACUBO.....	4
SACUBO EVENT ATTENDEE PROFILE.....	5
SACUBO WOMEN'S LEADERSHIP FORUM.....	6
SACUBO ANNUAL MEETING.....	10
SACUBO FALL WORKSHOP.....	18
SACUBO WEBINARS.....	25
SACUBO NEWSLETTERS.....	26
SACUBO BUSINESS PARTNER MEMBERSHIP.....	27
SACUBO PARTNERSHIP POLICIES.....	28
BENEFIT GLOSSARY.....	29

ABOUT SACUBO

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, a volunteer-led organization, is committed to delivering professional development opportunities and providing information to help members improve or develop their capabilities in higher education business management, to promoting improved principles and efficient practices in the business and financial management of colleges and universities, and to educating members regarding professional standards and ethical conduct in the performance of their duties and responsibilities.

SACUBO's current membership is comprised of approximately 700 institutions and organizations primarily from the southeastern region of the United States. These institutions are predominantly colleges and universities but also include business partners and other affiliates. SACUBO serves as a conduit to foster the exchange of information and resources among its constituency. SACUBO recognizes four (4) constituent groups:

- Community Colleges
- Comprehensive and Doctoral Institutions
- Small Institutions
- Research Universities

Members are offered opportunities to learn, share ideas and best practices, and network with peers from like-institutions as well as the full membership.



PARTNERING WITH SACUBO

Thank you for your interest in partnering with SACUBO!

We value our SACUBO Business Partners and appreciate the support they provide throughout the year by being a part of our annual events and enrolling as members of the organization. This year, we are offering even more ways to partner with the addition of webinars and newsletter advertisements. Our partnership opportunities are detailed in the following pages. Do not hesitate to reach out to Randy Ellis, our Business Partner Relations Coordinator, at rellis@vccs.edu or the SACUBO team at info@sacubo.org if you have any questions.

- ANNUAL 2025 SACUBO EVENTS -

- Women's Leadership Forum | February 26-28 | Virginia Beach, VA
- Annual Meeting | April 13-15 | Miami, FL
- Fall Workshop | October 29-31 | New Orleans, LA

- MORE WAYS TO PARTNER -

- Webinars: March 25, September 17, December 10, and December 11
- Newsletter Advertisements: Monthly
- Membership: Annual

- ANNUAL PARTNERSHIP PERKS -

Secure your 2025 SACUBO partnerships by February 1, 2025 and receive additional perks if your combined annual commitment is \$30,000 or more!

\$30,000+: Your organization will receive a **FREE year of membership** as a SACUBO Business Partner. See page 27 for membership details.

\$55,000+: Receive a **10% discount** on your 2025 partnership package.

