


WESTERN ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS

2024 ANNUAL CONFERENCE

WACUBO



DREAM • LEAD • INSPIRE

ANAHEIM, CALIFORNIA | APRIL 28 - MAY 1

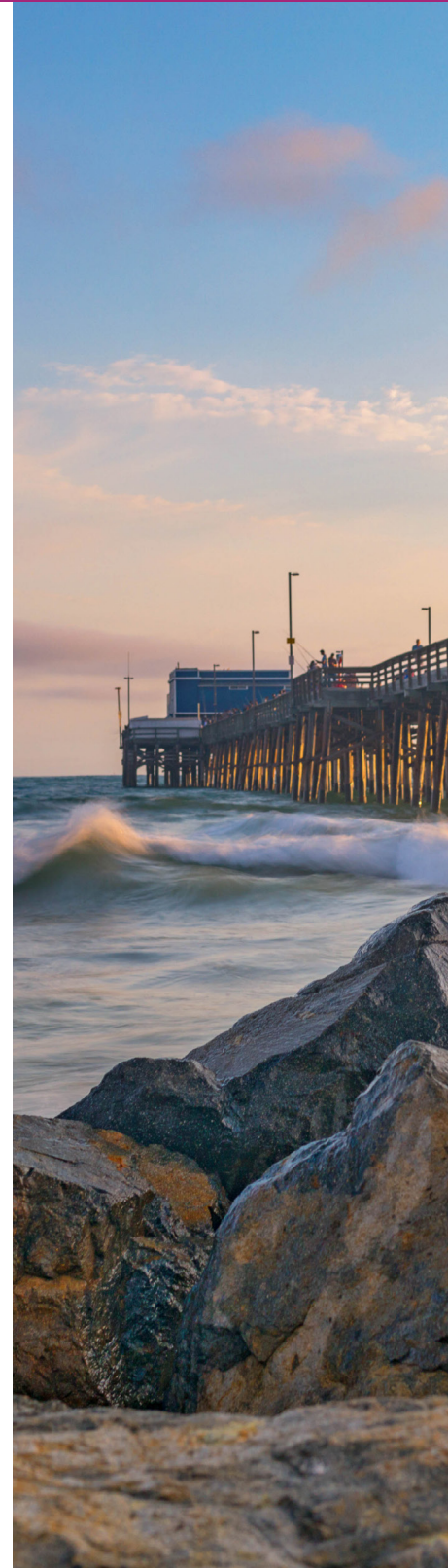
BUSINESS PARTNER
PROSPECTUS 2024



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**CLICK TO LEARN ABOUT
BECOMING A WACUBO
BUSINESS PARTNER!**



3 GOOD REASONS TO GO WACUBO



EXPAND YOUR BRAND

With over 10,000 professionals from 350+ institutions represented amongst our membership, getting direct access to key decision makers in the world of higher education has never been easier.



CONNECT WITH EXISTING CLIENTS

WACUBO event attendees rank the networking opportunities as one of the primary reasons to attend our events. Keep top-of-mind with your customers by being present where they gather.



YOUR COMPETITION IS HERE

Simply put, can you afford not to be here?



WHAT IS WACUBO?

WACUBO is the premier provider of professional development and networking for business officers serving higher education in the west. Our mission is to offer opportunities to members to develop professionally, to explore issues and trends in higher education and to engage with colleagues to share their expertise.

WACUBO'S PREMIER EVENT

ANNUAL CONFERENCE

 **650+**
ATTENDEES



SEE YOU THERE
APRIL 28 - MAY 1, 2024



VISIT:

CONFERENCE.WACUBO.ORG

or click for additional details on:

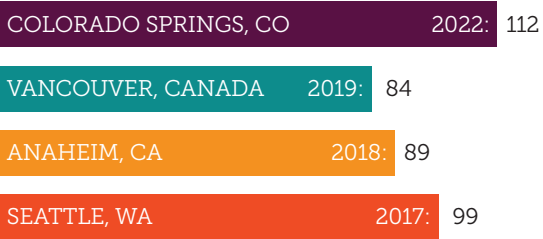
- Registration
- Sponsorship
- Exhibitor Info
- Venue Map
- Terms & Conditions



