



# 2020-21 SPONSOR GUIDE

**NEW!**

Digital Vendor  
Directory & Webinar  
Opportunities

CCCU conferences are your connection  
to campus presidents, administrators,  
and other key decision makers.



# > Contents

<b>ABOUT THE CCCU.....</b>	<b>2</b>
<b>WHY SPONSOR? .....</b>	<b>3</b>
<b>CCCU SPONSORSHIP OPPORTUNITIES</b>	
2021 PRESIDENTS CONFERENCE.....	4
2021 COMMISSION ON TECHNOLOGY CONFERENCE .....	5
2021 CHIEF FINANCIAL OFFICERS, HUMAN RESOURCES, & FACILITIES DIRECTORS GATHERING.....	6
OTHER OPPORTUNITIES.....	7
<b>ADDITIONAL INFORMATION &amp; RESOURCES</b>	
SPONSOR GUIDELINES, RULES, & REGULATIONS.....	8
PAST SPONSORS.....	10
2020-21 SPONSORSHIP APPLICATION FORM.....	11

## PLEASE NOTE:

Due to a heightened sense of uncertainty in our nation and world right now, the CCCU may continue to update this guide in the future due to changes on our campuses that may impact our planned conferences and events.



# > About the CCCU

---

The Council for Christian Colleges & Universities is the leading national voice for Christian higher education, with more than 180 Christian institutions around the world. With campuses across the globe, including more than 150 in the U.S. and Canada and more than 30 from an additional 18 countries, CCCU institutions are accredited, comprehensive colleges and universities whose missions are Christ-centered and rooted in the historic Christian faith. Most also have curricula rooted in the arts and sciences. The CCCU's mission is to advance the cause of Christ-centered higher education and to help our institutions transform lives by faithfully relating scholarship and service to biblical truth. The CCCU is a tax-exempt 501(c)(3) nonprofit organization headquartered in the historic Capitol Hill district of Washington, D.C.

## 180+

Colleges and universities

## 520,000+

Students enrolled globally annually

## 3,600,000+

Alumni around the world

## 90,000+

Faculty and staff employed globally



"Being a sponsor of CCCU has been a great way for us to connect with both current and prospective clients. The organization has allowed us to interact with institutions of similar values to our own and help them further their mission. We are excited to sponsor and support the organization because of the organizational leadership and support of the member institutions. The annual conferences and events provide us with relevant content and sessions with a true benefit and blessing!"

**DAVID WILKINS, AIA, NCI**

*Higher Education Practice Leader  
GMB Architecture + Engineering*

## > Why Sponsor?

It has never been more timely to connect with leaders in higher education, as new and pressing challenges are shaping the next generation. Sponsorship allows industry experts to network and collaborate closely with these leaders, to bring them needed resources, and to build relationships across multiple areas of campus leadership. Sponsoring a CCCU event provides an opportunity to access a unique and valuable network of higher education leaders whose shared passion for holistic, Christ-centered higher education creates a deeply rooted community.



**1,197**

ATTENDEES  
IN 2019-2020



**133**

CCCU INSTITUTIONS  
REPRESENTED



**119**

SPONSORING  
PARTNERS



**17**

NEW SPONSORS IN  
2019-2020

Being part of the CCCU reminds us that we are not alone in this business called Christian Higher Education. Attending CCCU Conferences not only sharpens our tools, but helps us connect with the broader CCCU community from around the nation. From there, we are able to carry those connections into our every day work. It's an excellent community to be part of!

**AIMEE ROBERTSON,**  
*Executive Director of Advancement,  
North Central University, Minneapolis, MN*



# 2021 Presidents Conference

MARCH 17-19, 2021 | WESTIN CITY CENTER | WASHINGTON, DC

## SPONSORSHIP OPTIONS

DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Overall Sponsor Partner (3) <b>\$20,000</b>	Opening Dinner Sponsor (2) Thursday Luncheon Sponsor (1) Spouses Program Sponsor Photography Sponsor Videography Sponsor <b>\$12,500 each</b>	Welcome Reception <b>OR</b> Breakfast Sponsor on Wed, Thurs, or Fri Printed Program Sponsor* Conference Bag Sponsor <b>OR</b> Lanyard Sponsor Worship & Devotions Sponsor (2) <b>\$8,500 each</b>	Notepad & Pens Sponsor WiFi Sponsor A/V Sponsor (3) Refreshment Break Sponsor (3) Plenary Speaker Sponsor (6) <b>\$5,500 each</b>	<b>\$2,500</b> (Limited Availability)

