

2027 Business Partner Prospectus

Build meaningful connections with higher education decision-makers
in finance and administration throughout the South.

Table of Contents

About SACUBO	1
Partnering with SACUBO	2
Attendee Profile	3
Centennial Celebration	4
Gala Sponsorships	5
Leadership Forum	6
Business Partner Packages	7
A La Carte Sponsorships	8
Annual Convention	9
Business Partner Packages	10
Exhibitor Information	12
A La Carte Sponsorships	14
Fall Conference	16
Business Partner Packages	17
Exhibitor Information & A La Carte Sponsorships	19
Webinars	22
Newsletter Advertisements	23
Membership	24
Benefits Glossary	25
Policies	26

Register Today

at sacubo.org/bp-opportunities to secure your partnership!

For questions or assistance, please contact us at info@sacubo.org.



About SACUBO

Founded in 1928, the Southern Association of College and University Business Officers (SACUBO) supports higher education institutions across the southern United States by advancing financial and administrative excellence. Its mission is to strengthen higher education business operations through relevant professional development, thought leadership, and advocacy.

As a volunteer-led organization, SACUBO provides education, resources, and networking opportunities that help members enhance their expertise in higher education business management. The association promotes sound financial practices, professional standards, and ethical leadership while fostering collaboration and the exchange of knowledge across the profession.

Today, SACUBO represents more than 600 colleges, universities, business partners, and affiliated organizations, primarily throughout the southeastern United States.

SACUBO recognizes four Constituent Groups:

- Community Colleges (10%)
- Comprehensive and Doctoral Institutions (30%)
- Small Institutions (10%)
- Research Universities (50%)



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

"Of all the conferences we attend throughout the year, SACUBO is consistently the gold standard of engagement. The membership is incredibly welcoming, approachable, and genuinely invested in building relationships with peers and partners alike. There's a strong sense of community that makes it easy to connect, learn, and have meaningful conversations."

The SACUBO team does an outstanding job creating an environment where business partners feel like part of the community rather than just sponsors. Every year, we leave with new ideas, stronger relationships, and a renewed appreciation for the important work being done across the region."

Justin Martin, Managing Partner, Tru Consulting



Partnering with SACUBO

Thank you for your interest in partnering with SACUBO!

At SACUBO, we greatly value our Business Partners and the ongoing support they provide through membership and participation in our events. Whether you're joining us for an in-person event or engaging in a digital opportunity, your partnership plays a vital role in helping us serve the higher education community.

If you have any questions or need additional information, please don't hesitate to contact the SACUBO team at info@sacubo.org.

2027 Annual Events

- Leadership Forum | February 24–26 | Houston, Texas
- Annual Convention | April 4–6 | Atlanta, Georgia
- Fall Conference | November 3–5 | Norfolk, Virginia
- Webinars | March, September, December

More Ways to Partner

- Newsletter Advertisements
- Membership

SACUBO's 100-Year Anniversary

SACUBO's 100-Year Celebration will begin at the 2027 Annual Convention in Atlanta as we start our dive into SACUBO's history. Throughout the year, we will honor and celebrate SACUBO's history and will conclude with the SACUBO Centennial Celebration Gala at the 2028 Annual Convention in Nashville as we focus on bringing SACUBO into the next 100 years. See Page 4 for package options!

Please contact us at info@sacubo.org for more information.

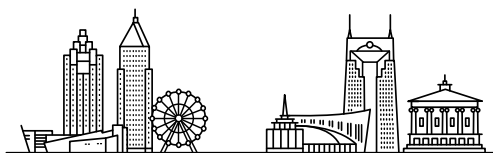
Annual Partnership Perks

Secure your 2027 SACUBO partnerships by May 1, 2027 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 23 for membership details.

100 YEARS SACUBO



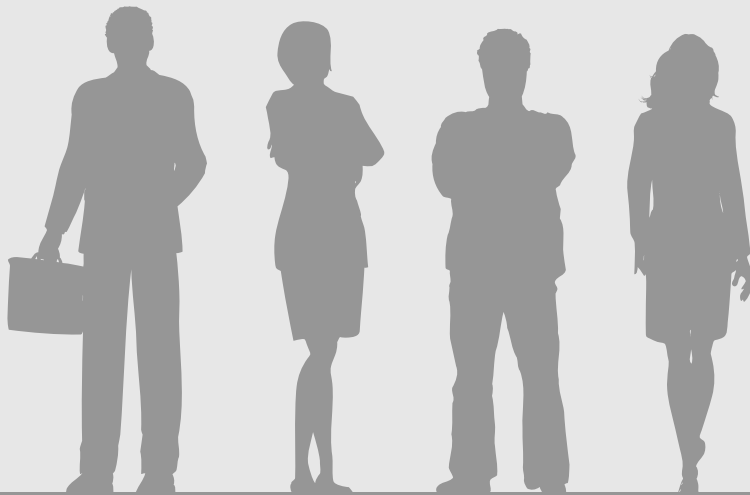
Celebrating a Century. Innovating for Tomorrow