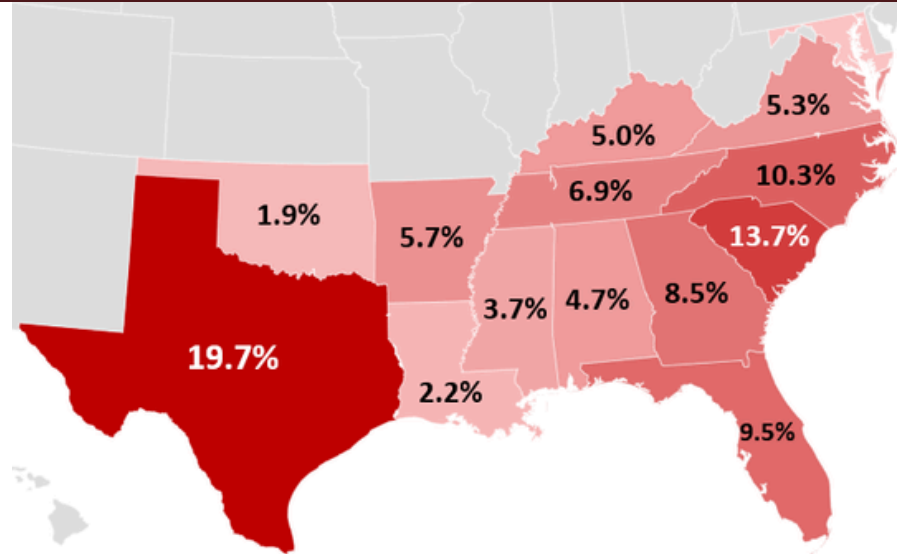
SACUBO EVENT ATTENDEE PROFILE

- AVERAGE ATTENDANCE -

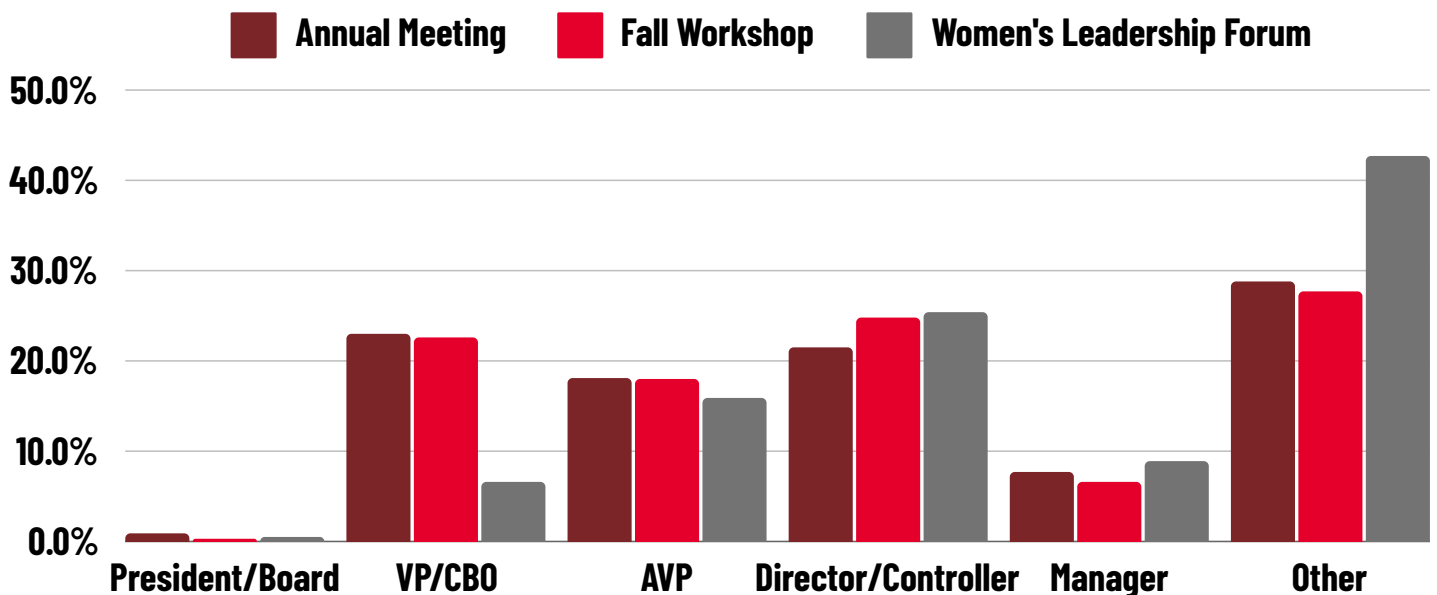
- **Women's Leadership Forum** - 150 attendees (2022-2024)
- **Annual Meeting** - 520 attendees (2022-2024)
- **Fall Workshop** - 360 attendees (2021-2023)

- ATTENDANCE BY STATE -

Data from 2021-2024 in-person events.



- PROFESSIONAL ROLE BREAKDOWN -



Data from 2021-2024 in-person events.

SACUBO WOMEN'S LEADERSHIP FORUM

February 26–28, 2025 | Virginia Beach, VA

SACUBO's **Women's Leadership Forum** is a three-day event for current and aspiring women leaders in higher education. Additionally, it welcomes men who actively advocate for female empowerment. 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.



To secure your partnership, visit sacubo.org/bp-opportunities.

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received by **December 26, 2024**. Register and pay today to make the most of your partnership!

Please contact info@sacubo.org if you have any questions.

PRELIMINARY SCHEDULE

Please note, this is a preliminary schedule and is subject to change. Visit sacubo.org for the most up-to-date schedule.

*Denotes sponsorship opportunity. See following pages for event and sponsorship details.

WEDNESDAY, FEBRUARY 26

1:00 PM – 6:00 PM	Career Coaching
6:30 PM – 8:30 PM	Opening Networking Dinner & Reception

THURSDAY, FEBRUARY 27

7:30 AM – 8:30 AM	Breakfast*
8:00 AM – 12:45 PM	Career Coaching
8:30 AM – 8:45 AM	Welcome Remarks*
8:45 AM – 9:45 AM	President Session
9:45 AM – 10:00 AM	Break*
10:00 AM – 11:15 AM	Session
11:15 AM – 11:30 AM	Break*
11:30 AM – 12:30 PM	Session
12:30 PM – 1:45 PM	Lunch*
1:45 PM – 3:30 PM	Session
3:30 PM – 3:45 PM	Break*
3:45 PM – 5:00 PM	Keynote Session*
5:00 PM – 5:15 PM	Closing Remarks

FRIDAY, FEBRUARY 28

7:30 AM – 8:30 AM	Breakfast*
8:30 AM – 8:45 AM	Welcome Remarks*
8:45 AM – 10:00 AM	Session
10:00 AM – 11:00 AM	Session
11:15 AM – 12:15 PM	President Session
12:15 PM – 12:30 PM	Meeting Reflections & Closing Remarks

