

# WACUBO

WESTERN ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS

## BUSINESS PARTNER PROSPECTUS 2022



WACUBO ANNUAL  
CONFERENCE  
MAY 1-4

Colorado Springs, CO



BUSINESS  
MANAGEMENT  
INSTITUTE

Santa Barbara, CA



PROFESSIONAL  
DEVELOPMENT  
WORKSHOPS

Various Locations



LEADERSHIP  
SYMPOSIUM

Virtual

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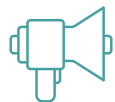
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CLICK TO LEARN ABOUT  
 BECOMING A WACUBO  
 BUSINESS PARTNER!



# 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.



## 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

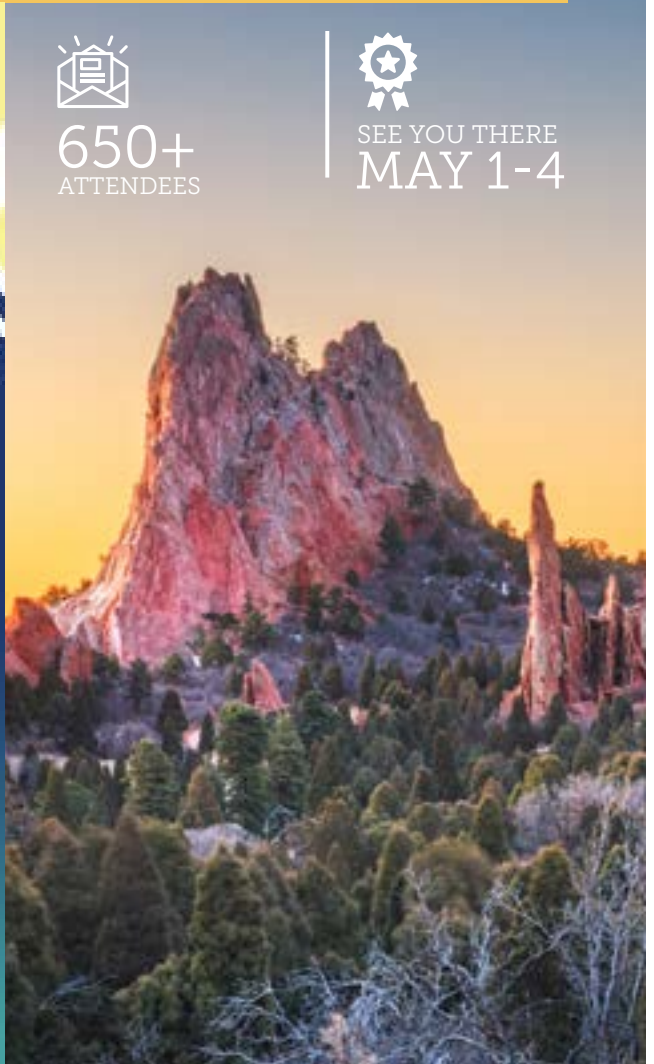
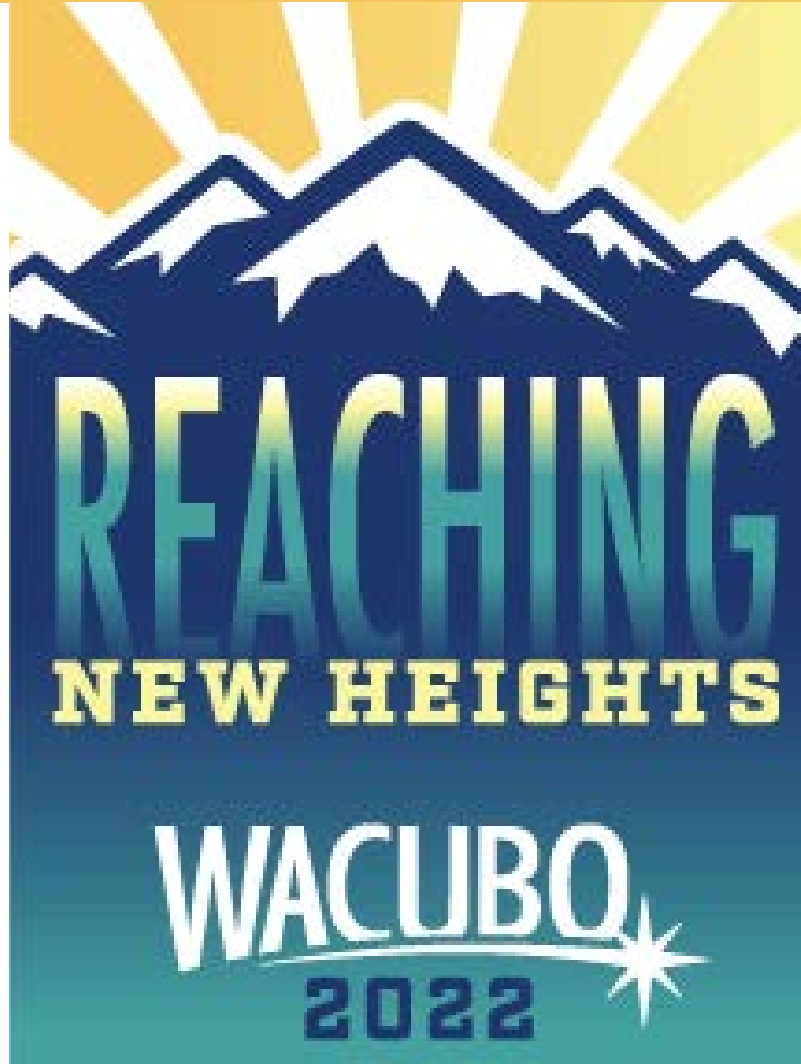
ANNUAL CONFERENCE