SACUBO Event Attendee Profiles

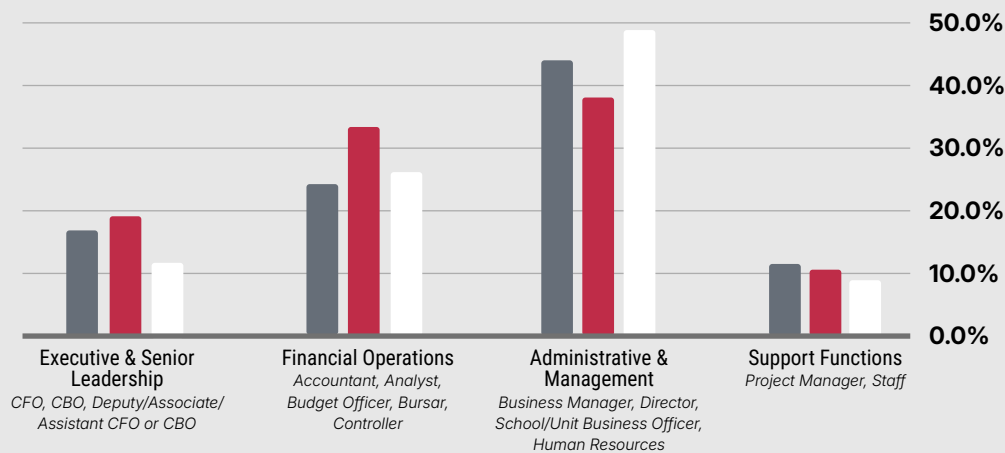
Average Attendance

- **Leadership Forum:** 360 attendees
- **Annual Convention:** 555 attendees
- **Fall Conference:** 605 attendees
- **Webinars:** 90 attendees

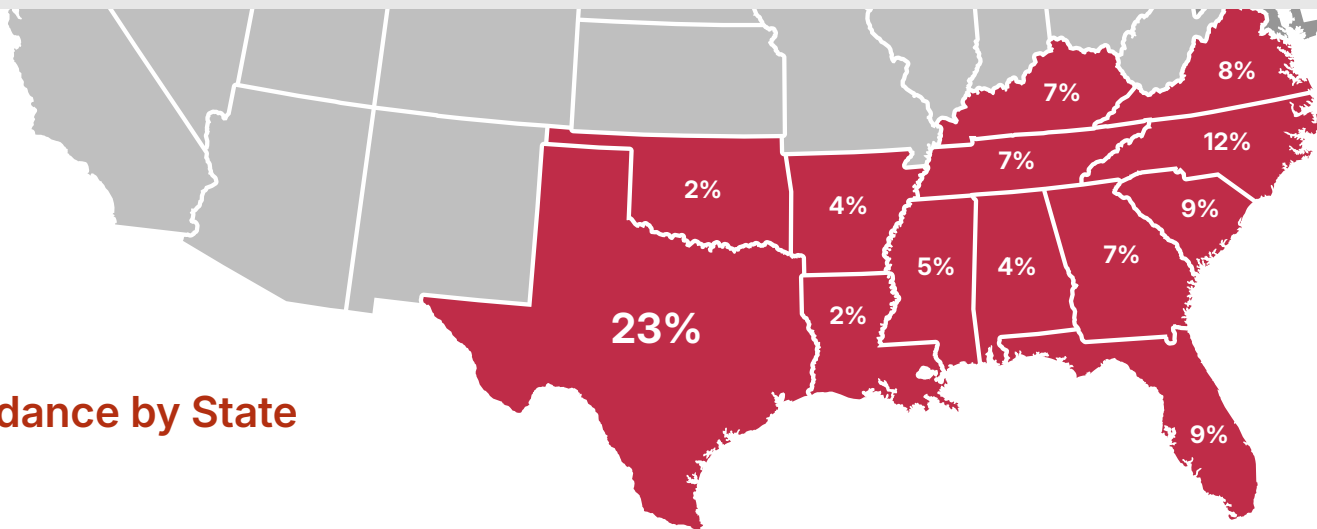


Professional Role Breakdown

- Annual Convention
- Fall Conference
- Leadership Forum



Attendance by State





SACUBO Centennial Celebration

Business Partner Packages

	Capstone \$195,000	Keystone \$135,000	Cornerstone \$95,000
QUANTITY	SOLD	2	4
CENTENNIAL CELEBRATION RECOGNITION Present - Spring 2028			
Company Name Included in 100-Year Logo Design Featured on All Marketing Materials (Website, Newsletters, Signage, and More)	✓		
Logo Inclusion on 100-Year Promotional Items (To be Distributed at SACUBO and NACUBO Conferences)	✓		
Linked Logo on SACUBO Homepage, 100-Year Celebration Webpage, and Monthly Newsletter	✓	✓	✓
Logo with QR Code to Website on 100-Year Signage	✓	✓	✓
Partner Spotlight Email Highlighting Your Company	3	2	1
Looping Slideshow at SACUBO Annual Events	Full Slide Ad	1/2 Slide Ad	Logo
100-YEAR GALA April 2028			
Provide Welcome Remarks to Attendees	✓		
Reserved Front-Row Table	2	1	
Logo Recognition on 100-Year Gala Signage and Marketing Materials	✓	✓	✓
ANNUAL EVENTS Spring 2027 - Spring 2028			
2027 Annual Convention April 4-6 Atlanta, Georgia	Diamond	Platinum	Gold
2027 Fall Conference November 3-5 Norfolk, Virginia	Diamond	Platinum	Gold
2028 Leadership Forum February TBD TBD	Diamond		
2028 Annual Convention April 30-May 2 Nashville, Tennessee	Diamond	Platinum	Gold

SACUBO Centennial Celebration

Gala Sponsorships

We will close out our yearlong celebration of this milestone anniversary of SACUBO with the 100-Year Gala in Nashville during the 2028 Annual Convention. With our sponsorship opportunities, your company is sure to stand out!

