Corporate Sponsorship Discussion

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
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

<table>
<thead>
<tr>
<th>Chapter Meeting Attendance - Suggested Sponsorship Pricing Guide</th>
<th><strong>1-10</strong> Institutions Represented</th>
<th><strong>11-20</strong> Institutions Represented</th>
<th><strong>21+</strong> Institutions Represented</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1-25 Attendees</strong></td>
<td>Tier 1 - $700</td>
<td>Tier 1 - $900</td>
<td>Tier 1 - $1100</td>
</tr>
<tr>
<td></td>
<td>Tier 2 - $500</td>
<td>Tier 2 - $700</td>
<td>Tier 2 - $900</td>
</tr>
<tr>
<td></td>
<td>Tier 3 - $300</td>
<td>Tier 3 - $500</td>
<td>Tier 3 - $700</td>
</tr>
<tr>
<td><strong>26-50 Attendees</strong></td>
<td>Tier 1 - $900</td>
<td>Tier 1 - $1100</td>
<td>Tier 1 - $1300</td>
</tr>
<tr>
<td></td>
<td>Tier 2 - $700</td>
<td>Tier 2 - $900</td>
<td>Tier 2 - $1100</td>
</tr>
<tr>
<td></td>
<td>Tier 3 - $500</td>
<td>Tier 3 - $700</td>
<td>Tier 3 - $900</td>
</tr>
<tr>
<td><strong>50+ Attendees</strong></td>
<td>Tier 1 - $1100</td>
<td>Tier 1 - $1300</td>
<td>Tier 1 - $1500</td>
</tr>
<tr>
<td></td>
<td>Tier 2 - $900</td>
<td>Tier 2 - $1100</td>
<td>Tier 2 - $1300</td>
</tr>
<tr>
<td></td>
<td>Tier 3 - $700</td>
<td>Tier 3 - $900</td>
<td>Tier 3 - $1100</td>
</tr>
</tbody>
</table>

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
Questions?

Contact CUPA-HR!
Shiona: schristensen@cupahr.org
Rob: rshomaker@cupahr.org