2025 WOMEN'S LEADERSHIP FORUM

BUSINESS PARTNER PACKAGES

	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000
Quantity	2	2	3	4	
Logo with Hyperlink on Business Partner Webpage and Mobile App	X	X	X	X	X
Logo on Event Signage	X	X	X	X	X
Recognition with Hyperlink in Event Emails	LOGO	LOGO	LOGO	NAME	NAME
Exhibitor Table at Opening Reception <i>Each exhibitor space includes:</i> <ul style="list-style-type: none"> (1) 6' Skirted Tables (2) Chairs 	X	X	X	X	X
Complimentary Full Conference Registrations	4	3	2	1	1
Access to Attendee List	EARLY ACCESS	EARLY ACCESS	X	X	X
Exclusive Sponsorship Opportunities*	OPENING RECEPTION OR KEYNOTE	MORNING WELCOME	BREAKFAST OR LUNCH	COFFEE BREAK	
Speaking Opportunity	OPENING RECEPTION OR KEYNOTE	MORNING WELCOME OR SESSION INTRODUCTION	SESSION INTRODUCTION		
Mobile App Push Notifications	2 (1 + 1 Custom)	1	1		
Panelist Opportunity	X	X			
Logo Included on Mobile App Sponsor Banner	X				

REFER TO BENEFITS GLOSSARY ON PAGE 29 FOR MORE DETAILS.

*During registration you can view the availability of sponsorship exclusives and make your selection. With your chosen selection, you will receive premier logo placement on signage at your sponsored event and recognition in event promotions.

- PACKAGE ADD-ONS -

Lead Retrieval - \$350

Understand who is visiting your booth by upgrading your booth with lead retrieval!

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

A LA CARTE OPPORTUNITIES

Build your own partnership package or add on to one with a la carte sponsorship opportunities!

WI-FI - \$5,000

Exclusive Opportunity

- Custom naming of the network and/or passcode.
- Premier logo placement featured on Wi-Fi signage throughout the event.
- Recognition of Wi-Fi sponsorship on website, emails, mobile app, and app notifications.

REGISTRATION KIOSK - \$1,000

1 Available

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

MOBILE APP PUSH NOTIFICATION - \$500

Unlimited

- Custom push notification up to 350 characters sent to all conference app users.

- SPONSORED ITEMS -

Sponsorship is for the rights only. Cost of goods, production, and shipping are the responsibility of the sponsor. All items must be co-branded with the SACUBO logo and approved by the SACUBO office prior to production.

BOOK SPONSOR - \$1,000

Exclusive Opportunity - Rights Only

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

LANYARDS - \$750

Exclusive Opportunity - Rights Only

- Premier logo placement on custom co-branded SACUBO lanyards worn by attendees.

KEY CARDS - \$750 | ADD ON: KEY CARD ENVELOPES - \$500

Exclusive Opportunity - Rights Only

- Premier logo recognition featured on custom co-branded key cards for all hotel guests registered under the event room block.

TOTE BAGS - \$750

Exclusive Opportunity - Rights Only

- Premier logo placement on custom co-branded tote bags distributed to attendees.

SACUBO ANNUAL MEETING

April 13-15, 2025 | Miami, FL

SACUBO's **Annual Meeting** is our largest event that provides three days of relevant and quality professional education and networking opportunities for college and university business officers in the region! Quality speakers and subject matter experts provide timely information and the tools to help address important challenges and issues specific to higher education financial and administrative services.



To secure your partnership, visit sacubo.org/bp-opportunities.

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received by **February 13, 2025**. Register and pay today to make the most of your partnership!

Please contact info@sacubo.org if you have any questions.

PRELIMINARY SCHEDULE

Please note, this is a preliminary schedule and is subject to change. Visit sacubo.org for the most up-to-date schedule.

*Denotes sponsorship opportunity. See following pages for event and sponsorship details.

SATURDAY, APRIL 12

6:00 PM - 10:00 PM	President's Dinner (Invite Only)	
---------------------------	----------------------------------	--

SUNDAY, APRIL 13

8:00 AM - 6:00 PM		<i>Exhibitor Move-In</i>
11:45 AM - 12:00 PM	Welcome Address	
12:00 PM - 12:50 PM	Sponsor Sessions*	
1:00 PM - 1:50 PM	Sponsor Sessions*	
1:50 PM - 2:10 PM	Coffee Break*	
2:10 PM - 3:00 PM	Sponsor Sessions*	
3:10 PM - 4:00 PM	Sponsor Sessions*	
4:10 PM - 5:10 PM	FASB & GASB Updates	
5:30 PM - 9:30 PM	Opening Reception at Joia Beach*	