BENEFITS	DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Complimentary registration(s)	(2)**	(2)**	(1)**	(1)**	(1)**
Complimentary sponsorship/session at New Presidents Institute OR Governance Institute, July 2021	●				
Sponsored email (1)	●				
Leaderboard ad displayed on Events tab prior to Presidents Conference	●				
Opportunity to introduce plenary session	●				
Opportunity to address attendees (2 minutes)	●	●			
Inclusion in one sponsor shout-out on Facebook & Twitter, + one year on Vendor Directory	●	●			
Option to have one promo item included in registration packet	●	●	●		
Electronic version of attendee list in advance	●	●	●	●	
Logo displayed at event	●	●	●	●	●
Pop-up banner display	●	●	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●	●	●
Electronic version of attendee list post-conference	●	●	●	●	●
Complimentary ad in program booklet	Full Page	Full Page	Half Page	Quarter Page	
Spring 2021 Advance Magazine ad discounts	20% Discount	15% Discount	10% Discount		

### PRESIDENTS CONFERENCE PRINTED PROGRAM ADS OR INSERT

Full Page Ad - **\$1300**

Half Page Ad - **\$750**

Insert in registration packet - **\$1300**

Full Page Ad (inside front cover or inside back cover) - **\$1800**

Quarter Page Ad - **\$375**

\*Printed program sponsor receives full page ad on back cover of printed program.

\*\*Due to space limitations and current Covid-19 restrictions, no additional reps may attend conference

# 2021 Commission on Technology Conference

DATE TBD | GORDON COLLEGE | WENHAM, MA

## SPONSORSHIP OPTIONS

### GOLD LEVEL

Conference Bag Sponsor

Opening Dinner Sponsor

Outing Sponsor

**\$5,000 each**

### SILVER LEVEL

Notepad & Pens Sponsor

**\$4,000**

Lanyard Sponsor

**\$4,000**

Printed Program Sponsor\*

**\$4,000**

Refreshment Break Sponsor  
(Thurs am or pm or Fri)

**\$3,500**

Breakfast **OR** Lunch Sponsor

**\$3,500**

Plenary Session Sponsor (3)

**\$3,500**

### BRONZE LEVEL

Exhibitor

**\$2,000**

## BENEFITS

### GOLD LEVEL

### SILVER LEVEL

### BRONZE LEVEL

Complimentary registration(s)

(2)

(1)

(1)

Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event



Option to have one promo item included in registration packet



Electronic version of attendee list in advance



Logo displayed at event



Exhibit table



Logo and link on conference webpage, in printed program, and on transition slides



Electronic version of attendee list post-conference



Complimentary ad in program booklet

Full Page

Half Page

### COMMISSION ON TECHNOLOGY CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850**

Full Page Ad (inside front cover or inside back cover) - **\$1000**

Half Page Ad - **\$500**

Quarter Page Ad - **\$250**

Insert in registration packet - **\$850**

\*Printed program sponsor receives full page ad on back cover of printed program.

# 2021 Chief Financial Officers, HR Directors, & Facilities Managers Gathering

JUNE 2021 | CORNERSTONE UNIVERSITY | GRAND RAPIDS, MI

## SPONSORSHIP OPTIONS

### PLATINUM LEVEL

Opening Dinner Sponsor (2)  
 .....  
 Keynote Speaker Sponsor  
 .....  
 Afternoon Outing (2)  
 .....  
**\$7,500 each**

### GOLD LEVEL

Printed Program Sponsor\*  
 .....  
 Lanyard Sponsor  
 .....  
 Notepad & Pens Sponsor  
 .....  
 Conference Bag Sponsor  
 .....  
**\$5,500 each**

### SILVER LEVEL

Refreshment Break Sponsor (3)  
 .....  
 Breakfast (2) **OR**  
 Lunch (2) Sponsor  
 .....  
 Evening Snack Bag Sponsor  
 .....  
 Key Card Holder Sponsor  
 .....  
**\$3,500 each**