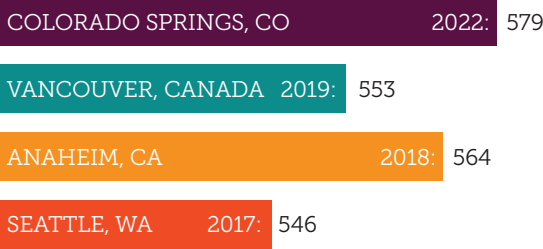
ANNUAL CONFERENCE ATTENDEE PROFILE



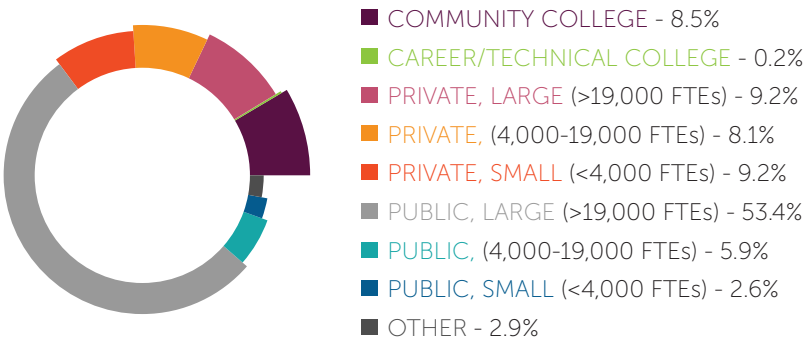
OF INDIVIDUALS WITH CBO/VP TITLE



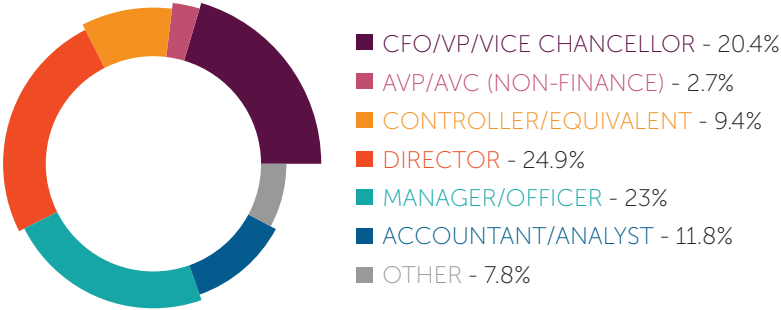
OF ATTENDEES



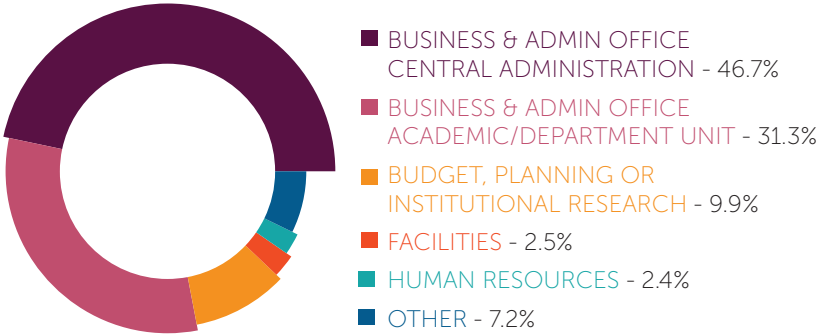
INSTITUTION TYPE



TITLE OF ATTENDEE



AREA OF WORK



SPONSORSHIP RECOGNITION OVERVIEW

	Diamond \$40,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$7,500
Number of Sponsorships Available	4	5	7	6	11	4
VIP Keynote Speaker Reception Access	1					
Rotating Logo on the WACUBO Website (All year)	✓					
Invitation to Business Partner Council	1					
Sponsorship Recognition at Keynote Address	✓	✓				
Attendee Conference Bag Insert (One piece, 650 bags)	✓	✓				
Complimentary Exhibit Booth Space (10x10 ft.)	✓	✓	✓			
Invitation to the President's Event (With plus one for each)	2	1	1	1		
Pre-Post Conference Registration Attendee List (Pre event list provided 2 weeks prior)	✓	✓	✓	✓	✓	✓
Recognition in Conference Marketing & Communications	✓	✓	✓	✓	✓	✓
Complimentary Registration	4	3	1	1	1	1

For more information about additional feature opportunities, view the following pages.



