



# SPONSORSHIP OPPORTUNITIES

**PREPARE • LEAD • ADVOCATE • NAVIGATE**  
49TH ANNUAL ACCCA CONFERENCE

ACCCA, the Association of California Community College Administrators, is the foremost member-supported professional organization for administrators and managers of California's community college campuses. It's the only place you will reach a variety of top-level administrators – including CEOs, instructional services, administrative services, fiscal services, human resources, student services, and technology. Engage with over 450 influential administrators and managers from California's community college system. These key decision-makers are responsible for shaping policies and implementing programs that impact over 2.1 million students annually.

 **Date: February 19-21, 2025**

 **Venue: Hyatt Regency Monterey Hotel & Spa | Monterey, CA**

 **Theme: PLAN | Prepare Lead Advocate Navigate**

## SPONSOR BENEFITS

- **Benefit** from prominent exhibitor space, inclusion in conference materials, and promotion across ACCCA's marketing channels.
- **Increase** brand awareness and showcase your products and services to a targeted audience.
- **Gain** valuable insights into the needs and challenges faced by community college administrators.
- **Participate** in exclusive networking events, including receptions, luncheons, and breakout sessions, providing you with ample opportunities to build meaningful connections with educational leaders and potential clients.

## WHO SHOULD SPONSOR

- Educational Technology Providers
- Consulting and Communications
- Legal Firms
- Banking and Financial Institutions
- Organizational Consulting
- Construction and Building Firms
- And any organization looking to get in front of the Community College sector

*Estimated attendance is 450*

# Reserve Your Space

Don't miss the opportunity to connect with ACCCA and its members. **Secure your Sponsorship Package by January 24, 2025.**

Join us in empowering the leaders of California's community colleges and enhancing the quality of higher education in the state. We look forward to welcoming you to the 2025 ACCCA Conference!

For more information, please contact: ACCCA Events, [events@accca.org](mailto:events@accca.org).

### CONFERENCE PARTNER PACKAGE

*(3 registrations included)*

**\$8,000**

*(4 opportunities)*

**NEW!** (choose **ONE** of the following based on availability **PLUS** receive the additional benefits listed below)

- **Badge Lanyard**
- **Hotel Key Card** – two per room issued with branding opportunities front and back
- **Conference Tote Bag or Padfolio**
- **Group WiFi** – custom landing page linked to your website

**All of the above items would be...**

- Co-branded with sponsor information (minimum of logo & URL) & ACCCA logo
- Sourced and distributed by ACCCA (with sponsor providing necessary artwork)

**In addition, each Partner Sponsor receives:**

**NEW!** Participation in a special 1-hour reception with the ACCCA Board (*1 representative per company*)

- General Session Speaking Time | Three (3) minutes
- Sponsored Event Signage | Your logo on ALL conference signage
- Exhibit Table | Includes electricity and essential Wi-Fi
- Full-screen digital ad in conference slide show
- Brochure or give-away in the registration area
- Customized sponsorship profile in conference app
- Two (2) push notifications from the conference app
- Banner ad in conference app with external linking
- Custom Card with external linking
- Pre-conference attendee list one (1) week before conference
- Website advertising space & external linking (6 months)



### DIAMOND SPONSOR

*(3 registrations included)*

**\$6,000**

*(6 opportunities)*

- **NEW!** Three (3) minute presentation/introduction at the ACCCA Board meeting
- General Session Speaking Time | Three (3) minutes
- Sponsored Event | Two Receptions and Registration Area Co-Sponsored
- Exhibit Table | Includes electricity and essential Wi-Fi
- Full-screen digital ad in conference slide show
- Brochure or give-away in the registration area
- Customized sponsorship profile in conference app
- Two (2) push notifications from the conference app
- Banner ad in conference app with external linking
- Custom Card with external linking
- Pre-conference attendee list one (1) week before conference
- Website advertising through logo & external linking (6 months)



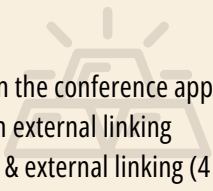
### GOLD SPONSOR

*(2 registrations included)*

**\$3,750**

*(10 opportunities)*

- General Session Speaking Time | Two (2) minutes
- Sponsored Event | Two Lunches Co-Sponsored
- Exhibit Table | Includes electricity and essential Wi-Fi
- Half-screen digital ad in conference slide
- Customized sponsorship profile in the conference app
- Banner ad in conference app with external linking
- Website advertising through logo & external linking (2 months)



### SILVER SPONSOR

*(1 registration included)*

**\$1,750**

*(Minimum 16 opportunities)*

- Sponsored Event | Two Breakfasts Co-Sponsored
- Exhibit Table | Includes electricity and basic Wi-Fi
- Quarter-screen digital ad in conference slide show
- Customized sponsorship profile in the conference app
- Website advertising through logo & external linking (2 months)



### A-La-Carte Options: ALL NEW!

Stand-alone options for those with more limited budgets or for conference sponsors who want to do a little something extra. *No sponsorship package purchase necessary.*

#### Headshot Sponsorship \$2,500 (Exclusive-1 opportunity)



- Logo on directional signage
- Space in headshot waiting room for brochure, materials, or promotional item (no sponsor representative present)
- Logo & external linking recognition on all related informational emails & distribution of photos
- Anticipate up to 150 participants



#### Breakfast With a Leader Sponsor \$2,000 (Exclusive-1 opportunity)



- Logo on table signage and directional signage
- Brochure, materials, or promotional item placed at each place setting on each table (no sponsor representative present)
- Logo & external linking on all related informational emails
- Anticipate up to 100 participants over two breakfasts

#### ACCCA Leadership Programs Alumni Reception Sponsor \$1,500 (Exclusive-1 opportunity)



- Logo on table signage and directional signage
- Brochure, materials, or promotional item placed at tables (no sponsor representative present)
- Logo & external linking on all related informational emails
- Anticipate a minimum of 50 participants

#### Additional Registrations: \$595 each All vendor representatives must be registered in order to attend the conference.

Sponsors will be limited to a maximum of three (3) registrations over the number included in the sponsorship package.

The Advertising & A La Carte options are limited to one (1) registration which must be purchased if desired.

#### Advertising Package \$750 (8 Opportunities)



Unable to attend in person or staff an exhibit table? This is for you!  
*All in-person attendees must purchase a conference registration.*

- Website advertising logo & external linking (1 Month)
- Half-page digital ad in conference slide show
- Email ad in the Know Before You Go (KBYG) email series
- Email ad in the Survey and Conference Wrap Up email series

**Reserve  
Your Space  
Now!**



### SPONSOR INFORMATION

- Sponsor representatives may not attend unless the company is committed to conference sponsorship.
- Please note that there is a limit of **one** core sponsorship package per company and that packages may not be shared. A La Carte options may be added to sponsorships if desired or may be purchased separately.
- A post-conference attendee list (*email addresses only*) will be sent to all sponsors one week post-conference. The attendee list is proprietary information and is authorized for only (1) email blast. Please refrain from pitching your service or product during ACCCA sessions or meals.
- Closed sessions will be labeled with a "Closed Session" sign outside the door and are not open to sponsors.

### CANCELLATION POLICY

Cancellation by January 6, 2025, will result in a 50% refund. There will be no refunds for cancellations after January 6, 2025. All cancellations must be emailed to [events@accca.org](mailto:events@accca.org) and are not valid unless you receive a confirmation email in return.