MONDAY, APRIL 14

7:30 AM - 8:30 AM	Breakfast*	
8:30 AM - 10:00 AM	Awards & Keynote Session*	
10:10 AM - 11:00 AM	Concurrent Sessions	
11:00 AM - 11:30 AM	Networking Break with Exhibitors*	<i>Exhibit Hall Open</i>
11:30 AM - 12:20 PM	Concurrent Sessions	
12:20 PM - 1:30 PM	Lunch*	<i>Exhibit Hall Open</i>
1:30 PM - 2:20 PM	Concurrent Sessions	
2:20 PM - 3:50 PM	Ice Cream Social in Exhibit Hall*	<i>Exhibit Hall Open</i>
4:00 PM - 4:50 PM	Concurrent Sessions	
5:00 PM - 6:00 PM	Happy Hour in Exhibit Hall*	<i>Exhibit Hall Open</i>
8:30 PM - 10:30 PM	Nightcap Reception*	

TUESDAY, APRIL 15

7:30 AM - 8:30 AM	Breakfast*	
8:30 AM - 10:00 AM	Awards & Keynote Session*	
10:10 AM - 11:00 AM	Concurrent Sessions	
11:00 AM - 11:30 AM	Networking Break with Exhibitors*	<i>Exhibit Hall Open</i>
11:30 AM - 12:20 PM	Concurrent Sessions	
12:20 PM - 1:30 PM	Lunch*	<i>Exhibit Hall Open</i>
1:30 PM - 2:20 PM	Concurrent Sessions	
2:20 PM - 3:30 PM	Dessert Reception in Exhibit Hall*	<i>Exhibit Hall Open</i>
3:30 PM - 4:20 PM	Concurrent Sessions	
3:30 PM - 6:00 PM		<i>Exhibitor Move-Out</i>

2025 ANNUAL MEETING

BUSINESS PARTNER PACKAGES

	DIAMOND \$35,000	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	COPPER \$5,000	EXHIBITOR \$3,000
Quantity	2	4	6				
Exhibitor Space <i>Each 10' x 10' booth space includes:</i>							
<ul style="list-style-type: none"> • Back Wall & Side Rail Drape • Booth ID Sign • (1) 6' Skirted Table • (2) Chairs • (1) Wastebasket 	10x20	10x10	10x10	10x10	10x10	10x10	10x10
Complimentary Full Conference Registrations	8	6	4	3	2	1	1
Access to Attendee List	EARLY ACCESS	EARLY ACCESS	X	X	X	X	X
Logo with Hyperlink on Business Partner Webpage and Mobile App	X	X	X	X	X	X	
Logo on Event Signage	X	X	X	X	X	X	
Recognition with Hyperlink in Event Emails	LOGO	LOGO	NAME	NAME			
Digital Tote Bag Insert	X	X	X	X			
Invitation to Business Partner Council	X	X	X				
Complimentary Lead Retrieval	X	X	X				
Mobile App Push Notifications	3 (2 + 1 CUSTOM)	2	1				
Exclusive Sponsorship Opportunities	(1) TIER 1 + (1) TIER 3	(1) TIER 2 + (1) TIER 3	(1) TIER 3				
Sponsorship Recognition at General Session	X	X					
Invitations to President's Dinner	3	2					
Verbal Recognition of Sponsorship at General Session	X	X					
Logo on Mobile App Sponsor Banner	X						
Private Meeting Room	X						
Scrolling Hyperlinked Sidebar Ad on Conference Website	X						

REFER TO BENEFITS GLOSSARY ON PAGE 29 FOR MORE DETAILS.

2025 ANNUAL MEETING

BUSINESS PARTNER PACKAGES

- PACKAGE ADD-ONS -

Representative Badges - \$350

Maximum of 5 discounted representative badges.

- Access to the exhibit hall, meals, and socials only.

Lead Retrieval - \$350

Understand who is visiting your booth by upgrading your booth with lead retrieval!

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

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Diamond, Platinum, and Gold Level Business Partners can customize their package with these exclusive sponsorship opportunities. Any exclusive sponsorship opportunities that have not been secured by **1/31/25** will become available for purchase to all partnership levels on **2/1/25**.

- TIER 1 - DIAMOND LEVEL EXCLUSIVES -

Keynote Sponsor & Book Signing - 2 available

- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Keynote session on either Monday or Tuesday
- Premier logo placement on Keynote and book signing signage for your selected day
- Recognition of sponsorship of the Keynote and book signing on website, emails, mobile app, and app notifications

- TIER 2 - PLATINUM LEVEL EXCLUSIVES -

Lunch - 2 available

- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of lunch on either Monday or Tuesday
- Premier logo placement on signage at your sponsored lunch
- Recognition of sponsorship of your selected lunch on website, emails, mobile app, and app notifications

— EXCLUSIVE SPONSORSHIP OPPORTUNITIES —

- TIER 2 - PLATINUM LEVEL EXCLUSIVES (CONTINUED) -

Exhibit Hall Happy Hour - 1 available

- Exclusive use of Micro Session room to host demos or play promotional videos during Happy Hour
- Premier logo placement on signage at the Happy Hour
- Recognition of Happy Hour sponsorship on website, emails, mobile app, and app notifications