ADDITIONAL SHOWCASE OPTIONS

**Exhibit Booth Space in the 2024
WACUBO Showcase | \$3,195**

Branded Room Key Cards
Pending rates

**Additional Full Conference
Registration | \$900**

**Additional Showcase-only
Registration | \$500**

**Upgrade to a Full Conference
Registration Later | \$400**

**For full
sponsorship
details, click here.**



DIAMOND SPONSOR

\$40,000 - 4 AVAILABLE

Benefits*

- Four (4) Complimentary Full Conference Registrations
- Rotating Banner on the WACUBO Website Throughout the Year
- Complimentary Exhibit Booth Space in the 2024 WACUBO Showcase
- Sponsorship Recognition at Keynote Address
- Two invitations with a plus one for each, to the President's Event
- Pre-Post Conference Registration Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Invitation to Business Partner Council
- Place Your One-Piece Insert in Attendee Conference Bags (650)
- Concurrent Session Topic



Option of One Additional Featured Opportunity

- Opening Evening Event Sponsorship at The Adventureland Lawn (Disneyland) (SOLD)
- VIP Keynote Introduction of Freeman Hrabowski and Book Signing (Monday morning) (SOLD)
- VIP Keynote Introduction of Maria Elena Salinas and Reception (Tuesday morning)
- VIP Keynote Introduction of David Epstein and Book Signing (Wednesday morning)



PLATINUM SPONSOR

\$35,000 - 5 AVAILABLE

Benefits*

- Three (3) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2024 WACUBO Showcase
- One Invitation, with a plus one, to the President's Event
- Place Your One-Piece Insert in Attendee Conference Bags (650)
- Pre-Post Conference Attendee List
- One Invitation, with a plus one, to the President's Event
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



Option of One Additional Featured Opportunity

- General Session Intro – Monday afternoon
- General Session Introduction of Master Sergeant Cedric King (Tuesday afternoon)
- President's Event Sponsor (Saturday evening) (1 Available)
- President's Reception & Toast Sponsor (Tuesday afternoon) (1 Available)
- Volunteer Appreciation Luncheon Sponsor (Monday) (1 Available)



GOLD SPONSOR

\$25,000 - 7 AVAILABLE

Benefits*

- One (1) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2024 WACUBO Showcase
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Invitation, with a plus one, to the President's Event



Option of One Additional Featured Opportunity

- Showcase Opening Event & Kickoff Social – Sunday afternoon in Business Partner Showcase (1 Available) (SOLD)
- Wine and Cheese Reception Sponsor – Monday afternoon in Business Partner Showcase (1 Available) (SOLD)
- Attendee Breakfast Buffet Sponsor in Business Partner Showcase – Monday, Tuesday or Wednesday mornings (3 Available)
- Dessert Reception in Business Partner Showcase - Monday or Tuesday Afternoon (2 Available)



SILVER SPONSOR

\$15,000 - 9 AVAILABLE

Benefits*

- One Complimentary Full Conference Registration
- One Invitation, with a plus one, to the President's Event
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



Option of One Additional Featured Opportunity

- New to WACUBO meet up on the Adventurelawn – Sunday evening (1 Available)
- WACUBO After Dark Sponsor – Tuesday evening (1 Available) (SOLD)
- Wi-Fi Sponsor (1 Available)
- Banner Ad in Conference App (1 Available) (SOLD)
- Attendee Welcome Bag (1 Available)
- Conference Lanyard (1 Available) (SOLD)
- Welcome Center (10 Available)



BRONZE SPONSOR

\$10,000 - 11 AVAILABLE

Benefits*

- One Complimentary Full Conference Registration
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



**OPTION OF 1 ADDITIONAL
FEATURED OPPORTUNITY**

- Showcase Classroom Presentation (3 Available)
- Present a Business Partner Session with a member institution (8 Available)

COPPER SPONSOR

\$7,500 - 4 AVAILABLE

Benefits*

- Includes one Complimentary Full Conference Registration
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



