

WESTERN ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS

WACUBO 2025



BUSINESS PARTNER
PROSPECTUS 2025



Waikoloa, Hawai'i
May 4-7, 2025

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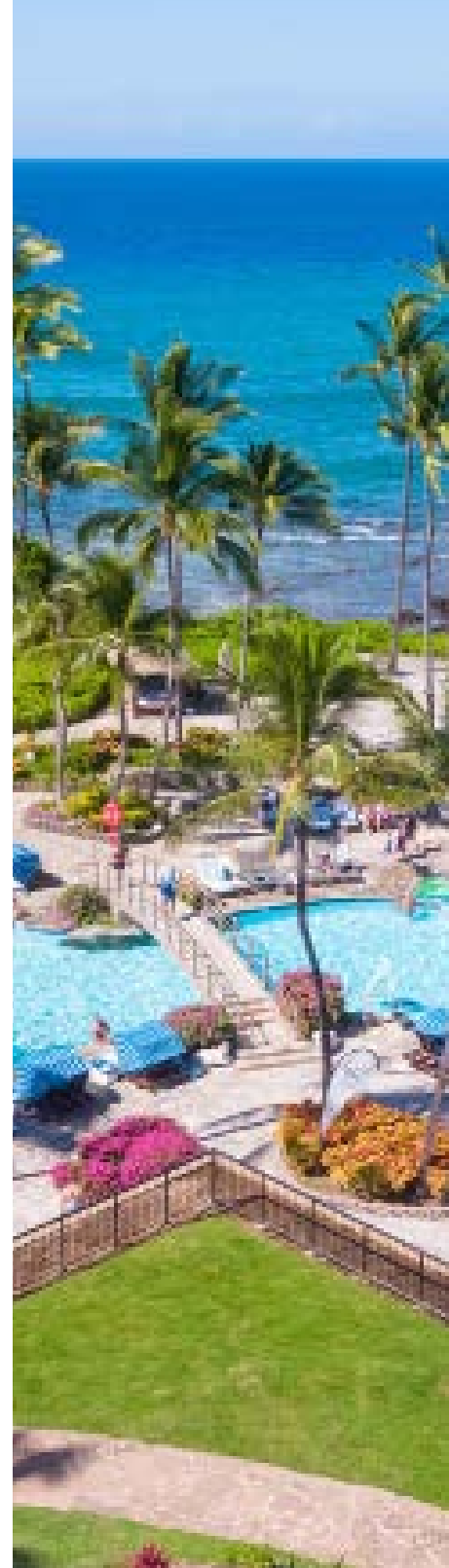
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CLICK TO LEARN ABOUT
BECOMING A WACUBO
BUSINESS PARTNER!



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.

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.



