



2023 SPONSOR GUIDE

CCCU conferences are your connection to campus presidents, administrators, and other key decision makers.



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> PLEASE NOTE:
All information in this guide is up-to-date as of June 10, 2022. For the latest information on all events (including any major changes to dates or agenda), visit www.cccu.org/events.

> About the CCCU

The Council for Christian Colleges & Universities is the leading national voice for Christian higher education, including more than 185 Christian institutions around the world. With campuses across the globe, including more than 150 in the U.S. and Canada and more than 30 from an additional 20 countries, CCCU institutions are accredited, comprehensive colleges and universities whose missions are Christ-centered and rooted in the historic Christian faith. Most also have curricula rooted in the arts and sciences. The CCCU's mission is to advance the cause of Christ-centered higher education and to help our institutions transform lives by faithfully relating scholarship and service to biblical truth. The CCCU is a tax-exempt 501(c)(3) nonprofit organization headquartered in the historic Capitol Hill district of Washington, D.C.

185+

Colleges and universities

520,000+

Students enrolled globally annually

3,600,000+

Alumni around the world

90,000+

Faculty and staff employed globally



“After our team attended the Forum in 2022, we came back with several new partnerships with vendors and sponsors. In next year’s budget, we will be saving more than \$100,000 and long term more than \$5 million. The money we spent to come to the conference was well worth it, and we have new partnerships which will help us for years to come.”

DR. DAVID HOAG,
President of Warner University

> Why Sponsor?

It has never been more timely to connect with leaders in higher education, as new and pressing challenges are shaping the next generation. Sponsorship allows industry experts to network and collaborate closely with these leaders, to bring them needed resources, and to build relationships across multiple areas of campus leadership. Sponsoring a CCCU event provides an opportunity to access a unique and valuable network of higher education leaders whose shared passion for holistic, Christ-centered higher education creates a deeply rooted community.



1,362

ATTENDEES
IN 2021-2022



135

CCCU INSTITUTIONS
REPRESENTED



143

SPONSORING/
EXHIBITING PARTNERS



41

NEW SPONSORS IN
2021-2022

“CCCU’s high-quality, in-person conferences attract decision-makers from a significant segment of higher education – Christian colleges and universities with an active interest in fundraising effectively for their respective institutions. The Fund Raising School’s annual sponsorship of CCCU’s cost-effective events provides us with well-designed and intentional opportunities to meet these leaders in a friendly environment, learn about their unique needs, and connect them to our school’s distinct resources.”

BILL STANCZYKIEWICZ, ED.D.
*Senior Assistant Dean for External
Relations; Clinical Associate Professor;
Director, The Fund Raising School
IU Lilly Family School of Philanthropy*



2023 Presidents Conference

FEBRUARY 1-3, 2023 | WESTIN CITY CENTER | WASHINGTON, DC

SPONSORSHIP OPTIONS

DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Overall Sponsor Partner (3) \$20,000	Opening Dinner Sponsor (2) Thursday Luncheon Sponsor (1) Spouses Program Sponsor Photography Sponsor Videography Sponsor \$12,500 each	Welcome Reception on Wed OR Breakfast Sponsor on Thurs or Fri Printed Program Sponsor* Conference Bag Sponsor OR Lanyard Sponsor Worship & Devotions Sponsor (2) \$8,500 each	Notepad & Pen Sponsor WiFi Sponsor A/V Sponsor (3) Refreshment Break Sponsor (3) Plenary Speaker Sponsor (6) \$5,500 each	Exhibitor \$2,500 <i>(Limited Availability)</i>