**OPTION OF 1 ADDITIONAL
FEATURED OPPORTUNITY**

- Charging Stations (3 Available) (SOLD)
- Souvenir Pins (1 Available) (SOLD)

ADDITIONAL SHOWCASE OPTIONS

- Exhibit Booth Space in the 2024 WACUBO Showcase | \$3,200
 - One complimentary showcase representative
 - Pre-Post Conference Attendee List
 - Recognition in Conference Marketing & Communications
 - Name listed on the Conference website
 - Name listed on Conference signage
- Additional Showcase-only Registration | \$500



GOLF TOURNAMENT

SUNDAY, APRIL 30



WACUBO is pleased to host our 2024 golf tournament at the Oak Creek Golf Club, a true golfer's sanctuary, and a hidden gem among Southern California venues. The secluded and serene Irvine locale blends the natural beauty of a Tom Fazio-designed 18-hole course with the ambiance of authentic Spanish architecture, rustic stone terraces and lush, expansive grounds.



SPONSORSHIP OPPORTUNITIES

Title Sponsor

\$15,000 (1 Available)

Includes Silver Level benefits
without additional opportunity
+1 complimentary foursome

Pro Shop Sponsor

\$2500 (1 Available)

Participant Oak Creek Gift Cards

Welcome Bag

Provide golf merchandise such as
golf balls, tees, towels, etc. for 50
golfers (1 Available)

Closest to the Pin Sponsor

\$500 (1 Available)

Food and Beverage Cart Sponsor

\$5,000 (1 Available)

Includes breakfast, lunch and two
complimentary beverage cart drinks
per player

SERVICE PROJECT

Every year, WACUBO participates in a Service Project in connection with the Annual Conference. This year, we ask that you help us support the Davis Middle School Robotics Team in Compton, California. The young, award-winning Robotics Team is the only middle school team in Compton to compete against other high school teams. In their second year competing, they placed 21 of 40 teams in the Southern California leagues, despite being a novice team.

The Robotics Team serves underserved and underrepresented students by providing them with an equitable opportunity to engage in STEM education. The program prepares 6th to 8th grade students for the demands of the modern world by developing their problem-solving skills and creativity while simultaneously addressing educational and infrastructure challenges. Davis Middle School is a Title 1 school, where 100% of its students qualify for the Federal free lunch program.

The WACUBO Service Project goal will be to fill their robotics lab with the \$10k in robotics supplies the Robotic Team identifies, and we will leverage member gifts with match challenges from business partners.

We are asking all members who can help to purchase items off the Amazon Wishlist linked on our webpage and select Shipping Address: Robotic Team Advisor Jose Gonzalez's Gift Registry Address. We also ask members to bring your college/university t-shirts/sweatshirts or other swag to give to the students.

Two Opportunities to Win

All members who make a purchase from the Amazon Wishlist are automatically entered into an opportunity drawing to win ONE of THREE original, Disney drawings by Disney Parks Artist and Historian Stacia Martin!

Bring a college t-shirt/sweatshirt, pennant or other swag to the Service Project Booth onsite at the Conference for additional chances to win the Disney drawings!' '=

About David Middle School

All students at Davis Middle School will have an equal opportunity to receive an education that is rigorous, enriching, and culturally relevant. They will be provided an environment that is safe, secure, and conducive to learning. All members of the learning community will participate in promoting the academic and holistic growth of all students. Teachers will interact with students in a manner that is respectful, courteous, and professional. As a result of this relationship, students will have high regards for their teachers and other adults at the school site. All members of the learning community will value education as a process that opens students' minds to critical thinking and creative activity. We recognize that the mastery of academic skills is our primary goal. However, we recognize that learning goes beyond the walls of a classroom and does not end with the school years. Ultimately, students will become productive members of society who will be able to function in a culturally diverse global environment.

REGISTER TODAY!

Signing up as a Business Partner
of WACUBO has never been easier.

Register your staff, upload your logo,
and make a payment all in one place
through the WACUBO website.



CLICK OR VISIT:
CONFERENCE.WACUBO.ORG

to register or find up-to-date
information on everything
from schedules to payment
information.



For more information about becoming a WACUBO
Business Partner, please email: office@WACUBO.org