YOUR COMPETITION IS HERE

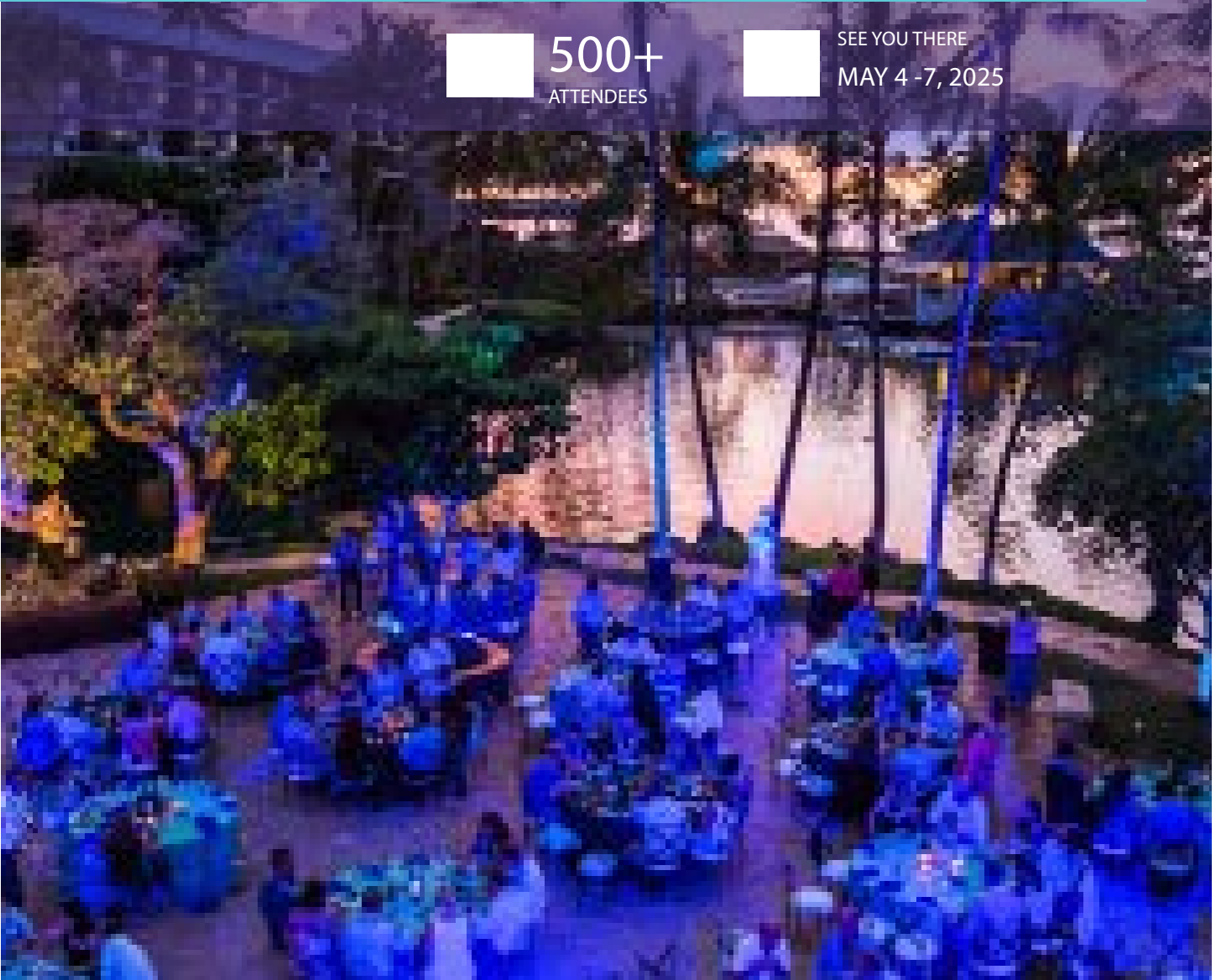
Simply put, can you afford not to be here?

WACUBO'S PREMIER EVENT

ANNUAL CONFERENCE

500+
ATTENDEES

SEE YOU THERE
MAY 4 -7, 2025



VISIT:

[CONFERENCE.WACUBO.ORG](https://conference.wacubo.org)
or click for additional details on:

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

ANNUAL CONFERENCE ATTENDEE PROFILE



INSTITUTION TYPE



- COMMUNITY COLLEGE - 8.5%
- CAREER/TECHNICAL COLLEGE - 0.2%
- PRIVATE, LARGE (>19,000 FTEs) - 9.2%
- PRIVATE, (4,000-19,000 FTEs) - 8.1%
- PRIVATE, SMALL (<4,000 FTEs) - 9.2%
- PUBLIC, LARGE (>19,000 FTEs) - 53.4%
- PUBLIC, (4,000-19,000 FTEs) - 5.9%
- PUBLIC, SMALL (<4,000 FTEs) - 2.6%
- OTHER - 2.9%



TITLE OF ATTENDEE



- CFO/VP/VICE CHANCELLOR - 20.4%
- AVP/AVC (NON-FINANCE) - 2.7%
- CONTROLLER/EQUIVALENT - 9.4%
- DIRECTOR - 24.9%
- MANAGER/OFFICER - 23%
- ACCOUNTANT/ANALYST - 11.8%
- OTHER - 7.8%