Wi-Fi - 1 available

- Custom naming of the network and/or passcode
- Premier logo placement featured on Wi-Fi signage throughout the event
- Recognition of Wi-Fi sponsorship on website, emails, mobile app, and app notifications

- TIER 3 - DIAMOND, PLATINUM, & GOLD LEVEL EXCLUSIVES -

Sponsored Session - 8 available

- Present a 50-minute sponsored session on day one of the event (proposals must be submitted and accepted by committee)
- Premier logo placement on signage at your sponsored session
- Recognition of session sponsorship on website, emails, mobile app, and app notifications

Dessert with Exhibitors - 2 available

- Premier logo recognition featured at one of the afternoon dessert breaks in the exhibit hall
- Recognition of sponsorship on website, emails, mobile app, and app notifications
- Opportunity to place promotional materials on food and beverage tables during your sponsored break

Breakfast - 2 available

- Premier logo recognition featured at Monday or Tuesday's breakfast
- Recognition of sponsorship on website, emails, mobile app, and app notifications
- Looping promo video or branded slides played during your sponsored breakfast

OPENING RECEPTION AT JOIA BEACH

**Make waves at the SACUBO Annual Meeting by sponsoring
the Opening Reception at Joia Beach!**

OPENING RECEPTION - \$25,000

Exclusive Opportunity

- Recognition as Opening Reception sponsor in promotional materials including the Annual Meeting website, emails, mobile app, and app notifications.
- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Opening Reception.
- Premier logo placement on Opening Reception signage, bar menu, and cocktail napkins plus projected logo on thatched roof of the Palapa.
- Signature cocktail incorporating company name served in custom branded coconuts (sponsorship includes 300 coconuts).
- Ability to place promotional items on tables at Opening Reception and/or bus seats transporting attendees to and from the reception.

Customize the event with add-ons such us:

- Branded Handheld Fans
- Cocktail Stirrers
- Raw Bar with Logo Ice Sculpture
- Floating Billboard
- Additional Branded Coconuts

**Contact info@sacubo.org
for pricing and details!**



A LA CARTE OPPORTUNITIES

Build your own partnership package or add on to one with a la carte sponsorship opportunities!

PRIVATE MEETING ROOM - \$2,500 FOR FULL DAY, \$700 PER 2-HOUR BLOCK

Inquire for availability

- Reserved private meeting room for your exclusive use
- Rooms are set with crescent rounds and can accommodate 25 people
- Screen, projector, and microphone provided

MICRO SESSION - \$1,500

4 available

- Dedicated space in exhibit hall for a 20-minute demo or session
- Screen, projector, microphone, and seating for up to 50 provided

EXHIBIT HALL BREAK - \$1,500

2 available

- Premier logo recognition featured at one of the breaks in the exhibit hall
- 1 mobile app push notification recognizing your sponsorship

RESERVED MEAL TABLE - \$1,000

10 available

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

COFFEE BREAK - \$1,000

1 available

- Premier logo recognition featured at the coffee break
- 1 mobile app push notification recognizing your sponsorship

PAWS FOR A BREAK - \$1,000

*Exclusive Opportunity - Rights Only**

Host adoptable puppies in the exhibit hall! SACUBO will partner with a local rescue group to bring a little puppy playtime to the Annual Meeting and encourage attendees to “paws” for a break.

- Premier logo recognition featured at the Paws for a Break
- 1 mobile app push notification recognizing your sponsorship
- *Sponsor responsible for any donation amounts required by participating rescue groups

A LA CARTE OPPORTUNITIES

REGISTRATION KIOSK - \$1,000

1 available

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

MOBILE APP PUSH NOTIFICATION - \$500

Unlimited

- Custom push notification up to 350 characters sent to all conference app users

- SPONSORED ITEMS -

Sponsorship is for the rights only. Cost of goods, production, and shipping are the responsibility of the sponsor. All items must be co-branded with the SACUBO logo and approved by the SACUBO office prior to production.

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

Exclusive Opportunity - Rights Only

- Premier logo recognition featured on custom co-branded key cards for all hotel guests registered under the event room block

LANYARDS - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo placement on custom co-branded SACUBO lanyards worn by attendees

TOTE BAGS - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo placement on custom tote bags distributed to attendees

HANDHELD FANS - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo placement on custom handheld fans distributed to attendees

PHOTO BOOTH - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo recognition featured on photo booth pictures

SACUBO FALL WORKSHOP

October 29-31, 2025 | New Orleans, LA

The Fall Workshop is the perfect opportunity to gain access to key decision-makers from institutions in the South. This event is three days long and provides relevant and quality professional education and networking opportunities for college and university business officers in the region! The program features nationally-recognized speakers and subject-matter experts on a variety of topics of importance to higher education business professionals.



To secure your partnership, visit sacubo.org/bp-opportunities.

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received by **August 29, 2025**. Register and pay today to make the most of your partnership!