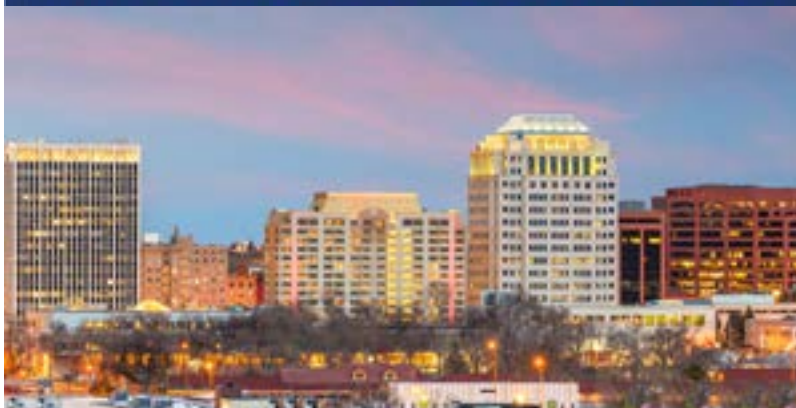
650+  
ATTENDEES



SEE YOU THERE  
MAY 1-4



COLORADO SPRINGS



VISIT:

**CONFERENCE.WACUBO.ORG**

or click for additional details on:

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

# ANNUAL CONFERENCE ATTENDEE PROFILE



## INSTITUTION TYPE



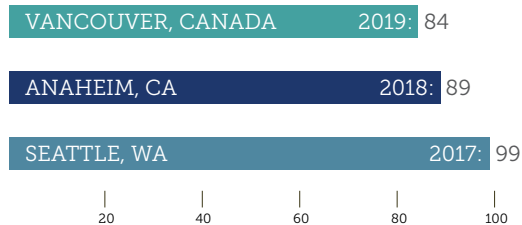
- COMMUNITY COLLEGE – 8.5%
- CAREER/TECHNICAL COLLEGE – 0.2%
- PRIVATE, LARGE (>19,000 FTEs) – 9.2%
- PRIVATE, (4,000-19,000 FTEs) – 8.1%
- PRIVATE, SMALL (<4,000 FTEs) – 9.2%
- PUBLIC, LARGE (>19,000 FTEs) – 53.4%
- PUBLIC, (4,000-19,000 FTEs) – 5.9%
- PUBLIC, SMALL (<4,000 FTEs) – 2.6%
- OTHER – 2.9%

## TITLE OF ATTENDEE

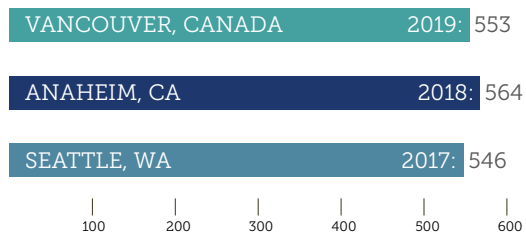


- CFO/VP/VICE CHANCELLOR – 20.4%
- AVP/AVC (NON-FINANCE) – 2.7%
- CONTROLLER OR EQUIVALENT – 9.4%
- DIRECTOR – 24.9%
- MANAGER/OFFICER – 23%
- ACCOUNTANT/ANALYST – 11.8%
- OTHER – 7.8%