Entertainment – \$15,000

Exclusive

- Recognition of sponsorship and logo placement on gala signage and marketing materials
- 2-3 minutes of podium time to address the audience and introduce the band
- Sponsored beverage station with logo placement on signage, branded napkins, and signature drink
- Reserved front-row table with company logo table tent

Photo – \$9,500

Exclusive

- Recognition of sponsorship and logo placement on gala signage and marketing materials
- Logo included on step and repeat
- Sponsored photo booth with logo placement on signage and featured on digital photo
- Custom message included in photo delivery email

Beverage – \$6,500

6 Available

- Recognition of sponsorship and logo placement on gala signage and marketing materials
- Sponsored beverage station with signature drink, branded napkins, and featured logo placement on signage
- Beverage options: Choice of bar, coffee, or water & tea station

Food – \$4,500

4 Available

- Recognition of sponsorship and logo placement on gala signage and marketing materials
- Sponsored food station with featured logo placement on signage

Table – \$1,500

- Recognition of sponsorship and company name listed on gala signage and marketing materials
- Reserved table with company logo table tent
- **Upgrade:** Limited number of front row tables available for \$2,500!



SACUBO Leadership Forum

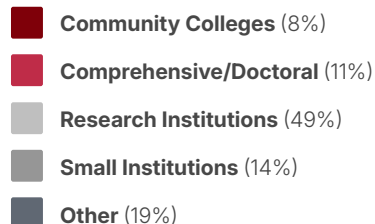
February 24–26, 2027 | Houston, Texas

SACUBO's Leadership Forum is a three-day event for current and aspiring leaders in higher education. With its smaller size, the Forum offers a more personal, highly interactive setting, making it an excellent opportunity for business partners to engage directly with attendees and build meaningful connections.

The program is designed to provide speakers who are experts in topics related to business officers 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.

2027 Leadership Forum Anticipated Attendance: 360

Constituent Groups



Professional Roles



Schedule Outline

See website for full schedule and up-to-date event details.

Wednesday | 1:00 PM – 8:30 PM

- Career Coaching Sessions
- Opening Networking Dinner & Reception

Thursday | 7:30 AM – 5:30 PM

- Career Coaching
- Breakouts
- Keynote

Friday | 7:30 AM – 12:30 PM

- Breakouts
- President Session

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Business Partner Packages

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$3,500
QUANTITY	2	2	3	
RECOGNITION				
Website	Logo	Logo	Logo	Logo
Event Signage	Logo + QR Code	Logo + QR Code	Logo	Logo
Looping Slides	Full Slide Ad	Logo	Logo	Logo
Event Emails	Logo	Logo	Logo	Name
Partner Spotlight Email	Individual	Group		
Local Attractions Webpage	925x150 px Banner Ad	350x200 px Medium Ad		
EVENT BENEFITS				
Promotional Table at Opening Reception Small high-top table to display collateral	✓	✓	✓	✓
Full Conference Registrations	4	3	2	1
Access to Attendee List	Early	Early	Standard	Standard
Sponsorship Engagement Recognition on signage and marketing materials	Opening Reception or Keynote	Morning Welcome	Breakfast or Lunch	
Speaking Opportunity 1-2 minutes of live remarks or a pre-recorded video	Opening Reception or Keynote	Morning Welcome or Session Introduction	Session Introduction	
Panelist Opportunity	✓	✓		
MOBILE APP				
Profile Listing	✓	✓	✓	✓
Notification Messages	2 (1+1 Custom)	1	1	
Banner Ad	✓			

Add-Ons

Mobile App Push Notification – \$250

5 Available

- Custom message sent to all event app users

Local Attractions Webpage Ad

- Medium: 350×200 pixels – \$250
- Small: 225×150 pixels – \$125



SACUBO 2027 Leadership Forum

A La Carte Opportunities

Wi-Fi – \$5,000

Exclusive Opportunity

- Custom naming of the network password
- Recognition of sponsorship on event signage and marketing materials

Event Signage - \$2,500

Exclusive Opportunity

- Company logo prominently featured on directional, informational, and event-branded signage placed in high traffic areas

Tote Bags – \$2,500

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO tote bags



Book Signing – \$1,000 + Associated Costs

Exclusive Opportunity

- Recognition of sponsorship on event signage, marketing materials, and custom bookmarks
- Sponsor is responsible for cost of books and shipping, minimum suggested book quantity is 200

Lanyards – \$1,500

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO lanyards

Key Cards – \$1,000 + Associated Costs

Exclusive Opportunity

- Welcome attendees to the conference with custom branded key cards
- Add-On: Key Card Envelopes – \$500 + Cost of Holders
- Sponsor is responsible for cost of producing, shipping, and distributing key cards, suggested quantity is 600 key cards and 300 holders