Please contact info@sacubo.org if you have any questions.

PRELIMINARY SCHEDULE

Please note, this is a preliminary schedule and is subject to change. Visit sacubo.org for the most up-to-date schedule.

*Denotes sponsorship opportunity. See following pages for event and sponsorship details.

WEDNESDAY, OCTOBER 29

11:45 AM - 12:00 PM	Welcome Remarks
12:00 PM - 1:50 PM	Sponsored Sessions*
2:00 PM - 2:50 PM	Sponsored Sessions*
3:00 PM - 3:50 PM	Sponsored Sessions*
4:00 PM - 4:50 PM	Sponsored Sessions*
5:00 PM - 5:50 PM	FASB & GASB Updates
6:00 PM - 6:30 PM	First Timers Reception
6:30 PM - 8:30 PM	Opening Reception*

THURSDAY, OCTOBER 30

8:00 AM - 9:10 AM	Opening Remarks & Keynote*
9:10 AM - 9:50 AM	Keynote Book Signing & Networking Break*
9:50 AM - 11:40 AM	Concurrent Sessions
11:50 AM - 1:00 PM	Lunch*
1:10 PM - 3:00 PM	Concurrent Sessions
3:00 PM - 3:30 PM	Networking Break*
3:30 PM - 5:20 PM	Concurrent Sessions
5:20 PM - 6:20 PM	Happy Hour with Business Partners*

FRIDAY, OCTOBER 31

7:00 AM - 8:00 AM	Breakfast*
8:00 AM - 9:10 AM	Closing Remarks & Keynote*
9:10 AM - 9:50 AM	Keynote Book Signing & Networking Break*
9:50 AM - 10:40 AM	Concurrent Sessions
10:40 AM - 10:50 AM	Coffee Break*
10:50 AM - 11:40 AM	Concurrent Sessions

2025 FALL WORKSHOP

BUSINESS PARTNER PACKAGES

	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	EXHIBITOR \$3,000
Quantity	2	3	8			
Exhibitor Space <i>Each exhibitor space includes:</i>						
• (1) 6' Skirted Table	X	X	X	X	X	X
• (2) Chairs						
Complimentary Full Conference Registrations	8	6	4	3	2	1
Access to Attendee List	EARLY ACCESS	EARLY ACCESS	X	X	X	X
Logo with Hyperlink on Business Partner Webpage and Mobile App	X	X	X	X	X	
Logo on Event Signage	X	X	X	X	X	
Recognition with Hyperlink in Event Emails	LOGO	LOGO	NAME	NAME		
Digital Tote Bag Insert	X	X	X	X		
Invitation to Business Partner Council	X	X	X			
Complimentary Lead Retrieval	X	X	X			
Mobile App Push Notifications	3 (2 + 1 CUSTOM)	2	1			
Exclusive Sponsorship Opportunities	(1) TIER 1 + (1) TIER 3	(1) TIER 2 + (1) TIER 3	(1) TIER 3			
Verbal Recognition of Sponsorship at General Session	X	X				
Logo on Mobile App Sponsor Banner	X					
Private Meeting Room	X					
Scrolling Hyperlinked Sidebar Ad on Conference Website	X					

REFER TO BENEFITS GLOSSARY ON PAGE 29 FOR MORE DETAILS.

2025 FALL WORKSHOP

BUSINESS PARTNER PACKAGES

- PACKAGE ADD-ONS -

Representative Badges - \$275

Maximum of 5 discounted representative badges.

- Access to the exhibit hall, meals, and socials only.

Lead Retrieval - \$350

Understand who is visiting your booth by upgrading your booth with lead retrieval!

- Includes two logins to scan from your mobile phone or tablet and access real-time reports.
- Add additional logins for \$175 each.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Diamond, Platinum, and Gold Level Business Partners can customize their package with these exclusive sponsorship opportunities. Any exclusive sponsorship opportunities that have not been secured by **8/31/25** will become available for purchase to all partnership levels on **9/1/25**.

- TIER 1 - DIAMOND LEVEL EXCLUSIVES -

Keynote Sponsor & Book Signing - 2 available

- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Keynote session on either Thursday or Friday
- Premier logo placement on Keynote and book signing signage for your selected day
- Recognition of sponsorship of the Keynote and book signing on website, emails, mobile app, and app notifications

— EXCLUSIVE SPONSORSHIP OPPORTUNITIES —

- TIER 2 - PLATINUM LEVEL EXCLUSIVES -

Lunch - 1 available

- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of lunch on Thursday
- Premier logo placement on signage at your sponsored lunch
- Recognition of sponsorship of your selected lunch on website, emails, mobile app, and app notifications

Business Partner Happy Hour - 1 available

- Custom beverage napkins and drink tickets featuring your company logo
- Extra drink tickets to distribute to attendees
- Premier logo placement on Happy Hour signage
- Recognition of Happy Hour sponsorship on website, emails, mobile app, and app notifications