### BRONZE LEVEL

Exhibitor (3)  
**\$2,500**

## BENEFITS

### PLATINUM LEVEL

### GOLD LEVEL

### SILVER LEVEL

### BRONZE LEVEL

	(1)	(1)	(1)	(1)
Complimentary registration(s)	(1)	(1)	(1)	(1)
Opportunity to address attendees for two minutes at plenary session	●			
Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event	●			
Sponsor for Composite Financial Index report (90+ CCCU institutions receive report)	Title Sponsor	Second-Level Sponsor		
Listing in Annual Vendor Directory on CCCU website	●			
Option to have one promo item included in registration packet	●	●		
Electronic version of attendee list in advance	●	●	●	
Logo displayed at event	●	●	●	●
Exhibit table	●	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●	●
Electronic version of attendee list post-conference	●	●	●	●
Complimentary ad in program booklet	Full Page	Half Page	Quarter Page	

### 2021 CHIEF FINANCIAL OFFICERS, HR DIRECTORS, & FACILITIES MANAGERS CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850**      Full Page Ad (inside front cover or inside back cover) - **\$1000**  
 Half Page Ad - **\$500**      Quarter Page Ad - **\$250**  
 Insert in registration packet - **\$850**

\*Printed program sponsor receives full page ad on back cover of printed program.

# ➤ Other Opportunities

---

**NEW!**

## WEBINARS

If you are interested in hosting and/or sponsoring a webinar, please contact [sponsorships@cccu.org](mailto:sponsorships@cccu.org).

**NEW!**

## VENDOR DIRECTORY

Vendors can now highlight their organization on the CCCU's main website under our Services section. We will showcase your logo, a 50 word descriptor, contact information and link to your website. This listing is good for one year for \$500 and provides an excellent way to increase visibility with our members and friends as a known partner of our association.

## INSTITUTES

The **Snezek Library Leadership Institute** provides a forum for CCCU library directors and deans to engage in lively, informative, and stimulating conversation. The **New Faculty Institute** provides the opportunity for new CCCU faculty members to meet and learn from their colleagues and explore the integration of Christian faith with teaching and scholarship. The **Leadership Development Institutes** are year-long programs targeted toward emerging leaders, women leaders, and leaders of color from across CCCU institutions. These programs include an in-person gathering, individually tailored mentorship, one-on-one meetings, and professional networking.

## SPONSORED EMAIL BLASTS

During the conference year, there may be opportunities for organizations to promote webinars or content that is relevant to a particular peer group at CCCU member institutions through paid email blasts. If your organization is interested in promoting a webinar or other relevant content through a paid email blast, please contact [sponsorships@cccu.org](mailto:sponsorships@cccu.org).

## ADVERTISING

Download the CCCU media kit to learn more about print, email and website advertising opportunities. Advance is the print magazine of the CCCU, published in the fall and spring with a circulation of nearly 8,000. Advertising is also available in the CCCU's email newsletters, eAdvance (monthly) or From Capitol Hill (quarterly) delivering your message directly to the inboxes of key campus leaders and influencers, and on the CCCU website, which attracts 10,000 monthly visitors. [Download the media kit](#)

## CAREER CENTER

Find a job with meaning. More than just a job finding service, the [CCCU Career Center](#) connects passionate people with meaningful careers in Christian higher education, church ministry, and at faith-based nonprofits, as well as with available internships. With 22,500 jobs posted and 40,000 job seekers, the Career Center is an affordable and effective solution for filling open positions and recruiting top talent from a wide pool of applicants, from entry-level graduates to seasoned professionals looking for their next career move.

# Sponsor Guidelines

---

Sponsorships are on a first-come, first-serve basis. The CCCU reserves the right to refuse any sponsorship contingent upon review by the CCCU staff. CCCU reserves the right to refuse sponsorship after the acceptance of the application and contract if information should come to the attention of CCCU which, in the reasonable judgment of CCCU, demonstrates that the proposed sponsors would be inconsistent with the principles espoused by CCCU or unfavorable to the reputation of the CCCU.

The CCCU cannot confirm your sponsorship nor provide any sponsor benefits until full payment has been received and processed. Sponsors must submit a binding sponsorship application form, including acceptance of the CCCU's terms and conditions. **All sponsorships are non-refundable.\***

## TERMS AND CONDITIONS

- All sponsor representatives must wear official name badges provided by the CCCU at all times during sponsored events.
- Sponsors may display materials only in approved locations.
- Sponsor contact with event attendees must at all times be in keeping with the character of a professional meeting – informative and not intrusive.
- Spouses are considered representatives of sponsoring organizations.
- Additional terms and conditions may be specified by the host hotel or by the CCCU.