Registration Kiosk – \$500

Exclusive Opportunity

- Custom branding options on the self-check-in kiosks used at registration

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SACUBO Annual Convention

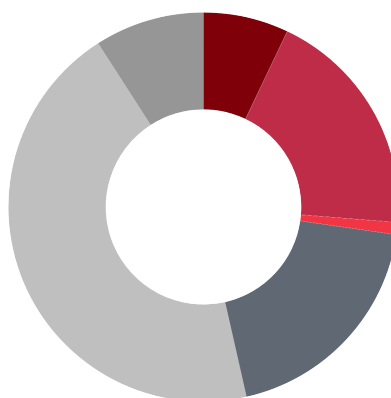
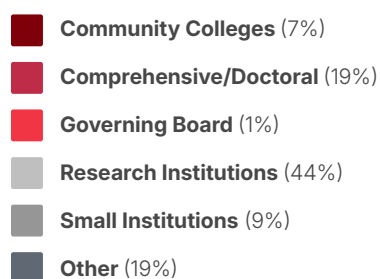
April 4–6, 2027 | Atlanta, Georgia

SACUBO's Annual Convention is our largest event, providing three days of relevant and quality professional education and networking opportunities for college and university business officers in the region!

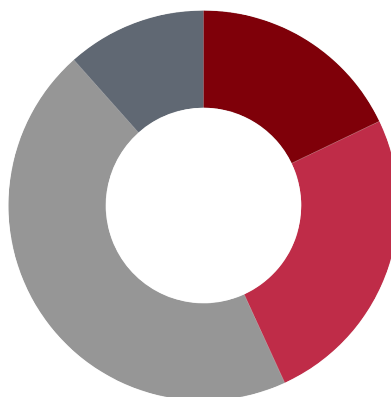
Quality speakers and subject matter experts provide timely information and the tools to help address important challenges and issues specific to higher education financial and administrative services.

2027 Annual Convention Anticipated Attendance: 600

Constituent Groups



Professional Roles



Schedule Outline

See website for full schedule and up-to-date event details.

Sunday | 10:30 AM – 9:00 PM

- Welcome Snacks
- Business Partner Sessions
- Opening Reception

Monday | 7:30 AM – 6:00 PM

- Keynote
- Breakouts
- Networking Breaks
- Happy Hour

Tuesday | 7:30 AM – 3:30 PM

- Keynote
- Best Practice Awards
- Networking Breaks
- Breakouts

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SACUBO 2027 Annual Convention

Business Partner Packages

	Diamond \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$12,000	Bronze \$8,500	Copper \$6,000	Exhibitor \$4,000
QUANTITY	2	3	6				
RECOGNITION							
Dynamic Trade Show Profile Listing	✓	✓	✓	✓	✓	✓	✓
Event Signage	Logo + QR Code	Logo + QR Code	Logo	Logo	Logo	Logo	
Looping Slides	Full Slide Ad	Logo	Logo	Logo	Logo	Logo	
Event Emails	Logo	Logo	Name	Name			
Event Webpage	Logo	Logo					
Partner Spotlight Email	Individual	Group					
Local Attractions Webpage	925x150 px Banner Ad	300x200 px Medium Ad					
Podium Remarks from SACUBO Leadership	✓	✓					
Website Sidebar Ad	✓						
EVENT BENEFITS							
Exhibitor Space	10x20	10x10	10x10	10x10	10x10	10x10	10x10
Full Conference Registrations	8	6	4	3	2	2	1
Access to Attendee List	Early	Early	Standard	Standard	Standard	Standard	Standard
Happy Hour Drink Tickets	50	30	20	15	10	5	
Invitation to Business Partner Council	✓	✓	✓	✓	✓	✓	✓
Complimentary Lead Retrieval	✓	✓	✓				
Sponsorship Engagement	Tier 1	Tier 2	Tier 3				
Bonus Sponsorship Engagement	Tier 3	Tier 3					
Invitations to President's Dinner	3	2					
Spotlight Theater	✓						
MOBILE APP							
Profile Listing	✓	✓	✓	✓	✓	✓	✓
Notification Messages	3 (2+1 Custom)	2	1				
Banner Ad	✓						



SACUBO 2027 Annual Convention

Sponsorship Engagements

Diamond, Platinum, and Gold Level Business Partners can customize their package with these exclusive sponsorship engagements.

TIER 1 Diamond Level Engagements

Keynote – 2 Available

- Podium opportunity (1-2 minutes) to provide live remarks or play a pre-recorded video at the start of the Keynote session either Monday or Tuesday
- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials

TIER 2 Platinum Level Engagements

Lunch – 2 Available

- Podium opportunity (1-2 minutes) to provide live remarks or play a pre-recorded video at the start of Monday or Tuesday's lunch
- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials

Happy Hour – 1 Available

- Opportunity to greet and welcome attendees to Happy Hour
- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials

TIER 3 Diamond, Platinum, and Gold Level Engagements

Business Partner Session – 8 Available

- Present a 60-minute session on day one of the event (proposals must be submitted and reviewed by the committee)

Dessert with Exhibitors – 1 Available

- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials

Breakfast – 2 Available

- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials



SACUBO 2027 Annual Convention

Exhibitor Information

We keep the exhibit hall activated with more than four hours of dedicated networking time that features engaging events with food and beverage stations.

