



CUCCOA

National Conference

09|29 - 10|01, 2024

Edmonton, Alberta

SHOOT FOR THE STARS
reaching beyond boundaries

**Sponsorship
Information**

Introduction



The **Canadian University and College Conference Organizers Association (CUCCOA)** is seeking your support and offering you an opportunity to showcase your company's product and services at our **Annual National Conference, "Shoot for the Stars, Reaching Beyond Boundaries"** in Edmonton, Alberta, on **September 29 – October 1, 2024**



The CUCCOA National Conference brings our conference organizers and accommodation managers together for professional development, education, networking, support, and inspiration. We have been meeting for over 40 years and expect more than 60 colleagues from across Canada to attend this year. Over this three-day event, we offer networking opportunities for accommodation, campus conference events, and hospitality professionals to join industry leaders and suppliers.

Our CUCCOA members boast a wealth of collective experience in planning conferences and events on and off campus – universities and colleges across Canada host over 250,000 meetings and events annually! Our accommodation managers oversee year-round guest suites and dorm rooms for nightly rentals during the spring and summer months. Our exhibitors are situated centrally to get great face-to-face time with these CUCCOA members.

Your support will allow your company to build relationships and create new business opportunities by:

- Showcasing your product and services to the first point of contact on campus for events and overnight accommodations
- Networking with leaders in the meeting and event industry
- Connecting with key decision makers.

Our sponsorship package options are in the information that follows. Each package is designed to suit your company's unique needs. We would be delighted to discuss all sponsorship opportunities and how your organization can participate in the CUCCOA 2024 National Conference.

CUCCOA looks forward to including your company in our strategies for success!

Sincerely,

CUCCOA National Conference 2024 Sponsorship Team



Conference Schedule



Sunday, September 29	Monday, September 30	Tuesday, October 1
Vendor Setup	Vendor Showcase (All Day)	Vendor Showcase (All Day)
	Breakfast	Breakfast
	Opening Keynote	Panel Discussion
	AM Break	AM Break
	Regional Meetings	Education Sessions
Member Arrival & Registration	Lunch/AGM	Lunch
	Vendor Showcase Break	Education Sessions
	Education Sessions	
	PM Break	PM Break
	Round Table - Hot Topics	Closing Keynote
Opening Reception	Dinner Reception	Gala Reception & Awards
Hospitality Suite	Hospitality Suite	



Sustainable Event



The Planning Committee is committed to making CUCCOA 2024 National Conference environmentally, socially, and economically sustainable. In doing so, we are striving to partner with sponsors and suppliers that:

- (1) source locally and
- (2) operate as a social enterprise or are committed to social sustainability and
- (3) are committed to environmental sustainability.

We are happy to accept swag and other promotional items, when you are considering your items, please keep in mind the following:

- Conference attendees are from across Canada and will have limited space to take back items.
- We encourage our partners to consider non-physical gifts and giveaways
- Choose environmentally and socially responsible products.

Your efforts will ensure we meet our sustainability goals!



Sponsor Packages



Aurora Platinum Partner - \$6,500

PRIORITY SPONSORSHIP OF YOUR CHOICE OF ONE OF OUR "SPECIAL EVENTS":

Opening Reception – **Sold Out**

Monday Dinner – **1 Available**

Closing Gala – **1 Available**

Highlights include:

- Priority to sponsor your choice of the following: Opening Reception, Monday Dinner, or Closing Gala (based on a first come, first served basis)
- Visibility and opportunity to speak at your sponsored special event and at the Opening Keynote Session
- Two (2) complimentary registrations with access to the full program (except member-exclusive events), meals, and non-sponsored social activities
- Prime Vendor location for AM and PM refreshment breaks on Monday and Tuesday
- Visibility at the Registration Desk
- Participation and access to vendor showcase with prime location (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website links included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Spotlight in pre-conference registration e-blasts



Sponsor Packages (continued)