Wi-Fi - 1 available

- Custom naming of the network and/or passcode
- Premier logo placement featured on Wi-Fi signage throughout the event
- Recognition of Wi-Fi sponsorship on website, emails, mobile app, and app notifications

- TIER 3 - DIAMOND, PLATINUM, AND GOLD LEVEL EXCLUSIVES -

Sponsored Session - 8 available

- Present a 50-minute sponsored session on day one of the event (proposals must be submitted and accepted by committee)
- Premier logo placement on signage at your sponsored session
- Recognition of session sponsorship on website, emails, mobile app, and app notifications

— EXCLUSIVE SPONSORSHIP OPPORTUNITIES —

- TIER 3 - DIAMOND, PLATINUM, AND GOLD LEVEL EXCLUSIVES -

Networking Break - 3 available

- Premier logo recognition featured at one of the networking breaks in the exhibit area
- Recognition of sponsorship on website, emails, mobile app, and app notifications
- 1 custom mobile app push notification

— A LA CARTE OPPORTUNITIES —

Build your own partnership package or add on to one with a la carte sponsorship opportunities!

OPENING RECEPTION - \$10,000

Exclusive Opportunity

- Recognition as Opening Reception sponsor in promotional materials including the Annual Meeting website, emails, mobile app, and app notifications
- Opportunity to provide live remarks or a pre-recorded video (1-2 minutes) to be played at the start of the Opening Reception
- Premier logo placement on Opening Reception signage, table tents, and cocktail napkins
- Ability to place promotional items on tables at Opening Reception

PRIVATE MEETING ROOM - \$2,500 FOR FULL DAY, \$700 PER 2-HOUR BLOCK

Inquire for availability

- Reserved private meeting room for your exclusive use
- Rooms are set with crescent rounds and can accommodate 25 people
- Screen, projector, and microphone provided

A LA CARTE OPPORTUNITIES

RESERVED MEAL TABLE - \$1,000

10 available

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

COFFEE BREAK - \$1,000

Exclusive Opportunity

- Premier logo recognition featured at the coffee break
- 1 mobile app push notification recognizing your sponsorship

REGISTRATION KIOSK - \$1,000

Exclusive Opportunity

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

MOBILE APP PUSH NOTIFICATION - \$500

Unlimited

- Custom push notification up to 350 characters sent to all conference app users

- SPONSORED ITEMS -

Sponsorship is for the rights only. Cost of goods, production, and shipping are the responsibility of the sponsor. All items must be co-branded with the SACUBO logo and approved by the SACUBO office prior to production.

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

Exclusive Opportunity - Rights Only

- Premier logo recognition featured on custom co-branded key cards for all hotel guests registered under the event room block

LANYARDS - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo placement on custom co-branded SACUBO lanyards worn by attendees

TOTE BAGS - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo placement on custom co-branded tote bags distributed to attendees

PHOTO BOOTH - \$1,500

Exclusive Opportunity - Rights Only

- Premier logo recognition featured on photo booth pictures

SACUBO 2025 WEBINARS

March 25, September 17, and December 10 & 11

SACUBO webinars offer an additional opportunity for CPAs to earn continuing education credits throughout the year. Webinars are a great option for institutions that cannot afford to send multiple individuals to conferences, for those who prefer not to travel, and CPAs who need additional CPE credits. SACUBO is seeking Business Partners to share their strategies and showcase solutions to the issues higher education professionals face today.

- ATTENDEE PROFILE -

- CPAs who need hours beyond what they can obtain from SACUBO in-person conferences
- Staff at institutions that cannot afford to send multiple individuals to conferences
- Staff who prefer not to travel

WEBINAR SPONSORSHIP - \$2,000

4 available

- Opportunity to present a two-hour webinar session
- Sponsorship recognition with hyperlinked logo on webinar promotions including the SACUBO website and email newsletters
- Branded waiting room and presentation background featuring company logo
- Recording of webinar available on SACUBO website
- Access to the attendee list pre- and post-event
- 2 complimentary webinar registrations for the sponsor (in addition to webinar speakers)

- WEBINAR SCHEDULE -

March 25, 2025 | 2:00 PM - 4:00 PM ET
September 17, 2025 | 2:00 PM - 4:00 PM ET
December 10, 2025 | 2:00 PM - 4:00 PM ET
December 11, 2025 | 2:00 PM - 4:00 PM ET

To secure your partnership, visit sacubo.org/bp-opportunities.

Please note, benefits will be implemented once payment has been received. In order to receive the full benefits package of your partnership, registration and payment in full must be received at least 2 months prior to the date of the webinar.

Please contact info@sacubo.org if you have any questions.