BENEFITS	DIAMOND LEVEL	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Complimentary registration(s)	(2)	(2)	(1)	(1)	(1)
Complimentary sponsorship/session at New Presidents Institute	●				
Sponsored email (1)	●				
Leaderboard ad displayed on Events tab prior to Presidents Conference	●				
Opportunity to address attendees (2 minutes)	●				
Inclusion in one sponsor shout-out on Facebook & Twitter	●	●			
Option to have one promo item included in registration packet	●	●	●		
Electronic version of attendee list in advance	●	●	●	●	
Logo displayed at event	●	●	●	●	●
Exhibit table	●	●	●	●	Hi-boy cocktail table
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●	●	●
Electronic version of attendee list post-conference	●	●	●	●	●
Complimentary ad in program booklet	Full Page	Full Page	Half Page	Quarter Page	
Spring 2023 Advance Magazine ad discounts	20% Discount	15% Discount	10% Discount		

PRESIDENTS CONFERENCE PRINTED PROGRAM ADS OR INSERT

Full Page Ad - \$1300	Full Page Ad (inside front cover or inside back cover) - \$1800
Half Page Ad - \$750	Quarter Page Ad - \$375
Insert in registration packet - \$1300	

*Printed program sponsor receives full page ad on back cover of printed program.

2023 Multi-Academic Conference 1

ADVANCEMENT, ALUMNI AFFAIRS, COMMUNICATIONS/PR/MARKETING,
ENROLLMENT & FINANCIAL AID

FEBRUARY 13-15, 2023 | SANDESTIN GOLF AND BEACH RESORT | MIRAMAR BEACH, FL

SPONSORSHIP OPTIONS

GOLD LEVEL

Conference Bag Sponsor
OR Key Card Sponsor

Program Booklet
Sponsor*

Worship & Devotions
Sponsor (Tues or Wed)

Monday Evening
Reception Sponsor

Monday Opening
Dinner Sponsor (2)

Lunch Sponsor
(Tues or Wed)

\$6,500 each

SILVER LEVEL

Notepad & Pen Sponsor

Lanyard Sponsor

Photography Sponsor (2)

Refreshment Break Sponsor
(Tues am or pm or Wed am)

WiFi Sponsor

Plenary Session Sponsor (3)

Breakfast Sponsor
(Tues or Wed)

Dessert Reception
Sponsor

(Advancement/Alumni/
Comm/Enrollment/
Financial Aid)

(1 per track)

\$5,000 each

BRONZE LEVEL

Exhibitor

\$2,000

BENEFITS

GOLD LEVEL

SILVER LEVEL

BRONZE LEVEL

Complimentary registration(s)	(2)	(1)	(1)
Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event	●		
Option to have one promo item included in registration packet	●		
Electronic version of attendee list in advance	●	●	
Logo displayed at event	●	●	●
Exhibit table	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●
Electronic version of attendee list post-conference	●	●	●
Complimentary ad in program booklet	Full Page	Half Page	

MULTI-ACADEMIC CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850**

Full Page Ad (inside front cover or inside back cover) - **\$1000**

Half Page Ad - **\$500**

Quarter Page Ad - **\$250**

Insert in registration packet - **\$850**

*Printed program sponsor receives full page ad on back cover of printed program.

2023 Multi-Academic Conference 2

ACADEMIC AFFAIRS, CAMPUS MINISTRY, STUDENT DEVELOPMENT & EVANGELISM
 FEBRUARY 15-17, 2023 | SANDESTIN GOLF AND BEACH RESORT | MIRAMAR BEACH, FL

SPONSORSHIP OPTIONS

GOLD LEVEL

Conference Bag Sponsor
OR Key Card Sponsor

Program Booklet Sponsor*

Worship & Devotions Sponsor (Thurs or Fri)

Wednesday Evening Reception Sponsor

Wednesday Opening Dinner Sponsor (2)

Lunch Sponsor (Thurs or Fri)

\$6,500 each

SILVER LEVEL

Notepad & Pen Sponsor

Lanyard Sponsor

Photography Sponsor (2)

Refreshment Break Sponsor (Thurs am or pm or Fri am)

WiFi Sponsor

Plenary Session Sponsor (4)

Breakfast Sponsor (Thurs or Fri)

Dessert Reception Sponsor (academic affairs/campus ministry/student development/evangelism) (1 per track)

