



## BUSINESS PARTNER **PROSPECTUS** 2023

### Rising to the Challenge

2023 WACUBO ANNUAL CONFERENCE  
APRIL 30 - MAY 3, 2023 | PHOENIX, AZ



San Diego, CA

**WOMEN'S LEADERSHIP  
FORUM** February 5-7, 2023



Santa Barbara, CA

**BUSINESS MANAGEMENT  
INSTITUTE** August 6-10, 2023



# TABLE OF CONTENTS

<b>Why Sponsor with WACUBO?.....</b>	<b>3</b>
<b>2023 Annual Conference.....</b>	<b>4</b>
Conference Attendee Profile.....	5
Sponsorship Recognition Overview.....	6
Diamond Sponsor Information.....	7
Platinum Sponsor Information.....	8
Gold Sponsor Information.....	9
Silver Sponsor Information.....	10
Bronze Sponsor Information.....	11
Copper Sponsor information.....	11
Golf Tournament.....	12
<b>Women’s Leadership Forum.....</b>	<b>13</b>
<b>Business Management Institute.....</b>	<b>14</b>
Sponsorship Recognition Overview.....	15
Registration Information & Contact Info.....	16

**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 30 - MAY 3 2023

# Rising to the Challenge



## VISIT:

**CONFERENCE.WACUBO.ORG**

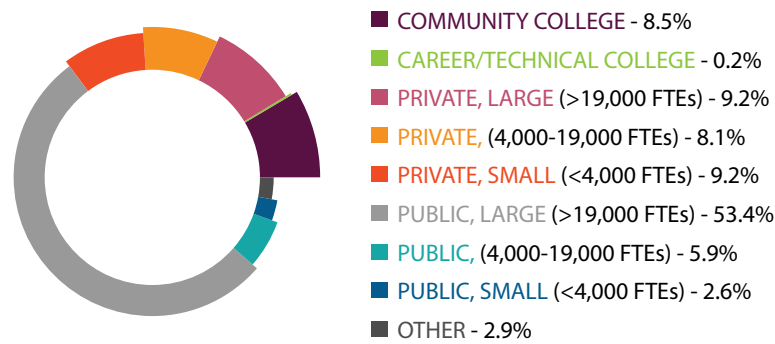
**or click for additional details on:**

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

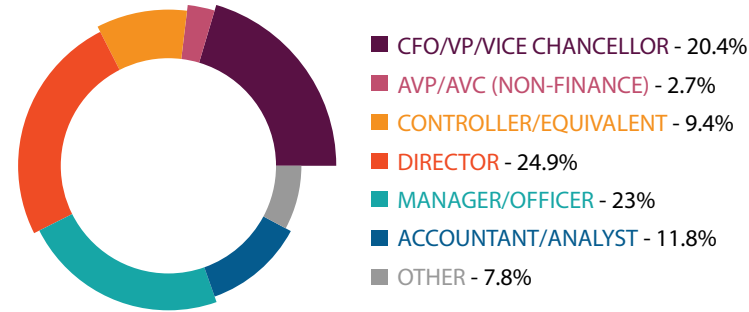
# ANNUAL CONFERENCE ATTENDEE PROFILE



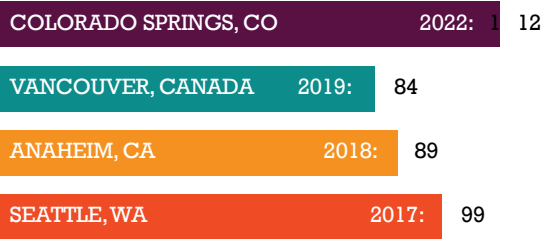
## INSTITUTION TYPE



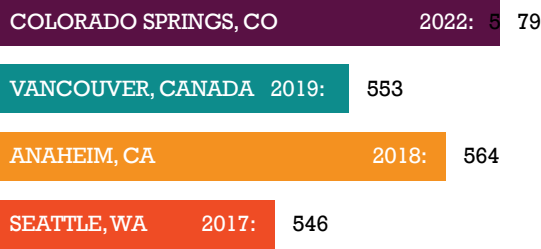
## TITLE OF ATTENDEE



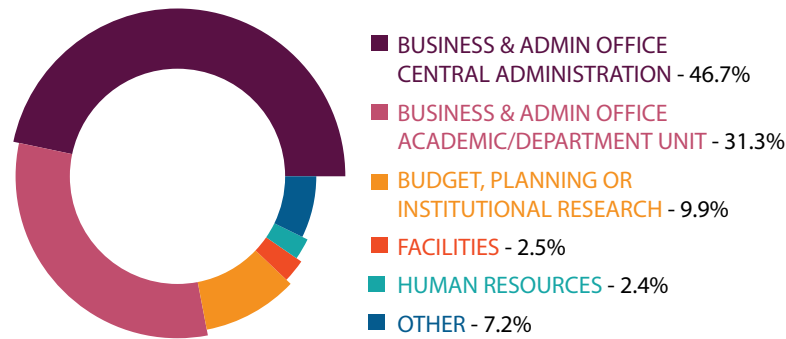
### # OF INDIVIDUALS WITH CBO/VP TITLE



### # OF ATTENDEES



## 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	7	16	7
Complimentary Registration	4	3	2	1	1	1
VIP Keynote Speaker Reception Access	2					
Rotating Logo on the WACUBO Website (All year)	✓					
Complimentary Exhibit Booth Space (10x10 ft.)	✓	✓	✓			
Sponsorship Recognition at Keynote Address	✓	✓				
Invitation to the President's Dinner (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	✓	✓	✓	✓	✓	✓
Attendee Conference Bag Insert (One piece, 650 bags)	✓	✓				
Invitation to Business Partner Council	1					





## ADDITIONAL SHOWCASE OPTIONS

**Exhibit Booth Space in the 2023  
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 2023 WACUBO Showcase
- Sponsorship Recognition at Keynote Address
- Two invitations, with a plus one for each, to the President's Dinner
- Pre-Post Conference Registration Attendee List
- Recognition in Conference Marketing & Communications (deadlines and content guidelines apply)
- One Invitation to Business Partner Council
- Concurrent Session Topic



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

- Opening Evening Event Sponsorship at the Desert Foothills (1 Available)
- VIP Keynote Introduction and Reception (Monday) (1 Available)
- VIP Keynote Introduction and Reception (Tuesday) (1 Available)
- VIP Keynote Introduction and Reception (Wednesday) (1 Available)



# PLATINUM SPONSOR

**\$35,000 - 5 AVAILABLE**

## Benefits

- Three (3) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2023 WACUBO Showcase
- One Invitation, with a plus one, to the President's Dinner
- Place Your One-Piece Insert in Attendee Conference Bags (650)
- Pre-Post Conference Attendee List
- Sponsorship Recognition at Keynote Address
- 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)**