10' x 10' Exhibit Booth – \$4,000

- Back Wall & Side Rail Drape
- Booth ID Sign
- (1) 6' Skirted Table
- (2) Chairs & (1) Wastebasket
- Access to Conference Wi-Fi
- Dynamic Trade Show Profile Listing
- (1) Conference Registration
- Access to the Attendee List



Add-Ons

Additional Representatives – \$350

Maximum of 5 Discounted Badges Per Company

- Full access to the conference includes meals and socials. Space permitting, additional representatives may attend sessions but are not eligible for CPE credits

Mobile App Push Notification – \$500

5 Available

- Custom message sent to all conference app users

Local Attractions Webpage Ad

- Medium: 350×200 pixels – \$350
- Small: 225×150 pixels – \$225

Happy Hour Drink Tickets – \$7 Each

Maximum of 25 Drink Tickets Per Exhibit Booth

- Purchase drink tickets to distribute to attendees at your booth



SACUBO 2027 Annual Convention

Opening Reception Sponsorships

Premier Sponsor – \$15,000

Exclusive Opportunity

- Promotional videos or slides played during the event
- Premier logo placement on Opening Reception signage, aquarium wristbands, and cocktail napkins
- Option to have a featured cocktail incorporating your company name
- Ability to display signage and place promotional materials around the event
- Guest diver activation



Activation Sponsorships

Sponsor an engaging activation at the Opening Reception for a memorable branding experience!

Caricature Station – \$3,500

1 Available

- Give attendees a personalized keepsake they'll treasure long after the event! This high-traffic activation provides excellent brand visibility while creating memorable moments and shareable souvenirs. Sponsorship includes prominent recognition at the station and branding on each portrait.

Guest Diver – \$2,500

3 Available

- A unique underwater branding opportunity! A diver will display a fish shaped sign featuring your logo while swimming around the aquarium for ~20 minutes during the reception.

Whale of a Time Photobooth – \$1,500

1 Available

- Help attendees capture the moment and fun of the Opening Reception! Your company logo will be prominently featured on photos and you have the opportunity to provide branded props for the booth to further enhance your sponsorship.



SACUBO 2027 Annual Convention

A La Carte Opportunities

Wi-Fi – \$7,500

1 Available

- Custom naming of the network password
- Recognition of sponsorship on event signage and marketing materials

Networking Lounge – \$5,500

1 Available

- Custom branding opportunities in the exhibit hall lounge featuring comfortable seating and workstations
- Recognition of sponsorship on event signage and marketing materials

Event Signage – \$5,000

1 Available

- Company logo prominently featured on directional, informational, and event-branded signage placed in high-traffic areas

Tote Bags – \$5,000

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO tote bags

Registration – \$5,000

1 Available

- Logo featured on registration webpage, confirmation email, check-in kiosk, and ribbon wall
- Opportunity to display pop-up banner and provide promotional item at registration

Paws for a Break – \$3,500

Exclusive Opportunity

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

- Donation made to local rescue in your company name
- Opportunity for photo ops & to place promotional materials in break area
- Recognition of sponsorship on event signage and marketing materials

Recharge Station – \$3,500

5 Available

- Custom branded charging tables strategically located throughout the exhibit hall
- Recognition of sponsorship on event signage and marketing materials

Lanyards – \$3,000

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO lanyards



SACUBO 2027 Annual Convention

A La Carte Opportunities Cont.

Door Hangers – \$1,500 + Associated Costs

Exclusive Opportunity

- Get noticed by attendees as they enter and exit their hotel room with custom branded door tags
- Sponsor is responsible for the costs of production, shipping, and distribution

Book Signing – \$1,500 + Associated Costs

Exclusive Opportunity

- Drive traffic to your exhibit space by hosting the book signing in your booth
- Recognition of sponsorship on event signage, marketing materials, and custom bookmarks
- Sponsor is responsible for cost of books and shipping, minimum suggested book quantity is 300

Key Cards – \$1,500 + Associated Costs

Exclusive Opportunity

- Welcome attendees to the conference with custom branded key cards
- Add-On: Key Card Envelopes – \$750 + Associated Costs
- Sponsor is responsible for the costs of producing, shipping, and distributing key cards, suggested quantity is 1600 key cards and 800 holders

Spotlight Theater – \$1,500

4 Available

- Dedicated space in the exhibit hall for a 20-minute demo or session
- Presentation screen and microphone provided

Networking Break – \$1,500

3 Available

- Recognition of sponsorship on event signage and marketing materials
- Opportunity to place promotional materials on break station tables

Reserved Meal Table – \$500

5 Available

Invite attendees to join you for breakfast or lunch!

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

Exhibit Hall Activations

Sponsor a themed activity at the Annual Convention that spotlights your brand and our host city of Atlanta! Enhance the attendee experience and gain additional exposure for your company with these unique activation sponsorships.

COMING SOON!