\$5,000 each

BRONZE LEVEL

Exhibitor
\$2,000

BENEFITS

	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Complimentary registration(s)	(2)	(1)	(1)
Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event	●		
Option to have one promo item included in registration packet	●		
Electronic version of attendee list in advance	●	●	
Logo displayed at event	●	●	●
Exhibit table	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●
Electronic version of attendee list post-conference	●	●	●
Complimentary ad in program booklet	Full Page	Half Page	

MULTI-ACADEMIC CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850** Full Page Ad (inside front cover or inside back cover) - **\$1000**
 Half Page Ad - **\$500** Quarter Page Ad - **\$250**
 Insert in registration packet - **\$850**

*Printed program sponsor receives full page ad on back cover of printed program.

2023 Commission on Technology Conference

DATE TBD | LOCATION TBD

SPONSORSHIP OPTIONS

GOLD LEVEL

Conference Bag Sponsor

Opening Dinner Sponsor

Outing Sponsor

\$5,000 each

SILVER LEVEL

Notepad & Pen Sponsor

\$4,000

Lanyard Sponsor

\$4,000

Printed Program Sponsor*

\$4,000

Refreshment Break Sponsor
(Thurs am or pm or Fri)

\$3,500

Breakfast **OR** Lunch Sponsor

\$3,500

Goody Bag Sponsor

\$3,500

BRONZE LEVEL

Exhibitor

\$2,000

BENEFITS

	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Complimentary registration(s)	(2)	(1)	(1)
Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event	●		
Option to have one promo item included in registration packet	●		
Electronic version of attendee list in advance	●	●	
Logo displayed at event	●	●	●
Exhibit table	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●
Electronic version of attendee list post-conference	●	●	●
Complimentary ad in program booklet	Full Page	Half Page	

COMMISSION ON TECHNOLOGY CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850**

Full Page Ad (inside front cover or inside back cover) - **\$1000**

Half Page Ad - **\$500**

Quarter Page Ad - **\$250**

Insert in registration packet - **\$850**

*Printed program sponsor receives full page ad on back cover of printed program.

2023 Chief Financial Officers & HR Directors

JUNE 5-7 | CORNERSTONE UNIVERSITY, GRAND RAPIDS, MI

SPONSORSHIP OPTIONS

PLATINUM LEVEL

Opening Dinner Sponsor (2)
 Keynote Speaker Sponsor
 Afternoon Outing (2)
\$7,500 each

GOLD LEVEL

Printed Program Sponsor*
 Lanyard Sponsor
 Notepad & Pens Sponsor
 Conference Bag Sponsor
\$5,500 each

SILVER LEVEL

Refreshment Break Sponsor (3)
 Breakfast (2) **OR** Lunch (2) Sponsor
 Evening Snack Bag Sponsor
\$3,500 each

BRONZE LEVEL

Exhibitor (3)
\$2,500

BENEFITS

	PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
Complimentary registration(s)	(1)	(1)	(1)	(1)
Opportunity to address attendees for two minutes at plenary session	●			
Inclusion in one sponsor shout-out on social media (Facebook & Twitter) prior to event	●			
Sponsor for Composite Financial Index report (90+ CCCU institutions receive report)	Title Sponsor	Second-Level Sponsor		
Option to have one promo item included in registration packet	●	●		
Electronic version of attendee list in advance	●	●	●	
Logo displayed at event	●	●	●	●
Exhibit table	●	●	●	●
Logo and link on conference webpage, in printed program, and on transition slides	●	●	●	●
Electronic version of attendee list post-conference	●	●	●	●
Complimentary ad in program booklet	Full Page	Half Page	Quarter Page	

2021 CHIEF FINANCIAL OFFICERS, HR DIRECTORS, & FACILITIES MANAGERS CONFERENCE PROGRAM ADS OR INSERT

Full Page Ad - **\$850** Full Page Ad (inside front cover or inside back cover) - **\$1000**
 Half Page Ad - **\$500** Quarter Page Ad - **\$250**
 Insert in registration packet - **\$850**

*Printed program sponsor receives full page ad on back cover of printed program.