- President's Dinner Sponsor (Saturday) (1 Available)
- President's Reception & Toast Sponsor (Tuesday) (1 Available)
- Volunteer Appreciation Luncheon Sponsor (Monday) (1 Available)
- General Session Intro/Branding (Monday and Tuesday) (2 Available)





# GOLD SPONSOR

**\$25,000 - 7 AVAILABLE**

## Benefits

- One (1) Complimentary Full Conference Registrations
- Complimentary Exhibit Booth Space in the 2023 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 Dinner



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

- Dessert Reception (Monday or Tuesday Afternoon) (2 Available)
- Registration Sponsor (1 Available)
- Wine and Cheese Reception Sponsor (Monday) (1 Available)
- Attendee Breakfast Buffet Sponsor (3 Available)



# SILVER SPONSOR

**\$15,000 - 7 AVAILABLE**

## Benefits

- One Complimentary Full Conference Registration
- One Invitation, with a plus one, to the President's Dinner
- Pre-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)**

- WACUBO After Dark Sponsor (Tuesday)  
(1 Available)
- Showcase Opening Event & Kickoff Social (Sunday)  
(1 Available)
- Banner Ad in Conference App (1 Available)
- Roundtables (Monday lunch, Tuesday lunch, or Wednesday breakfast) (2 Available)
- Wi-Fi Sponsor (1 Available)
- Emerging Professionals Event (1 Available)





## BRONZE SPONSOR

**\$10,000 - 16 AVAILABLE**

### Benefits

- One Complimentary Full Conference Registration
- Pre-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)**

- Showcase Classroom Presentation (3 Available)
- Present a Business Partner Session (9 Available)
- Attendee Welcome Bag (1 Available)
- Conference Lanyard (1 Available)
- Conference Water Bottle (1 Available)
- Baseball Caps / Bucket Hats (1 Available)

## COPPER SPONSOR

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

### Benefits

- One Complimentary Full Conference Registration
- Pre-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)**

- Refreshment Break (Monday or Tuesday) (2 Available)
- Charging Stations (3 Available)
- Souvenir Pins (1 Available)
- Handheld Fans (1 Available)

## ADDITIONAL SHOWCASE OPTIONS

- Exhibit Booth Space in the 2023 WACUBO Showcase | \$3,195
  - o One (1) complimentary showcase representative
  - o Pre-Post Conference Attendee List
  - o Recognition in Conference Marketing & Communications
  - o Name listed on the Conference website
  - o Name listed on Conference signage
- Additional Full Conference Registration | \$900
- Additional Showcase-only Registration | \$500
  - o Upgrade to a Full Conference Registration later | \$400





# GOLF TOURNAMENT

**SUNDAY, APRIL 30**



Join us for a morning of golf at the Phoenician Golf Course in Scottsdale, AZ. Architect Phil Smith has created an outstanding facility for golf enthusiasts — a cohesive 18-hole course showcasing the unique beauty of Arizona's Sonoran Desert. Everything is in front of the golfer, with no surprise bunkers or blind hazards. Designed to provide a natural rhythm and flow, the course plays to a par 71 and offers four sets of tees, ranging from 4,575 yards from the forward tees to 6,518 yards from the players' tees. Complementing it are The Phoenician Golf Shop, locker rooms and 19th Hole dining venue.