Northern Lights Patron - \$5,000

PRIORITY SPONSORSHIP OF YOUR CHOICE OF ONE OF OUR "SPECIAL EVENTS":

Opening Keynote Session – **1 Available**

Closing Keynote Session – **1 Available**

Highlights include:

- Priority to sponsor your choice of the following: Keynote Sessions (Opening Session or Closing Session) (based on a first-come, first served basis)
- Visibility and opportunity to speak at your sponsored special event and at the Opening Keynote Session
- One (1) complimentary registration with access to the full program (except member-exclusive events), meals, and non-sponsored social activities
- Prime Vendor location for AM and PM refreshment breaks on Monday and Tuesday
- Visibility at the Registration Desk
- Participation and access to vendor showcase with prime location (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website links included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Spotlight in pre-conference registration e-blasts



Sponsor Packages (continued)



Super Nova Supporter - \$2,500

SPONSOR YOUR CHOICE OF ONE OF OUR OPTIONS BELOW:

2 *Networking social evenings on September 29 & 30:*

Hospitality Suite on Sunday night - **1 available**

Hospitality Suite on Monday night - **1 available**

3 Transportation 'to and from event' opportunities:

Opening Reception - **1 available**

Monday Dinner - **1 available**

Gala Dinner - **1 available**

Highlights include:

- One (1) complimentary registration with access to the full program (except member-exclusive events), breakfast, lunch, and AM and PM breaks
- Participation and access to vendor showcase with prime location (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website links included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Spotlight in pre-conference registration e-blasts



Sponsor Packages (continued)



Glacial Glow Champion - \$1,500

SPONSORSHIP OF YOUR CHOICE OF 1 OF OUR "NETWORKING BREAKS":
(choose 1 breakfast or lunch for \$1,500 or 2 breaks for \$1,500)

Monday Breakfast - **1 Available**

Monday AM & PM Break - **1 Available**

Tuesday Breakfast - **1 Available**

Tuesday AM Break & PM Break - **1 Available**

Tuesday Lunch - **1 Available**

Highlights include:

- Attendance at your sponsored Networking Break
- Participation and access to vendor showcase with prime location (6-foot table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website links included on pre-conference and post-conference e-blasts
- Opportunity to add 'swag' item to delegate bag
- Listing on overall sponsor signage
- Daytime meals included for 1 person.*



Sponsor Packages (continued)



Cosmic Connectors - \$1,000

Unlimited Opportunities Available!

“VENDOR SHOWCASE ONLY”

Highlights include:

- Participation and access to vendor showcase with prime location (cocktail table included)
- Delegate list post-conference (In accordance with PIPEDA)
- Highlighted logo and link to company webpage on the CUCCOA conference website and mobile app
- Logo and website links included on pre-conference and post-conference e-blasts
- Opportunity to add ‘swag’ item to delegate bag
- Listing on overall sponsor signage
- Daytime meals included for 1 person.*

*An additional meal package can be purchased for \$250 per person.

(includes Monday Breakfast & Lunch as well as AM and PM Breaks, and Tuesday Breakfast & Lunch as well as AM and PM Breaks).

Sponsors can purchase to attend the Monday and Tuesday evening social events and the conference educational sessions on Monday afternoon and Tuesday (except member-exclusive events, i.e. AGM, roundtables, sponsored hospitality suite, etc.) for \$550.00 in combination with a sponsorship package.



Sponsorship Commitment



Please indicate your preferred sponsorship package via the link below:

Cuccoa.org

If you prefer to sponsor an activity or contribute an in-kind donation, we would be delighted to discuss all opportunities with you to maximize your exposure. In-kind sponsorship will be valued at 50% in this model and can be combined with cash sponsorships.

We look forward to working with you.

For more information or questions, please contact:

CUCCOA Conference team

Conference@cuccoa.org

The Canadian University and College Conference Organizers Association
312 Oakwood Court
Newmarket, ON L3Y 3C8
Tel: (905) 954-0102
Fax: (905) 895-1630
Email: inquiries@cuccoa.org