➤ Other Opportunities

INSTITUTES

The **Snezek Library Leadership Institute** provides a forum for CCCU library directors and deans to engage in lively, informative, and stimulating conversation.

The **New Faculty Institute** provides the opportunity for new CCCU faculty members to meet and learn from their colleagues and explore the integration of Christian faith with teaching and scholarship.

The **Leadership Development Institutes** are year-long programs targeted toward emerging leaders, women leaders, and leaders of color from across CCCU institutions. These programs include an in-person gathering, individually tailored mentorship, one-on-one meetings, and professional networking.

Please contact Jeri Mahurin, Sponsorship Coordinator, at JMahurin@cccu.org or sponsorships@cccu.org for more information on how to sponsor CCCU institutes.

VALUED PARTNERS DIRECTORY

Our online [Valued Partners Directory](#) gives organizations the opportunity to showcase their connection to Christian higher education by providing detailed descriptions of relevant products and services with links directly to their website. Please contact Jeri Mahurin, Sponsorship Coordinator, at JMahurin@cccu.org or sponsorships@cccu.org for more information.

SPONSORED EMAIL BLASTS

During the conference year, there may be opportunities for organizations to promote webinars or content that is relevant to a particular peer group at CCCU member institutions through paid email blasts. If your organization is interested in promoting a webinar or other relevant content through a paid email blast, please contact sponsorships@cccu.org.

ADVERTISING

Download the CCCU media kit to learn more about print, email and website advertising opportunities. Advance is the print magazine of the CCCU, published in the fall and spring with a circulation of nearly 8,000. Advertising is also available in the CCCU's email newsletters, eAdvance (monthly) or From Capitol Hill (quarterly) delivering your message directly to the inboxes of key campus leaders and influencers, and on the CCCU website, which attracts 10,000 monthly visitors.

[Download the media kit](#)

CAREER CENTER

Find a job with meaning. More than just a job finding service, the [CCCU Career Center](#) connects passionate people with meaningful careers in Christian higher education, church ministry, and at faith-based nonprofits, as well as with available internships. With 22,500 jobs posted and 40,000 job seekers, the Career Center is an affordable and effective solution for filling open positions and recruiting top talent from a wide pool of applicants, from entry-level graduates to seasoned professionals looking for their next career move.

CONTACT US

For additional information and questions regarding sponsoring a CCCU event or advertising with, please contact Jeri Mahurin, Sponsorship & Advertising Coordinator, at JMahurin@cccu.org or sponsorships@cccu.org.

Sponsor Guidelines

Sponsorships are on a first-come, first-serve basis. The CCCU reserves the right to refuse any sponsorship contingent upon review by the CCCU staff. CCCU reserves the right to refuse sponsorship after the acceptance of the application and contract if information should come to the attention of CCCU which, in the reasonable judgment of CCCU, demonstrates that the proposed sponsors would be inconsistent with the principles espoused by CCCU or unfavorable to the reputation of the CCCU.

The CCCU cannot confirm your sponsorship nor provide any sponsor benefits until full payment has been received and processed. Sponsors must submit a binding sponsorship application form, including acceptance of the CCCU's terms and conditions. **All sponsorships are non-refundable.**

TERMS AND CONDITIONS

- All sponsor representatives must wear official name badges provided by the CCCU at all times during sponsored events.
- Sponsors may display materials only in approved locations.
- Sponsor contact with event attendees must at all times be in keeping with the character of a professional meeting – informative and not intrusive.
- Spouses are considered representatives of sponsoring organizations.
- Additional terms and conditions may be specified by the host hotel or by the CCCU.

Deliverables

Upon receipt of payment, the following items are needed to complete your order:

- 25-word description of your organization (if applicable to your sponsorship level).
- Company logo in a vector-based EPS format. This information can be sent via email to JMahurin@cccu.org.

PAYMENT

Once commitment form is received, an invoice will be sent with complete payment instructions. We will not reserve any sponsorship without full payment. Payment may be made in the form of ACH, check, credit card, or money order. ***There will be a 2% administration fee assessed for companies choosing to pay by credit card.**

Cancellation or Withdrawal: All sponsorships are non-refundable. If, after payment, you determine you can no longer sponsor the event, the funds collected can be used toward a sponsorship at a future event.