SACUBO 2025 NEWSLETTER ADS

Monthly, January - December

Distributed monthly to SACUBO's entire database, our newsletter keeps members informed with the latest SACUBO news, event details, and industry updates. By placing your ad here, you'll gain direct exposure to decision-makers and influencers in the higher education sector. Don't miss this opportunity to elevate your brand and engage with a focused community of higher education leaders.

- NEWSLETTER STATS -

Sent between the middle and end of every month to the entire SACUBO database that contains 17,000+ contacts. The SACUBO database consists of our members and prospective members.

NEWSLETTER SPOTLIGHT OR ADVERTISEMENT - \$400 EACH, BUNDLE OF 3 FOR \$1,000

12 available

- **SPOTLIGHT:** 2-3 sentences highlighting recent news, upcoming webinar, new product, etc.
- **AD:** 700 x 90 pixel ad featured in a SACUBO monthly newsletter
- Ability to include hyperlink
- Open and click-through rate report provided one week after send date

To secure your partnership, visit sacubo.org/bp-opportunities.

Please note, payment and ad must be received by the 25th of the month to be included in the following month's newsletter which is typically sent between the 15th and 25th (schedule subject to change).

Please contact info@sacubo.org if you have any questions.

SACUBO BUSINESS PARTNER MEMBERSHIP

Annual Membership

The strength of SACUBO is in the participation of its diverse membership. SACUBO membership allows institutions to form relationships and foster the exchange of information and resources among its constituency. SACUBO is proud to be recognized as a leader in Higher Education, and we invite you to join us.

SACUBO Business Partners include organizations, corporations, or other corporate entities that provide a service for or have an interest in higher education. SACUBO Business Partner memberships are organizational, not individual. Employees of member Business Partners are eligible to receive the member benefits outlined below.

BUSINESS PARTNER MEMBERSHIP - \$950 ANNUALLY

- Discounted event registration fees
- Linked profile capabilities
- Listing in SACUBO membership directory
- Logo featured on Business Partner member page

To enroll as a SACUBO Business Partner member, visit sacubo.org/bp-opportunities.

Please contact info@sacubo.org if you have any questions.

- FREE YEAR OF MEMBERSHIP -

If your combined SACUBO partnership commitment for 2025 is \$30,000 or more, your organization will receive a **FREE year of membership** as a SACUBO Business Partner. Partnerships must be secured and paid for by February 1, 2025 to receive this benefit.

SACUBO PARTNERSHIP POLICIES

- PAYMENT POLICY -

Partnership benefits will be implemented upon receipt of payment. Unless otherwise noted, payment in full must be received no less than 60 days prior to the start date of the event to ensure you receive all benefits included within your partnership package. We encourage you to submit payment as soon as possible to fully maximize your partnership benefits with SACUBO.

- CANCELLATION POLICY -

SACUBO understands that circumstances may arise that prevent Business Partners from fulfilling their commitments. Business Partners who cancel 60 days or more from the start date of the event are entitled to a full refund minus a \$250 fee. No refunds will be issued for cancellations made less than 60 days prior to an event. All cancellations and refund requests must be submitted in writing to info@sacubo.org.

- CANCELLATION DEADLINES -

- **Women's Leadership Forum:** December 26, 2024
- **Annual Meeting:** February 13, 2025
- **Fall Workshop:** August 29, 2025
- **Spring Webinar:** January 25, 2025
- **Fall Webinar:** July 17, 2025
- **Winter Webinar:** October 10, 2025

BENEFIT GLOSSARY

The Benefit Glossary serves as a reference for more details for sponsorship benefits. Benefits vary by event and partnership package. Please refer to the partnership grid for each event to see what is included with specific packages.

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 including meals, social events, and sessions with CPE eligibility.

DIGITAL TOTE BAG INSERT

- Ability to include a link or PDF document pre-loaded to attendees digital tote bag in the conference app.

INVITATION TO PRESIDENT'S DINNER

- Enjoy dinner with the SACUBO Board of Directors and past Presidents of the organization.

INVITATION TO 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

- Sent through the conference mobile app to all attendees.
- Our marketing team will craft the content to include your company name, logo, and recognition of your partnership.
- **Custom Notification:** Provide up to a 350 character message plus embedded "Learn More" link to go out to event attendees.

PANELIST OPPORTUNITY

- Ability to submit a team member for consideration to serve on a panel discussion at the event.

PRIVATE MEETING ROOM

- Reserved private meeting room for your exclusive use.
- Rooms are set with crescent rounds and can accommodate 25 people.
- Screen, projector, and microphone can be provided with advanced notice.

SCROLLING HYPERLINKED SIDEBAR AD

- Hyperlinked image of sponsor logo with hyperlink scrolling in rotation with other sponsors in the sidebar of event webpages.

SPEAKING OPPORTUNITY

- Ability to address attendees from the podium and provide 1-2 minutes of live remarks or a pre-recorded video.

VERBAL RECOGNITION OF SPONSORSHIP

- A member of the SACUBO team will recognize and thank your company for your partnership during a podium address to attendees.