AREA OF WORK



- BUSINESS & ADMIN OFFICE
CENTRAL ADMINISTRATION - 46.7%
- BUSINESS & ADMIN OFFICE
ACADEMIC/DEPARTMENT UNIT - 31.3%
- BUDGET, PLANNING OR
INSTITUTIONAL RESEARCH - 9.9%
- FACILITIES - 2.5%
- HUMAN RESOURCES - 2.4%
- OTHER - 7.2%

SPONSORSHIP RECOGNITION OVERVIEW

	Diamond \$40,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$8,000
Number of Sponsorships Available	4	4	7	6	9	4
VIP Keynote Speaker Reception Access	1					
Logo on the WACUBO Website (All year)	✓					
Sponsorship Recognition at Keynote Address	✓	✓				
Attendee Conference Bag Insert (One piece, 500 bags)	✓	✓				
Complimentary Exhibit Booth Space (8x10 ft.)	✓	✓	✓			
Pre-Post Conference Registration Attendee List (Pre event list provided 2 weeks prior)	✓	✓	✓	✓	✓	✓
General Session Introduction		2				
Recognition in Conference Marketing & Communications	✓	✓	✓	✓	✓	✓
Complimentary Registration	4	3	2	1	1	1



ANNUAL CONFERENCE SPONSORSHIP OPTIONS

EXHIBIT SHOWCASE OPTIONS

Exhibit Booth Space in the 2025 WACUBO Showcase | \$3,500

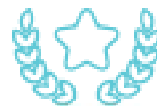
- Exhibit Booth Space in the 2025 WACUBO Showcase | \$3,500
 - One complimentary showcase representative
 - Pre-Post Conference Attendee List
 - Recognition in Conference Marketing & Communications
 - Name listed on the Conference website
 - Name listed on Conference signage

DIAMOND SPONSOR

\$40,000 - 4 AVAILABLE

Benefits

- Four (4) Complimentary Full Conference Registrations
- Logo on the WACUBO Website Throughout the Year
- Complimentary Exhibit Booth Space in the 2025 WACUBO Showcase
- Sponsorship Recognition at Keynote Address
- Pre-Post Conference Registration Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- Place Your One-Piece Insert in Attendee Conference Bags (500)
- Concurrent Session Topic



Option of One Additional Featured Opportunity

- Opening Evening Event Sponsorship
- VIP Keynote Introduction of Michael C. Bush with a book signing following. (Monday morning)
- VIP Keynote Introduction of Alice Inoue with a reception following (Tuesday morning)
- VIP Keynote Introduction (Wednesday morning)



PLATINUM SPONSOR

\$35,000 - 4 AVAILABLE

Benefits

- Three (3) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2025 WACUBO Showcase
- Place Your One-Piece Insert in Attendee Conference Bags (500)
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



Option of One Additional Featured Opportunity

- General Session Intro (Monday afternoon)
- General Session Introduction (Tuesday afternoon)
- Showcase Opening Event & Kickoff Social – Sunday afternoon in Business Partner Showcase (1 Available)
- Volunteer Appreciation Luncheon Sponsor (Monday) (1 Available)



GOLD SPONSOR

\$25,000 - 7 AVAILABLE

Benefits

- Two (2) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2025 WACUBO Showcase
- Pre-Post Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)



**Option of One Additional
Featured Opportunity**

- Wine and Cheese Reception Sponsor – Monday afternoon in Business Partner Showcase (1 Available)
- 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)
- WACUBO After Dark Sponsor – Tuesday evening (1 Available)



SILVER SPONSOR

\$15,000 - 6 AVAILABLE

Benefits

- One Complimentary Full Conference Registration
- 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 – Sunday evening (1 Available)
- WACUBO After Dark Sponsor – Tuesday evening (1 Available)
- Wi-Fi Sponsor (1 Available)
- Banner Ad in Conference App (1 Available)
- Attendee Welcome Bag (1 Available)
- Welcome Center (1 Available)





BRONZE SPONSOR

\$10,000 - 9 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

- Present a Business Partner Session with a member institution (8 Available)
- Conference Water Bottle

COPPER SPONSOR

\$8,000 - 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)
- Souvenir Pins (1 Available)

EXHIBIT SHOWCASE OPTIONS

- Exhibit Booth Space in the 2025 WACUBO Showcase | \$3,500
 - 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



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.



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