### Deliverables

Upon receipt of payment, the following items are needed to complete your order:

- 25-word description of your organization (if applicable to your sponsorship level).
- Company logo in a vector-based EPS format. This information can be sent via email to JMahurin@cccu.org.

## PAYMENT

Once commitment form is received, an invoice will be sent with complete payment instructions. We will not reserve any sponsorship without full payment. Payment may be made in the form of ACH, check, credit card, or money order. **\*There will be a 2% administration fee assessed for companies choosing to pay by credit card.**

**Cancellation or Withdrawal:** All sponsorships are non-refundable. If, after payment, you determine you can no longer sponsor the event, the funds collected can be used toward a sponsorship at a future event.\*

Failure to pay in full for the sponsorship within 60 days prior to event entitles the CCCU to cancel the sponsorship.

## TABLETOP DISPLAY REGULATIONS

The CCCU reserves the right to refuse exhibit space to any applicant for any reason. The exhibitor may not display signs that are not professionally prepared or in the opinion of CCCU detract from the appearance of the conference.

*\*If the CCCU cancels event, all sponsorships are fully refundable.*

# > Sponsor Guidelines

---

**Limitation of Liability:** The sponsor agrees to make no claim for any reason whatsoever against CCCU, its employees, the hotel, or the city and/or state wherein Event is held for loss, theft, damage, destruction of goods, nor for any injury to him/herself or employees while the conference is in progress, being set up, or being taken down. Sponsor agrees to indemnify and hold harmless CCCU and its employees against any and all claims of any person arising out of acts, omissions, or negligence of exhibitor, its agents, or its employees.

Further, neither CCCU, its employees, officers, volunteer, nor directors shall be liable for failure of the scheduled conference to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CCCU to prevent.

**Assignment of Space:** Tabletop display space will be assigned in the order in which applications and payments are received. Tabletop display space will not be assigned until full payment is received. The CCCU reserves the right to alter the official floorplan, and/or reassign any sponsor's space as deemed necessary.

**Limitation on Promotion and Demonstrations:** During the Event, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit tables in the exhibit area. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CCCU harmless from any and all claims and expenses, including legal fees, which might arise from questions of use of any such material described above.

The CCCU is not responsible for hotel personnel, nor can the CCCU guarantee that the services and/or utilities promised by the hotel shall be available during the conference or event.

**Security:** Neither the CCCU nor the hotel or campus personnel shall be liable for any damage or theft to the sponsor's display or property. The sponsor should not rely on CCCU-provided security for any reason.

It's been said that "successful partnerships happen at the speed of trust"... and there's little disagreement that trust is built in the context of relationships. What I love about the CCCU conferences is that they have been designed in such a way that sponsors are able to participate alongside the very leaders they want to meet. Also, because many of those attending have been coming to these events for a number of years, it has provided the opportunity for us to not only meet important decision makers, but also to begin to build relationships with them.