### # OF INDIVIDUALS WITH CBO/VP TITLE



### # OF ATTENDEES



## 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

	Titanium \$40,000	Platinum \$35,000	Gold \$25,000	Silver \$15,000	Bronze \$10,000	Copper \$7,500
Number of Sponsorships Available	3	8	14	15	34	21
Complimentary Registration	3	2	2	1	1	1
VIP Keynote Speaker Reception Access	1	1				
Rotating Logo on the WACUBO Website (all year)	✓					
Complimentary Exhibit Booth Space	✓	✓	✓			
Sponsorship Recognition at Keynote Address	✓	✓				
Invitations to the President's Dinner	2		2			
Pre- and Post-Conference Registration Attendee List	✓	✓	✓	✓	✓	✓
Recognition in Conference Marketing & Communications <small>(deadlines and guidelines apply)</small>	✓	✓	✓	✓	✓	✓
Attendee Conference Bag Insert <small>(one piece, 650 bags)</small>	✓	✓				
Invitation to Business Partner Council	1					
Custom Sign or Graphic for the Duration of the Event	✓	✓				
One Day of Digital Signage <small>(name only)</small>			✓	✓		

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





## SPONSORSHIP ADD-ONS & SHOWCASE OPTIONS

**Exhibit Booth Space in the 2022  
WACUBO Showcase** | \$3,195

**Branded Room Key Cards (up to  
350)** | Pending Rates

**Additional Full Conference  
Registration** | \$925

**Additional Showcase-only  
Registration** | \$425

**Upgrade to a Full Conference  
Registration Later** | \$500

For full  
sponsorship  
details, click here.



## TITANIUM SPONSOR \$40,000 - 3 AVAILABLE

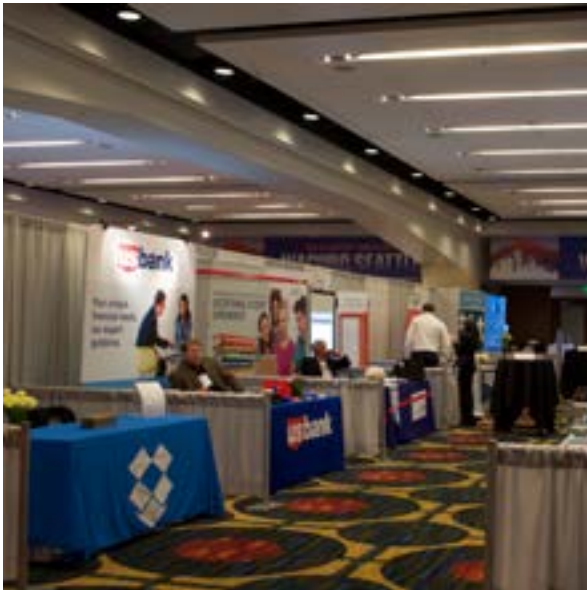
### Benefits\*

- Three Complimentary Full Conference Registrations
- One VIP Keynote Speaker Reception Access
- Rotating Logo on the WACUBO Website Throughout the Year
- Complimentary Exhibit Booth Space in the 2022 Colorado Springs WACUBO Showcase
- Sponsorship Recognition at Keynote Address
- Two invitations to the Exclusive President's Dinner
- Pre- and Post-Conference Registration Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- Place Your One-Piece Insert in Attendee Conference Bags (650)
- One Invitation to Business Partner Council
- One Custom Sign or Graphic for the Duration of the Event



**PACKAGE THESE GREAT  
PERKS WITH ONE FEATURED  
OPPORTUNITY OF YOUR CHOICE:  
(FIRST COME, FIRST SERVED)**

- VIP Keynote Introduction and Reception (Monday)  
1 Available
- VIP Keynote Introduction and Reception (Tuesday)  
1 Available
- Opening Evening Event Sponsorship at the United States Olympic & Paralympic Museum  
1 Available