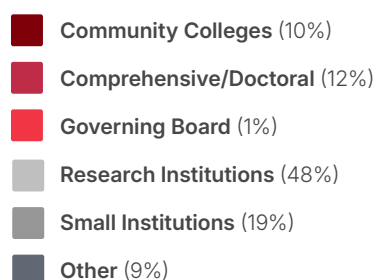
SACUBO Fall Conference

November 3–5, 2027 | Norfolk, Virginia

The Fall Conference 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.

2027 Fall Conference Anticipated Attendance: 600

Constituent Groups



Professional Roles



Schedule Outline

See website for full schedule and up-to-date event details.

Wednesday | 11:00 AM – 9:00 PM

- Networking Breaks
- Business Partner Sessions
- Opening Reception

Thursday | 7:30 AM – 5:30 PM

- Keynote
- Breakouts
- Networking Breaks

Friday | 7:30 AM – 11:30 PM

- Keynote
- Breakouts

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Business Partner Packages

	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$8,500	Bronze \$6,000	Exhibitor \$3,500
QUANTITY	2	2	6			
RECOGNITION						
Website	Logo	Logo	Logo	Logo	Logo	Name
Event Signage	Logo + QR Code	Logo + QR Code	Logo	Logo	Logo	
Looping Slides	Full Slide Ad	Logo	Logo	Logo	Logo	
Event Emails	Logo	Logo	Name	Name		
Newsletter Ad	2	1				
Partner Spotlight Email	Individual	Group				
Local Attractions Webpage	950x150 px Banner Ad	350x200 px Medium Ad				
Podium Remarks from SACUBO Leadership	✓	✓				
EVENT BENEFITS						
Exhibitor Space	✓	✓	✓	✓	✓	✓
Full Conference Registrations	8	6	4	3	2	1
Access to Attendee List	Early	Early	Standard	Standard	Standard	Standard
Invitation to Business Partner Council	✓	✓	✓	✓	✓	✓
Complimentary Lead Retrieval	✓	✓	✓			
Sponsorship Engagement	Tier 1	Tier 2	Tier 3			
Bonus Sponsorship Engagement	Tier 3	Tier 3				
MOBILE APP						
Profile Listing	✓	✓	✓	✓	✓	✓
Notification Messages	3 (2+1 Custom)	2	1			
Banner Ad	✓					

Sponsorship Engagements

Diamond, Platinum, and Gold Level Business Partners can customize their package with these exclusive sponsorship engagements.

TIER 1

Diamond Level Engagements

Keynote – 2 Available

- Podium opportunity (1-2 minutes) to provide live remarks or play a pre-recorded video at the start of the Keynote session either Wednesday or Thursday
- Opportunity to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing material

TIER 2

Platinum Level Engagements

Lunch – 1 Available

- Podium opportunity (1-2 minutes) to provide live remarks or play a pre-recorded video at the start of Thursday's lunch
- Opportunity to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials

Wi-Fi – 1 Available

- Custom naming of the network password
- Recognition of sponsorship on event signage and marketing materials

TIER 3

Diamond, Platinum, and Gold Level Engagements

Business Partner Session – 8 Available

- Present a 60-minute session on day one of the event (proposals must be submitted and reviewed by the committee)

Networking Break – 2 Available

- Ability to place promotional materials on tables
- Recognition of sponsorship on event signage and marketing materials



SACUBO 2027 Fall Conference

Exhibitor Information

Exhibit tables are set in a high-traffic area giving your brand continuous visibility throughout the event. To foster engagement, we host several networking breaks and receptions spotlighting our Business Partners.

6' Exhibit Table – \$3,500

- 6' Skirted Table
- (2) Chairs
- Access to Conference Wi-Fi
- Website Recognition
- (1) Conference Registration
- Access to the Attendee List



Add-Ons

Additional Representatives – \$350

Maximum of 5 Discounted Badges Per Company

- Full access to the conference includes meals and socials. Space permitting, additional representatives may attend sessions but are not eligible for CPE credits.

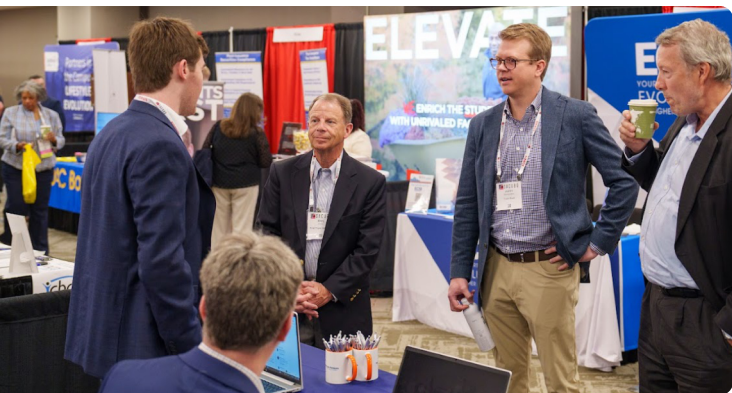
Mobile App Push Notification – \$500

5 Available

- Custom message sent to all conference app users

Local Attractions Webpage Ad

- Medium: 350×200 pixels – \$350
- Small: 225×150 pixels – \$225



SACUBO 2027 Fall Conference

Opening Reception Sponsorship

Premier Sponsor – \$10,000

Exclusive Opportunity

- Premier logo placement on Opening Reception signage, cocktail napkins, and other exclusive branding opportunities
- Option to have a featured cocktail incorporating your company name
- Promotional videos or slides played during the event
- Ability to display signage and place promotional materials around the event