**MIKE WHIPPLE**

*Strategic Partnering National Director, Cru*

# 2019-2020 Sponsors

## PLATINUM

**BON APPÉTIT**  
MANAGEMENT COMPANY  
*food service for a sustainable future®*

**PIONEER**  
College Caterers

**SOVEREIGN**  
INSURANCE GROUP  
*Market Knowledge Matters*

**tree of life** bookstores

## GOLD

**cru**

**THRIVENT**  
FEDERAL CREDIT UNION®

**SOUTHEASTERN**  
UNIVERSITY

THE TRINITY FORUM



**THE SAINT JOHN'S BIBLE**

**AMERICA'S CHRISTIAN**  
CREDIT UNION

**RNL**

**ACT | NRCUA**  
Membership matters.



**National**  
Management Resources  
Corporation

**Christian Community**  
CREDIT UNION  
*Your Money Building God's Kingdom*

## SILVER

**CHRISTIANITY TODAY**  
a global media ministry

**everycampus.**

**timelyMD**

**c2ae**  
architecture • engineering

**The Registry**

**theTIMOTHYgroup™**  
29 years • 1,700+ clients • \$2.2 billion in gift income raised

**GMB**  
ARCHITECTURE • ENGINEERING

**blackbaud**

**train**

**FAEGRE BAKER DANIELS**

**EVANGELISM**  
INITIATIVE

**ASSET STRATEGY**  
CONSULTANTS

**WG**  
WESTFALL GOLD

**Tyndale**

**Metz**  
CULINARY MANAGEMENT

**GIVECAMPUS**

**5° BRANDING**

**IUPUI**  
THE FUND RAISING SCHOOL  
LILLY FAMILY SCHOOL OF PHILANTHROPY

**element451**  
intelligent admissions

**Community Funded™**

## BRONZE

Messiah College  
Abilene Christian University Press  
Revoice  
ACSD  
Vemo Education  
Remodel Health  
Dynamic Campus  
Credo  
Creative Dining  
Acadeum  
Dysart Group  
Sodexo  
BKD, LLC  
RH Perry  
Indiana Wesleyan University  
Lewis Andrews

Graystone Consulting |Morgan Stanley  
TEL Library  
Ziegler  
Ardeo  
CLT  
Gonser Gerber  
Enrollment Resources  
Pepperdine School of Public Policy  
Carnegie Dartlet  
Target X  
Enrollment Fuel  
ValueBased  
Enrollment Rx  
Azusa Pacific University  
EAB  
Credible

American Philanthropic  
Chicago Semester  
Populi  
Union University  
Institute for Bible Reading  
Pharos Resources  
World Renew Disaster Response  
Footstep Ministries  
Ascent Student Loans  
International Fellowship of Christians & Jews  
Student Universe  
Faith & Public Life (AEI)  
iAttended  
Virtual Care Group

# 2020-21 Application Form

Please email completed form to [jmahurin@cccu.org](mailto:jmahurin@cccu.org). Thank you!

Name: \_\_\_\_\_

Institution/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## CONFERENCE SELECTION

CONFERENCE	CODE	DATE	LOCATION
<input type="checkbox"/> 2021 Presidents Conference	PRES	March 17-19, 2021	Washington, DC
<input type="checkbox"/> 2021 Commission on Technology	COT	TBD	Wenham, MA
<input type="checkbox"/> 2021 Chief Financial Officers, Human Resources & Facilities Directors Gathering	CFO	TBD	Grand Rapids, MI
<input type="checkbox"/> 2021 Women's Leadership Development Institute	WLDI	June 6-10, 2021	Sumas, WA
<input type="checkbox"/> 2021 Leadership Development Institute	LDI	June 10-14, 2021	Sumas, WA
<input type="checkbox"/> 2021 Multi-Ethnic Leadership Development Institute	M-ELDI	June 14-18, 2021	Sumas, WA

## SPONSORSHIP INFORMATION

1. Conference Code: \_\_\_\_\_ Sponsorship Level: ☐ Diamond ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze ☐ Other: \$ \_\_\_\_\_

2. Conference Code: \_\_\_\_\_ Sponsorship Level: ☐ Gold ☐ Silver ☐ Bronze ☐ Other: \$ \_\_\_\_\_

3. Conference Code: \_\_\_\_\_ Sponsorship Level: ☐ Gold ☐ Silver ☐ Bronze ☐ Other: \$ \_\_\_\_\_

4. Other Opportunities (e.g. Vendor Directory): \_\_\_\_\_

## PAYMENT INFORMATION

☐ Credit Card\* ☐ Check\* ☐ Money Order\* ☐ ACH

Signature \_\_\_\_\_

**By signing & submitting this form, you accept & agree to follow the guidelines, rules, & regulations listed in the Sponsorship Prospectus. Upon receipt of form, you will be issued an invoice with payment instructions/options to pay either with credit card, ACH, or check.**

NOTE: Sponsorships are on a first-come, first-serve basis. The CCCU cannot confirm your sponsorship nor provide any sponsor benefits until full payment has been received and processed. All sponsorships are NON-REFUNDABLE unless event is cancelled by the CCCU.

\* Please make checks payable to the Council for Christian Colleges & Universities. If paying by check or money order, please note that your sponsorship will not be confirmed until the payment is received. **If paying by credit card, a 2% processing fee will be applied.**

**If you have any questions, please email Jeri Mahurin at [jmahurin@cccu.org](mailto:jmahurin@cccu.org).**