Sponsorship Opportunities

Build awareness of your firm and connect with leaders who understand the value of collaborative planning on their campus by sponsoring the conference. Explore the options listed below. SCUP is open to additional opportunities! Contact us if you have questions or ideas to share.

Please note: sponsorship descriptions and benefits are subject to change without notice but every attempt will be made on the part of SCUP to provide value to the sponsoring firm. Sponsorship opportunities are first-come, first-served. Deadline to be included in the program is Friday, May 19, 2023.

All sponsors will receive the following (each sponsor type includes additional benefits):

- Acknowledgement as event sponsor in mobile app, website, social media channels, and on-site signage
- Sponsor badge ribbon
- Electronic list of opt-in registered attendees at eight (8) and three (3) weeks prior to the conference
  Note: This list will only include those attendees who have consented to have their information shared with exhibitors or sponsors.
- Final list of attendees emailed post conference
  Note: This list will only include those attendees who have consented to have their information shared with exhibitors or sponsors.

<table>
<thead>
<tr>
<th>Premiere Supporter</th>
<th>$15,000</th>
<th>1 Available</th>
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</thead>
</table>

This is your opportunity to build meaningful and long-lasting community relationships

- Four complimentary full-conference registrations
- Verbal thank-you from podium
- Banner ad in conference mobile app
- Topic table – roundtable presentation
- Signage at SCUP Registration Desk
- Branding opportunities
- Social media recognition

<table>
<thead>
<tr>
<th>Branded Lounge</th>
<th>$12,750</th>
<th>SOLD</th>
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</thead>
</table>

Bring your recognition to an inviting relaxing space for attendees to network and recharge between and after sessions.

Sponsor pays for furniture, lighting, charging station, display stands, food, etc.

- Lounges identified in conference materials as sponsor firm
- Display marketing materials in lounge
- Floor cling decal with sponsor logo
- Three complimentary full-conference registrations
## Sponsorship Opportunities

### Keynote Session

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Session</td>
<td>$7,500</td>
<td>2 Available</td>
</tr>
</tbody>
</table>

Sponsor one of the keynote sessions:
- Sunday – Jonah Berger
- Tuesday – Speaker TBD

- Verbal “thank-you” from the podium of the sponsored keynote session
- Logo on slide at sponsored keynote session
- Logo on event signage outside the sponsored keynote session
- Two complimentary full-conference registrations

### Welcome Reception

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception</td>
<td>$7,500</td>
<td>SOLD</td>
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</tbody>
</table>

The Sunday night reception will be an opportunity for attendees to meet up with old friends and make new ones. Your company name will be the first thing attendees see as they enter the reception area.

- Display sign outside of welcome reception location
- Logo on cocktail napkins
- Two complimentary full-conference registrations

### Lanyard

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lanyard</td>
<td>$7,500</td>
<td>SOLD</td>
</tr>
</tbody>
</table>

Your logo will be on the lanyard of each attendee name badge at the conference. This will be an excellent opportunity to ensure your firm’s visibility and recognition.

- Sponsor logo on the lanyard
- Two complimentary full-conference registrations

### Relaxation Station

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation Station</td>
<td>$6,500</td>
<td>1 Available</td>
</tr>
</tbody>
</table>

Be the firm that sponsors wellness in the Commons. Attendees will come to relax and benefit from their 10-minute neck and upper back massage during lunches, Monday Social Hour, and open time in the Commons. Sponsor may provide branded clothing for the massage practitioners for additional visibility.

- Display sign outside the space with the sponsor logo
- Provide branded shirts for massage therapists to wear
- Display marketing materials and giveaways in the multi-chair relaxation station
- One complimentary full-conference registration
### Monday Social Hour

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<tr>
<th></th>
<th>$6,500</th>
<th>SOLD</th>
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The social hour is hosted in the SCUP Commons at the end of the first day of sessions.

- Signage on bar fronts
- Logo on cocktail napkins
- One complimentary full-conference registration

### Conference Mobile App

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<tr>
<th></th>
<th>$3,500</th>
<th>SOLD</th>
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Your sponsor banner artwork (with hyperlink to your website) is visible at the top of the conference mobile app. It shows every time an attendee opens the app to check their schedule, submit their CEU's, or look up session information. It has a high rate of visibility.

- Sponsor logo on conference mobile app home page
- One complimentary full-conference registration

### Concurrent Session Room

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<tr>
<th></th>
<th>$3,500</th>
<th>3 Available</th>
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Sponsor a concurrent session room throughout the conference. Banner artwork is displayed on a large monitor outside the room.

- Digital signage display outside room
- One complimentary full-conference registration

### The SCUP Experience – Coming Together

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<th></th>
<th>$3,500</th>
<th>SOLD</th>
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Sunday afternoon gathering of new and returning conference attendees which is hosted by the SCUP Membership Committee. This event is wildly popular with attendees and involves food, a fun game, and prizes. All attendees are encouraged to attend.

- Sponsor will be publicly recognized by the SCUP Membership Committee
- Signage at the event
- One complimentary full-conference registration

### SCUP 2023 Contributing Supporter

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<th>$3,000</th>
<th>SOLD</th>
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Sponsor prepares display sign to be located in public space near SCUP Registration Desk.

- One complimentary full-conference registration
Sponsor a tour of a local campus or place of interest in the city. SCUP staff works with host institutions to develop the stops on the tour. One sponsor per tour.

- Logo display sign on the bus
- One complimentary seat on the tour bus for a representative from the sponsoring firm

Optional Tours:
- (7/30) - CASE Western University – South Residential Village
- (7/31) - Cuyahoga Community College West Campus STEM Center
- (7/31) - Rediscovering Cleveland’s Waterfronts - SOLD
- (7/31) - Playhouse Square: Restored Theater District becomes Hub for Arts, Entertainment, and Education - SOLD
- (8/1) - Cuyahoga Community College Westshore Campus
- (8/1) - Cleveland State University
- (8/2) - Kent State University and the Process of Memorializing

Contact the SCUP Commons Manager, KenDra McIntosh, with any questions.
734.669.3283 or kendra.mcintosh@scup.org
This information can also be found on SCUP’s website, SCUP 2023 Annual Conference.