# PLATINUM SPONSOR

**\$35,000 - 8 AVAILABLE**

## Benefits\*

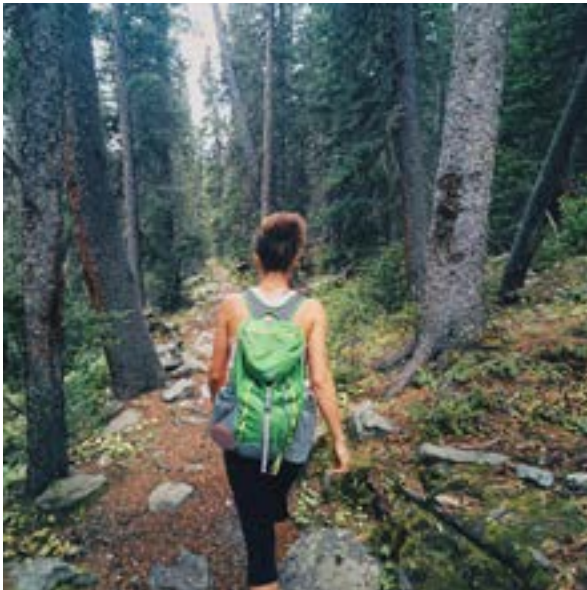
- Two Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2022 Colorado Springs WACUBO Showcase
- One VIP Keynote Speaker Reception Access
- Place Your One-Piece Insert in Attendee Conference Bags (650)
- Pre- and Post-Conference Attendee List
- Sponsorship Recognition at Keynote Address
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Custom Sign or Graphic for the Duration of the Event



**PACKAGE THESE GREAT PERKS WITH ONE FEATURED OPPORTUNITY OF YOUR CHOICE:**  
**(FIRST COME, FIRST SERVED)**

- Concurrent Session Program (Monday)  
6 Available
- President's Dinner Sponsor (Saturday)  
1 Available
- President's Reception & Toast Sponsor (Tuesday)  
1 Available





# GOLD SPONSOR

## \$25,000 - 14 AVAILABLE

### Benefits\*

- Two Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2022 Colorado Springs WACUBO Showcase
- Pre- and Post-Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Invitation and Plus One Invitation to Exclusive President's Dinner
- One Day of Digital Signage (name only)



**PACKAGE THESE GREAT PERKS WITH ONE FEATURED OPPORTUNITY OF YOUR CHOICE: (FIRST COME, FIRST SERVED)**

- Concurrent Session Program (Tuesday)  
6 Available
- General Session Intro/Branding (Monday)  
1 Available
- Sponsor and/or Present a Business Partner Session  
1 Available
- One VIP Keynote Reception Access (Tuesday)  
1 Available
- Wi-Fi Sponsor  
1 Available
- Registration Sponsor  
1 Available
- Roundtables (Monday lunch, Tuesday lunch, or Wednesday breakfast)  
3 Available



# SILVER SPONSOR

**\$15,000 - 15 AVAILABLE**

## Benefits

- Includes One Complimentary Full Conference Registration
- Pre- and Post-Conference Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Day of Digital Signage (name only)



**PACKAGE THESE GREAT PERKS WITH ONE FEATURED OPPORTUNITY OF YOUR CHOICE: (FIRST COME, FIRST SERVED)**

- General Session Intro/Branding (Tuesday or Wednesday)  
2 Available
- WACUBO After Dark Sponsor (Tuesday)  
1 Available
- Sponsor and/or Present a Business Partner Session  
1 Available
- Wine and Cheese Reception Sponsor (Monday)  
1 Available
- Showcase Opening Event & Kickoff Social (Sunday)  
1 Available
- Banner Ad in Conference App  
1 Available
- Attendee Breakfast Buffet Sponsor  
3 Available
- Dessert Reception (Monday or Tuesday Afternoon)  
2 Available
- Refreshment Break (Tuesday)  
1 Available
- Member Appreciation Luncheon Sponsor (Tuesday)  
1 Available
- Volunteer Appreciation Luncheon Sponsor (Monday)  
1 Available



# BRONZE SPONSOR

**\$10,000 - 34 AVAILABLE**

## Benefits

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



**PACKAGE THESE GREAT PERKS WITH ONE FEATURED OPPORTUNITY OF YOUR CHOICE:**  
**(FIRST COME, FIRST SERVED)**

- Brand a Concurrent Session  
20 Available
- Showcase Classroom Presentation  
3 Available
- Sponsor and/or Present a Business Partner Session  
1 Available
- Dessert Reception (Monday or Tuesday Afternoon)  
2 Available
- Attendee Welcome Bag  
1 Available
- Charging Stations  
4 Available
- Conference Lanyard  
1 Available
- Conference Water Bottle  
1 Available
- Souvenir Pins  
1 Available

# COPPER SPONSOR

**\$7,500 - 21 AVAILABLE**

## Benefits

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



**PACKAGE THESE GREAT PERKS WITH ONE FEATURED OPPORTUNITY OF YOUR CHOICE:**  
**(FIRST COME, FIRST SERVED)**

- Brand a Concurrent Session  
20 Available
- Refreshment Break (Tuesday)  
1 Available





# GOLF TOURNAMENT



SUNDAY, MAY 1<sup>st</sup>

Join us for a morning of golf at the Broadmoor Golf Club, East Course, home to one of the most celebrated golf courses in the United States. Most recently the host of the 2018 U.S. Senior Open, the Broadmoor's East Course is one of only twelve North American and Caribbean golf courses to receive a five-star rating by Golf Digest. Experience their wide, tree-lined fairways and expansive greens, along with its challenging terrain and amazing mountain vistas!