## SPONSORSHIP OPPORTUNITIES

Title Sponsor  
\$15,000 (1 Available)

Pro Shop Gift Certificate  
\$2,500 (1 Available)  
(50 golfers)

Welcome Bag  
Provide golf merchandise, such as golf balls, tees, & towels for 50 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  
\$3,000 (1 Available)

# 2023 WOMEN'S LEADERSHIP FORUM

**February 5-7, 2023**

**San Diego, CA**

WACUBO Leadership Symposium is coming ... Don't miss the experience!

Join colleagues from across WACUBO's higher education institutions for valuable professional development to help you grow as a leader, develop your career path and network for support and success. Aspiring leaders and managers in mid-career positions who wish to advance their roles in higher education are encouraged to attend.



## SAMPLE Schedule

**Theme: Adjusting to the New Normal**

Sunday: Pre-Conference workshop, Registration

Monday: Registration, Keynote, General Sessions #1, Lunch, General Sessions #2, Happy Hour

Tuesday: Opening Speaker, General Sessions #3, Lunch, General Sessions #4, Closing dinner

...and many more engaging, informative, and valuable sessions!

## SPONSORSHIP RECOGNITION OVERVIEW

	Platinum \$10,000	Gold \$5,000	Silver \$2,500
Conference attendee list	✓	✓	✓
Branding/logos in marketing materials and communications	✓	✓	✓
Event signage & printed materials	✓	✓	✓
Participation in two tracks	✓		
Introduction of Kenote and Day Two Opening Speaker	✓		
Host of Closing Dinner and one Lunch	✓		
Host of Happy Hour and one Lunch		✓	
Rotating banner on WACUBO website	✓	✓	
Registration for a # of your staff members	4	2	1

**Reach out to the WACUBO Office via email ([office@WACUBO.org](mailto:office@WACUBO.org)) for more information**



IMMERSION EXPERIENCE WITH RISING LEADERS

## BUSINESS MANAGEMENT INSTITUTE

**August 6-10, 2023**

**SANTA BARBARA, CA**

Hosted in Santa Barbara, California, BMI is a four-day immersion program for early career to seasoned professionals within 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

  
**67 YEARS**  
Of Bringing  
Higher Education  
Professionals  
Together



**VISIT**



**WWW.WACUBO.ORG**

**or click for additional details on:**

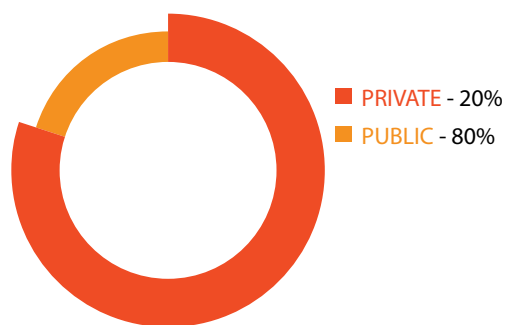
- Registration
- Sponsorship
- Exhibitor Info
- Event Schedule
- Terms & Conditions



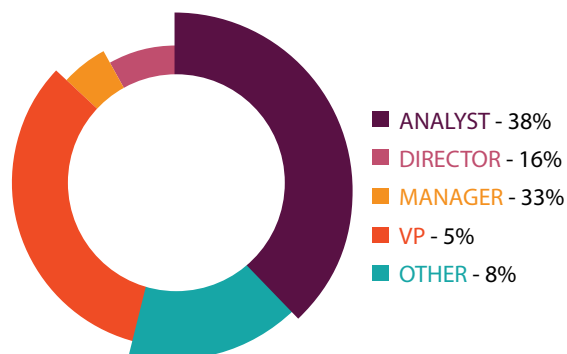
## SPONSORSHIP RECOGNITION OVERVIEW

	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, 2023	✓	✓	✓	✓	
Recognition in Event Marketing and Communications (deadlines and content guidelines apply)	✓	✓	✓	✓	✓
BMI Publicity (event signage, printed materials, announcements)	✓	✓	✓	✓	✓
BMI Attendee List	✓	✓	✓	✓	✓
Track Participation: Four Tracks (four opportunities to sponsor & attend)	4				
Opening or Closing General Session Intro	2	2			
Static Logo on WACUBO BMI 2023 Page Throughout Year	✓	✓	✓		
Speaker Opportunity	✓	✓	✓		
1 Complimentary Registration for the BMI Track Sponsors	✓				

### INSTITUTION TYPE



### TITLE OF ATTENDEE



# REGISTER TODAY!

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

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



**CLICK OR VISIT:**

**[CONFERENCE.WACUBO.ORG](https://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 or if you are not seeing any options that fit your needs, please email: [office@WACUBO.org](mailto:office@WACUBO.org)

