

2023 Event Sponsorships

The Community College League of California's Sponsorship Program helps build strong working relationships between the state's 73 community college districts and the businesses and professional firms who provide those districts with a variety of essential services. The package of benefits provides effective ways for promoting your services through advertisements, events, and special articles on select League communication platforms.



Individual Event Sponsorship Packages	Gold \$4,000	Silver \$2,500	Bronze \$1,250
Signage Onsite <i>Signage with your company logo at sponsored event</i>	X	X	X
Listing in Event Platform <i>Logo and company description added to mobile app</i>	X	X	X
Listing on Event Webpage <i>Logo added to event webpage with external linking</i>	X	X	X
Listing in Event Emails <i>Logo added to pre/post-event emails and daily emails, when applicable</i>	X	X	X
Digital Ad <i>Rolling PowerPoint on TV monitor near registration</i>	FULL PAGE	LOGO ONLY	
Complimentary Registration <i>Includes full access to sessions, activities, and meals</i>	2	1	
Display Table Near Registration <i>Table placed in high trafficked area</i>	PRIORITY PLACEMENT	X	
List of Attendees <i>List disseminated to sponsors following the close of registration for ONE TIME email</i>	X		
Brochure for Information Table <i>Ability to provide brochure or promotional item for information table</i>	X		
Feature in Event Platform <i>Featured on the home page in mobile app</i>	X		
Push Notification in Event Platform <i>Ability to send one push notification through mobile app</i>	X		

À La Carte Sponsorship Opportunities	Price
<p style="text-align: center;">Gala Reception Sponsor <i>Limited to 2</i> <i>Sponsorship opportunity for Annual Convention (November) ONLY</i></p> <ul style="list-style-type: none"> Personal recognition at reception Introduction by sponsor (30 seconds maximum) 2 Full Annual Convention Registrations Logo visibility and signage at reception Listing among event sponsors and exhibitors in mobile app Listing on event webpage Listing in event emails List of attendees 	\$5,500
<p style="text-align: center;">Reception Sponsor <i>Limited to 2 per reception</i></p> <ul style="list-style-type: none"> Personal recognition at reception Introduction by sponsor (30 seconds maximum) 1 Full Conference Registration Logo visibility and signage at reception Listing among event sponsors in mobile app Listing on event webpage Listing in event emails List of attendees 	\$3,500
<p style="text-align: center;">Coffee Break Sponsor <i>Limited to 1 per break</i></p> <ul style="list-style-type: none"> Logo visibility and signage at coffee break Listing among event sponsors in mobile app Listing on event webpage Listing in event emails Ability to add coffee cup sleeves with logo for additional cost 	\$2,500
<p style="text-align: center;">Badge Sponsor <i>Limited to 2 per event</i></p> <ul style="list-style-type: none"> Logo added to attendee name badges Listing among event sponsors in mobile app Listing on event webpage Listing in event emails 	\$1,500
<p style="text-align: center;">One-Page Flyer Sponsor</p> <ul style="list-style-type: none"> One full-page flyer placed on information table in high trafficked area Listing among event sponsors in mobile app 	\$500

For more information on Event Sponsorships or to secure one of these opportunities, please contact Sadie Brown at sadie@ccleague.org.

MEMBER ENGAGEMENT AT LEAGUE EVENTS

About the Community College League of California

The Community College League of California (League) is a nonprofit public benefit corporation whose voluntary membership consists of the 73 local public community college districts in California. We support locally elected trustees and community college CEOs to serve their students and communities by advocating on their behalf at the state and federal levels, providing continued professional development, and delivering services that employ economies of scale to minimize cost.

Important Information for Sponsors

Our sponsors are important to us! At the same time, it is also important to us to maintain the integrity of the conference and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in the League and for the conference to hold the same value for our attendees.

We ask that all sponsors observe the following guidelines at the conference:

- Please keep in mind that you are in attendance at the conference to network and build relationships. When attending sessions, meals, and all other activities, we would appreciate if you would refrain from pitching your service or product and instead focus more on learning about the League, its members and community partners and their needs. This can be a great research opportunity for you, and it allows for more peer-to-peer networking for our attendees.
- All sharing of product/service information should be limited to the vendor area and the sponsor ads in the app. Please do not place materials in any area unless specified by your sponsorship benefit.
- Some conference sessions are closed for purposes of business meetings and sharing information. We ask that you refrain from entering any session or meeting that is labeled as "Closed" or "By Invite Only."
- Sponsors are welcome to schedule their own off-site dinners on designated day(s) only and at the discretion of the League. Please note that these dinners cannot overlap with any scheduled conference events. Please be advised that you are responsible for your own restaurant research, making reservations and transportation arrangements and inviting your guests.

CONFIRMATION

We'll be in touch via email within two weeks after your online commitment with next steps and specifications regarding YOUR sponsor benefits. Please reach out to Sadie Brown at sadie@ccleague.org if you do not receive an email.

ATTENDEE LIST

A conference attendee list (email contact information only) will be emailed to the applicable sponsors the week following the close of registration. Please note, this is proprietary information and is to be used for ONE email only. The honor system applies on this request, and we encourage you to adhere as multiple unauthorized contacts usually serve only to drive attendees away from using a particular vendor.

Our goal is to create a positive conference experience for attendees as well as sponsors. If you have suggestions or ideas that would assist us in making this a more valuable experience for you, or to assist you in moving up to the next level of sponsorship, please email Sadie Brown at sadie@ccleague.org.



MARKETING AND GRAPHIC ASSETS SPECIFICATIONS

Please submit all marketing and graphic assets to sadie@ccleague.org. For questions about marketing or graphics, please contact Lori Bachand at lori@ccleague.org.

Logo: Images must be provided in two formats: .eps and .jpg (high resolution), with a transparent background, in both full-color and one-color/black versions. Provide more than one version if applicable. 300 x 300 pixels recommended.

Banner: Banners must be in .jpeg format (high resolution). Size: 872 x 320 pixels or 936 x 160 pixels

Featured Banner: This is for Gold Level sponsors only. Banner must be in a .jpeg (high resolution) format. Sponsors must provide the above Banner in addition to Featured Banner. Size: 296 x 204 pixels

Digital Ad: Digital ads will be included in a rolling PowerPoint presentation that will be run on TV monitors near the registration desk for the duration of the event. Full-Screen: 9" wide x 5-1/4" high

Push Notifications: Push notifications in our event app are sent directly to the attendees' devices and are limited to 140 characters. You can also include an external link.

Badge Sponsorship: Logo must be a simple design with a transparent background, provided as a .eps file. Logos on badges will be printed in black ink.