SACUBO 2027 Fall Conference

A La Carte Opportunities

Tote Bags – \$3,750

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO tote bags

Bite-Sized Networking – \$2,500

Exclusive Opportunity

- Recognition of sponsorship on event signage and marketing materials
- Opportunity to place promotional materials on food and beverage tables

Lanyards – \$2,500

Exclusive Opportunity

- Premier logo placement on co-branded SACUBO lanyards

Coffee Break – \$1,500

Exclusive Opportunity

- Recognition of sponsorship on event signage and marketing materials
- Opportunity to place promotional materials on break station tables



SACUBO 2027 Fall Conference

A La Carte Opportunities Cont.

Door Hangers – \$1,500 + Associated Costs

Exclusive Opportunity

- Get noticed by attendees as they enter and exit their hotel room with custom branded door tags
- Sponsor is responsible for the costs of production, shipping, and distribution

Key Cards – \$1,000 + Associated Costs

Exclusive Opportunity

- Welcome attendees to the conference with custom branded key cards
- Add-On: Key Card Envelopes – \$500 + Associated Costs
- Sponsor is responsible for cost of producing, shipping, and distributing key cards, suggested quantity is 800 key cards and 400 holders

Book Signing – \$1,000 + Associated Costs

Exclusive Opportunity

- Recognition of sponsorship on event signage, marketing materials, and custom bookmarks
- Sponsor is responsible for cost of books and shipping, minimum suggested book quantity is 200

Registration Kiosk – \$750

Exclusive Opportunity

- Custom branding options on the self-check-in kiosks used at registration

Reserved Meal Table – \$500

5 Available

Invite attendees to join you for breakfast or lunch!

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

"Aramark Collegiate Hospitality is proud to be a long-standing SACUBO Business Partner and truly values that relationship.

Through SACUBO, our team connects directly with higher education leaders and peers who are shaping the future of campus communities, giving us a deeper understanding of the evolving challenges and ambitions of the colleges and universities we serve. This collaboration sparks innovative thinking that drives meaningful solutions for campus growth and student success. SACUBO events consistently bring together engaged leaders for productive conversations that we look forward to every year."

Kerri Dixon, Growth Marketing Director, Aramark Collegiate Hospitality



Webinars

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.

Webinar Sponsorship – \$2,000

4 Available

- Opportunity to present a 100-minute webinar session or sponsor the virtual presentation of a previously presented in-person session
- Sponsorship recognition with hyperlinked logo on webinar promotions including the SACUBO website and email newsletters
- Branded waiting room featuring company logo
- Recording of webinar available on SACUBO website
- Access to the attendee list pre- and post-event
- Two (2) complimentary webinar registrations (in addition to webinar speakers)

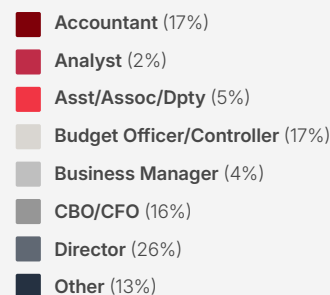
Webinar Schedule

Exact dates and times to be determined with sponsorship commitment

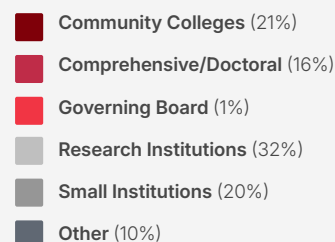
- SPRING: March 2027 – 1 Available
- FALL: September 2027 – 1 Available
- WINTER: December 2027 – 2 Available

2027 Webinar Anticipated Attendance: 100

Professional Roles



Constituent Groups



Register today at sacubo.org/bp-opportunities to secure your partnership!

Please note, payment and completed form must be received at least two months in advance of the webinar to allow for proper promotion and marketing of the event.

For questions or assistance, please contact info@sacubo.org.



Newsletter Spotlights

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 guest content or 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.

The SACUBO monthly newsletter is typically sent between the 15th and 25th of the month to the entire SACUBO database which contains 17,000+ contacts for current and prospective members.

Newsletter Guest Feature or Advertisement – \$350 each

Bundle of 3 for \$900

- **GUEST FEATURE:** Provide content (up to 500 words) to spotlight your company's services, upcoming events, or recent news and drive traffic to your desired webpage with hyperlinked text and a "learn more" button
- **AD SPACE:** Get high visibility for your brand with a 700x90 pixel graphic ad linked to your desired landing page
- Ability to include a hyperlink
- Open and click-through rate report provided one week after send date

ADD-ON: Follow-Up Email – \$1,000

- Provide content for a targeted email to be sent to those who clicked on your ad

SACUBO Newsletter Advertisement or Spotlight

By **placing your ad or spotlight in the SACUBO newsletter**, 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 Spotlight or Advertisement - \$400 each, bundle of 3 for \$1,000
One available per month.

- **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

[Learn More](#)

YOUR ADVERTISEMENT COULD BE RIGHT HERE.
Sign up today to feature an ad in the next SACUBO newsletter!



