



Corporate Sponsorship Discussion

KNOWLEDGE
RESOURCES
ADVOCACY
CONNECTIONS

Who are we?

Shiona Christensen

Director of Conferences and Events –
Partner Management

CUPA-HR



Rob Shomaker

Vice President and Chief Operating
Officer

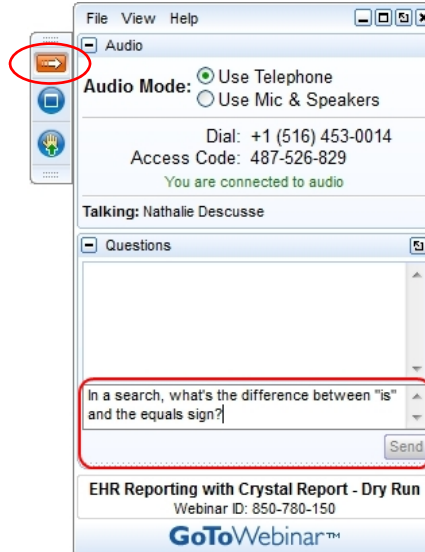
CUPA-HR



Webinar Logistics

How can I ask a question?

1. Click the orange arrow to enlarge your webinar control panel.
2. Select the "Questions" option.
3. Type your question into the box and select "Send."



Today's Agenda

1. Big Picture
2. When to Ask for Support
3. How to Ask
4. Who to Ask
5. Tools For You
6. Preparing For Partnerships

The BIG Picture

- Annual Sponsorships/Event Sponsorships
 - Sponsorship Program Options
 - Number of Events Annually
 - Combined Chapter Events
- CUPA-HR Annual and Spring Events
- Chapter Webinars



Sponsorship and Logistics

- Establish Event Objectives and Budget First!!!!
 - Use CUPA-HR's Event Planning Timeline and Budget Guide
- Location Selection
 - Enticing, Accessible
 - Local Attendees; Distant Sponsors
 - Sponsor Budget Considerations
- Agenda, Space Constraints
 - Number of Opportunities Available to Exhibitors/Sponsors
- Cost Considerations
 - Attendee Registration Fees
 - Sponsorship Income to Offset Expenses
- Content
 - Varied
 - Most Important Aspect For Many Sponsors



When to Ask

- NOW!
- Corporate Partner Budgets
 - Most Begin on Calendar Year
 - Planning Begins Six Months in Advance
- At a minimum, we recommend:
 - Four Months





How to Ask

- Phone or Writing
- Come Equipped with
 - 2017 Event Dates
 - 2017 Event Location
 - 2017 Lodging Options and Cost
 - Anticipated number of attendees
 - History of past attendance (if available)
 - Anticipated number of institutions represented
 - History of past number of institutions represented (if available)
 - Attendee Demographics (if available)
 - Percentage of attendees in various focus areas
 - Average years of experience of attendees
 - Levels of sponsorships available and associated cost



CHAPTER NAME HERE	
CHAPTER EVENT TITLE HERE	
Event Dates:	
Event City/State:	
Conference Hotel/Room Block Information:	
Event Theme or Topic Focus:	
Event Agenda:	
Anticipated Number of Attendees:	
Average Number of Attendees at Past Meetings:	
Anticipated Number of Institutions Represented:	
Average Number of Institutions Represented at Past Meetings:	
Are you looking for presentations from corporate partners? If yes, on which topics would you like presentation proposals?	
Historical Attendee and Institution Demographics	
Attendee Focus Area	
% of Chief Human Resource Officer	
% of HR Generalist/HR Business Partner	
% of Training and Organizational Development	
% of Employment/Recruitment	
% of AA/Diversity/EEO	
% of Classification and Compensation	
% of Employee Relations/Labor Relations	
% of HRIS	
% of Business/Payroll	
% of Benefits	
Attendee Years Experience	
1-3 Years	



- ## Who to Ask
- Corporate Advisory Council
 1. **Sibson Consulting**
 2. **Fidelity Investments**
 3. The Chronicle of Higher Education
 4. **PageUp**
 5. **TIAA**
 6. HigherEdJobs
 7. **VALIC**
 8. Cornerstone OnDemand
 9. **Voya Financial**
 10. **PeopleAdmin**
 11. Aon Hewitt
 12. Kronos Incorporated
 - CUPA-HR Event Sponsors or Exhibitors
 - Local Organizations
- 

Tools For You

Chapter Meeting Attendance - Suggested Sponsorship Pricing Guide	1-10 Institutions Represented	11-20 Institutions Represented	21+ Institutions Represented
1-25 Attendees	Tier 1 - \$700	Tier 1 - \$900	Tier 1 - \$1100
	Tier 2 - \$500	Tier 2 - \$700	Tier 2 - \$900
	Tier 3 - \$300	Tier 3 - \$500	Tier 3 - \$700
26-50 Attendees	Tier 1 - \$900	Tier 1 - \$1100	Tier 1 - \$1300
	Tier 2 - \$700	Tier 2 - \$900	Tier 2 - \$1100
	Tier 3 - \$500	Tier 3 - \$700	Tier 3 - \$900
50+ Attendees	Tier 1 - \$1100	Tier 1 - \$1300	Tier 1 - \$1500
	Tier 2 - \$900	Tier 2 - \$1100	Tier 2 - \$1300
	Tier 3 - \$700	Tier 3 - \$900	Tier 3 - \$1100



Preparing For Partnerships

- NOTIFY CUPA-HR ABOUT YOUR EVENT!!!!
- Finalize in Writing
 - Payment Instructions
 - PayPal, Square
 - Request Current Logos
 - Applicable Deadlines
 - Payment Due, Logo Due, Exhibit Location Selection Due, Attending Representative Names Due
- Reach Out Regularly
 - Check In
 - Attendee Lists
- Enhance On Site Experience
 - Exhibits in Main Room
 - Exhibit Traffic Drivers/Dedicated Exhibitor Times
 - Exhibit Giveaways





**Corporate Support
For Your Chapter**

Questions?

**KNOWLEDGE
RESOURCES
ADVOCACY
CONNECTIONS**

Contact CUPA-HR!

Shiona: schristensen@cupahr.org

Rob: rshomaker@cupahr.org