## SPONSORSHIP OPPORTUNITIES

### Pro Shop Gift Certificate

\$2,800 (1 Available)  
(\$50 per golfer X 56 golfers)

### Welcome Bag

Golf merchandise such as golf balls, tees, towels, etc. for 56 golfers. (1 Available)

### Closest to the Pin Prizes

\$200 per par 3 X 4 holes = \$800  
(1 Available)

### Beverage Cart

\$2,000 (1 Available)

### Breakfast

\$2,000 (1 Available)

THE  
BROADMOOR

For more information on the Broadmoor,  
click or visit: [broadmoor.com/activities/golf](http://broadmoor.com/activities/golf)





IMMERSION EXPERIENCE WITH RISING LEADERS

# BUSINESS MANAGEMENT INSTITUTE & BMI ALUMNI EVENT

**JULY 31-AUGUST 4, 2022**  
**SANTA BARBARA, CA**

Hosted in Santa Barbara, California, BMI is a four-day immersion program for early to seasoned career professionals within the higher education sector. With four tracks available, BMI has become one of the most popular programs among WACUBO members. **Don't miss your opportunity to get involved with this always sold-out event!**



275+  
Attendees



66 YEARS  
Of Bringing  
Higher Education  
Professionals  
Together



VISIT:

**CONFERENCE.WACUBO.ORG**

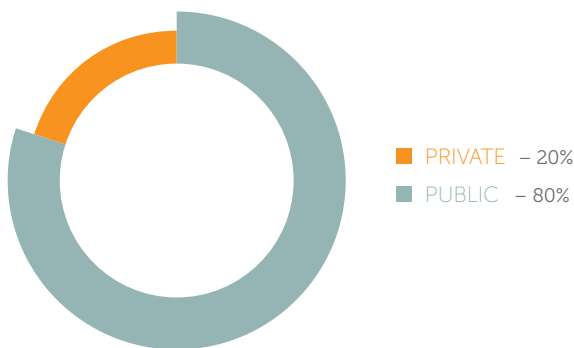
**or click for additional details on:**

- Registration
- Sponsorship
- Exhibitor Info
- Event Schedule
- Terms & Conditions

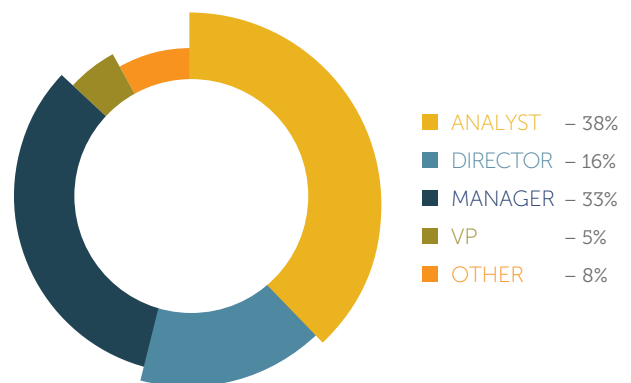
## SPONSORSHIP RECOGNITION OVERVIEW

	Bronze \$10,000	Nickel \$7,500	Copper \$5,000	Iron \$3,500	BMI Exclusive \$2,500
First Right of Refusal for Following Year Through December 31, 2021	✓	✓	✓	✓	
Recognition in Event Marketing and Communications <small>(deadlines and content guidelines apply)</small>	✓	✓	✓	✓	✓
BMI Publicity <small>(event signage, printed materials, announcements)</small>	✓	✓	✓	✓	✓
Conference Attendee List	✓	✓	✓	✓	✓
Track Participation: Four Tracks <small>(Four Opportunities to Sponsor &amp; Attend)</small>	4				
BMI Alumni Event <small>(Two-day event or BWI Alumni - Ask for details)</small>			✓++		
Opening or Closing General Session Intro	2	2			
Static Logo on WACUBO BMI 2022 Page Throughout Yea	✓	✓	✓		
Branding on BMI Virtual Campus Platform	✓	✓	✓		
Speaker Opportunity	✓	✓	✓		
1 Complimentary Registration for the BMI Track sponsored	✓				

INSTITUTION TYPE



TITLE OF ATTENDEE



# 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](mailto:office@WACUBO.org)