Connect on LinkedIn



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

www.sacubo.org
+1-206-210-7751
info@sacubo.org

Register today at sacubo.org/bp-opportunities to secure your partnership!

Please note, payment and ad must be received by the 25th of the month to be included in the following month's newsletter.

For questions or assistance, please contact info@sacubo.org.



SACUBO Business Partner

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 SACUBO Business Partner member page

Free Year of Membership

- If your combined SACUBO partnership commitment for 2027 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 May 1, 2027, to receive this benefit.



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

For questions or assistance, please contact info@sacubo.org.



Benefits Glossary

Attendee List

- Includes all opt in attendees' name, organization, title, and email address.
- Standard Access: 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.

Additional Representatives

- Business Partners may purchase a maximum of five (5) representative badges at a discounted rate.
- Representative badges grant full access to the conference including meals and socials. Space permitting, representatives may attend sessions but are not eligible for CPE credits.

Banner Ad

- Custom ad with hyperlink displayed in the conference mobile app.

Complimentary Full Conference Registrations

- Your included registrations will receive full access to the event including meals, social events, and sessions with CPE.

Happy Hour Drink Tickets

- Engage with attendees while distributing drink tickets for the Happy Hour in the exhibit hall.

Invitations to President's Dinner

- Enjoy dinner with the SACUBO Board of Directors on Saturday evening at the Annual Convention.

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

Local Attractions Webpage Ad

- Custom ad placement on the local attractions page sent out to attendees prior to the event. This page has restaurants, attractions, and more, all pinned on a map for attendees to use.

Looping Slides

- Inclusion in slide show playing during meal periods, in between sessions, and between speakers.

- Full Slide Ad: Single slide promotional ad to be included in the loop.

Mobile App Notification Messages

- Will include recognition of your partnership, company logo, and website link.
- Custom Notification: Provide up to a 350-character message along with an image and website URL.

Newsletter Ad

- 700x90 pixel ad or 2-3 sentences spotlight with hyperlink featured in a SACUBO monthly newsletter.

Partner Spotlight Email

- Group: Inclusion in a spotlight email sent pre-conference featuring the company name, logo, website link, and short description for select Business Partners.
- Individual: Custom email spotlighting just your company sent pre-conference.

Podium Remarks from SACUBO Leadership

- A member of the SACUBO leadership team will provide verbal recognition of your partnership and support during their general session podium remarks.

Private Meeting Room

- Reserved private meeting room for your exclusive use during the conference.

Profile Listing

- A company profile listing with your logo and website will be featured in the mobile app.
- Annual Convention: Business Partners will have access to a dashboard to build their custom profile with additional features such as videos and product listings.

Speaking Opportunity

- Provide 1-2 minutes of live remarks or play a pre-recorded video at the designated event.

Sponsorship Engagement

- Customize your partnership package by selecting an engagement option from the designated tier and receive the additional benefits listed for that item.

Spotlight Theater

- Dedicated space in the exhibit hall for a 20-minute demo or session.
- Presentation screen and microphone are provided.

Website Sidebar Ad

- Scrolling ad with hyperlink displayed in the sidebar of all conference webpages.



Business Partner Sponsor & Exhibitor Policies

PAYMENT AND BENEFITS POLICY

Payment in full for all booths and/or sponsorships are due no later than the posted payment deadlines as outlined below. All booth and sponsorship commitments made after the deadline must be submitted with 100% payment.

EVENT DATE AND PAYMENT DEADLINE:

- **Leadership Forum: February 24–26, 2027**
Payment Deadline: December 28, 2026
- **Annual Convention: April 4–6, 2027**
Payment Deadline: February 4, 2027
- **Fall Conference: November 3–5, 2027**
Payment Deadline: September 3, 2027

IMPORTANT: Exhibit space reservation and sponsorship commitments are not secured until full payment is remitted. If an exhibitor or sponsor fails to make the required payments as described, SACUBO may release any unpaid items without further notice and without obligation to refund monies previously paid.

To qualify for and retain the original reserved rate for exhibit space, full payment for the space must be remitted by the posted deadline. If full payment is not received by the deadline, any rate discounts obtained at the time of original booking will become void, the space will be subject to current posted rates, exhibitor will be responsible for the new adjusted total, and full payment must be remitted before space is officially assigned to exhibitor.

IMPLEMENTATION OF BENEFITS

SACUBO will begin to recognize your company as a sponsor or exhibitor and fulfill agreed-upon benefits once payment in full has been received.

CANCELLATION POLICY

Notice of cancellation of all or a portion of any exhibitor and/or sponsorship commitment must be submitted in writing to SACUBO via email info@sacubo.org and is subject to the payment of cancellation fees as outlined below:

DATE NOTICE OF CANCELLATION IS RECEIVED BY SACUBO:

- **60 days or more prior to event**
Cancellation fee: \$250
- **30–59 days prior to event**
Cancellation Fee: 50% of total exhibit and/or sponsorship commitment
- **Less than 30 days prior to event**
Cancellation fee: 100% of total exhibit and/or sponsorship commitment

Note: Cancellation fees will be imposed uniformly and will apply whether or not the space is resold.