Failure to pay in full for the sponsorship within 60 days prior to event entitles the CCCU to cancel the sponsorship.

TABLETOP DISPLAY REGULATIONS

The CCCU reserves the right to refuse exhibit space to any applicant for any reason. The exhibitor may not display signs that are not professionally prepared or in the opinion of CCCU detract from the appearance of the conference.

> Sponsor Guidelines

Limitation of Liability: The sponsor agrees to make no claim for any reason whatsoever against CCCU, its employees, the hotel, or the city and/or state wherein Event is held for loss, theft, damage, destruction of goods, nor for any injury to him/herself or employees while the conference is in progress, being set up, or being taken down. Sponsor agrees to indemnify and hold harmless CCCU and its employees against any and all claims of any person arising out of acts, omissions, or negligence of exhibitor, its agents, or its employees.

Further, neither CCCU, its employees, officers, volunteer, nor directors shall be liable for failure of the scheduled conference to be held due to fire, water damage, public emergency, strikes, other labor disputes, boycotts, cancellation of facility contracts, or acts of God beyond the power or control of CCCU to prevent.

Assignment of Space: Tabletop display space will be assigned in the order in which applications and payments are received. Tabletop display space will not be assigned until full payment is received. The CCCU reserves the right to alter the official floorplan, and/or reassign any sponsor's space as deemed necessary.

Limitation on Promotion and Demonstrations: During the Event, all demonstrations, promotional activities, and distribution of materials must be confined within the limits of the exhibit tables in the exhibit area. The playing of loud music, videos, films, or the like, or any other loud or distracting activity that could be objectionable to neighboring exhibitors is prohibited. Exhibitor warrants that all copyrighted material to be performed or played has been duly authorized or licensed by the copyright owners or their representatives and agrees to indemnify and hold CCCU harmless from any and all claims and expenses, including legal fees, which might arise from questions of use of any such material described above.

The CCCU is not responsible for hotel personnel, nor can the CCCU guarantee that the services and/or utilities promised by the hotel shall be available during the conference or event.

Security: Neither the CCCU nor the hotel or campus personnel shall be liable for any damage or theft to the sponsor's display or property. The sponsor should not rely on CCCU-provided security for any reason.

"Christian Community Credit Union welcomed the opportunity to sponsor the President's Conference. Working with the CCCU staff and networking with others during the conferences has always been fruitful in building new relationships for us. It's our blessing to partner with the Council of Christian Colleges and Universities to encourage Christian higher education and collaborate with peer groups and leaders. We look forward to future events."

CHARLIE ALLEN

*VP Member Experience & Relationship Development
Christian Community Credit Union*

> 2021-2022 Sponsors

DIAMOND



PLATINUM



GOLD



SILVER



BRONZE

ECFA
 Operation Christmas Child
 Abilene Christian University Press
 BKD, CPAs & Advisors
 Metz Culinary Management
 Pepperdine School of Public Policy
 Ardeo Education
 Clark Higher Ed

GMB Architecture + Engineering
 Cru
 McGuireWoods
 The Registry
 Christian Healthcare Ministries
 Fund Evaluation Group
 Vanderbloemen Search Group
 C2AE

Gonser Gerber
 Regent Education
 Sodexo
 Anthology
 Credo
 C&W Services
 Salesforce

2021-2022 Exhibitors

5 Degrees Branding	Encoura/NRCCUA	Pepperdine SPP
Acadeum	Energy for Mission	Pharos Resources
ACSD	Enrollment Fuel	Pioneer College Caterers
ACU Press	Enrollment Rx	Preferred Hospitality Inc.
AEI/Initiative on Faith & Public Life	FreeWill	Regent Education
Aladdin Campus Dining	Fuller Higher Ed Solutions	Rize Education
Ardeo Education Solutions	GMB Architecture + Engineering	Ruffalo Noel Levitz
Azusa Pacific University	Gonser Gerber	Saving Face Saving Grace
Bethel University	Gratavid	Scholarships.com
Biola University	Graystone Consulting	Slingshot
BitLyft	GuideStone Financial Resources	Slingshot/Campus Sponsored Lounge
BKD, CPAs & Advisors	HALDA LLC	Sodexo
Bob McCloskey Insurance	Inroads Analytics	Southeastern University
Brotherhood Mutual Insurance	InterLearn	Sovereign Insurance
Campus	IVPress/InterVarsity Christian Fellowship	Sun FundED
CapinCrouse	Jerusalem University College	Taylor University-Master of Arts Higher Ed
CCCU	John Bakker - art installation	TEL Education
CFO Colleague, LLC	John Brown University	The Fund Raising School
Christian Community Credit Union	Keel Point	The Registry
Christian Healthcare Ministries	Kendall Hunt Publishing Company	The Timothy Group
Christian Medical & Dental Associations	Lathrop GPM	The Virtual Care Group
Clark Higher Ed	Max Greiner Jr. Designs	Timely MD
Clean Catalog	Metz Culinary Management	TKC Management Services
CLT	Mission Advancement	TruMotivate, LLC
Concord USA	Mosaix Global Network	Tutku Educational Travel
Creative Dining	NACCAP	Union University
Credo	National Management Resources	Vanderbloemen Search Group
Cru	NCCAA	Virtuous
Cultural Engagement	Operation Christmas Child	Windrider
Earl Young's Team/DKMS	Parchment	Winkler Group
ECFA	Passages America Israel	

2022-2023 Application Form

Please email completed form to jmahurin@cccu.org. Thank you!

Name: _____ Date: _____

Institution/Company: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

CONFERENCE SELECTION

CONFERENCE	CODE	DATE	LOCATION
<input type="checkbox"/> 2023 Presidents Conference	PRES	February 1-3, 2023	Washington, DC
<input type="checkbox"/> 2023 Multi-Academic Conference for Advancement, Alumni Affairs, Communications, Enrollment, & Financial Aid Administrators	MAC1	February 13-15, 2023	Miramar Beach, FL
<input type="checkbox"/> 2023 Multi-Academic Conference for Campus Ministers, Provosts, & Student Development Officers	MAC2	February 15-17, 2023	Miramar Beach, FL
<input type="checkbox"/> 2023 Commission on Technology	COT	TBD	TBD
<input type="checkbox"/> 2023 Chief Financial Officers & HR Directors Gathering	CFO	June 5-7	Grand Rapids, MI
<input type="checkbox"/> 2023 Leadership Development Institutes	LDI	June 2023	Sumas, WA
<input type="checkbox"/> 2023 Snezek Library Institute	SLI	June 2023	TBD

SPONSORSHIP INFORMATION

1. Conference Code: _____ Sponsorship Level: Diamond Platinum Gold Silver Bronze Other: \$ _____
2. Conference Code: _____ Sponsorship Level: Gold Silver Bronze Other: \$ _____
3. Conference Code: _____ Sponsorship Level: Gold Silver Bronze Other: \$ _____
4. Other Opportunities (e.g. Vendor Directory): _____

PAYMENT INFORMATION

Credit Card* Check* Money Order* ACH

Signature _____

By signing & submitting this form, you accept & agree to follow the guidelines, rules, & regulations listed in the Sponsorship Prospectus. Upon receipt of form, you will be issued an invoice with payment instructions/options to pay either with credit card, ACH, or check.

NOTE: Sponsorships are on a first-come, first-serve basis. The CCCU cannot confirm your sponsorship nor provide any sponsor benefits until full payment has been received and processed. All sponsorships are NON-REFUNDABLE.

* Please make checks payable to the Council for Christian Colleges & Universities. If paying by check or money order, please note that your sponsorship will not be confirmed until the payment is received. **If paying by credit card, a 2% processing fee will be applied.**

If you have any questions, please email Jeri Mahurin at jmahurin@cccu.org.