



*A Tradition of New*

2024 AACUSS Conference

May 21-24



# AACUSS CONFERENCE 2024

## SPONSORSHIP OPPORTUNITIES



**Cape Breton University, Sydney, NS**

May 21-24, 2024



# AACUSS

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The Atlantic Association of College and University Student Services (AACUSS) was formed in 1975 and represents student affairs and student services staff from throughout Atlantic Canada.

The annual conference is the main gathering of student services professionals across all our divisions and disciplines, including:

- Academic Support and Advising
- Accessibility
- Career and Employment
- Housing
- Financial Aid
- Senior Student Affairs Officers
- International Student Representatives
- Health and Wellness
- Counselling
- Generalists
- Indigenous Student Support



For more information about AACUSS, visit their website at [www.aacuss.ca](http://www.aacuss.ca)

## Why Sponsor Us

The Atlantic Association of University and College Student Services 2024 Annual Conference is your direct access to decision-makers in the post-secondary education community. You will have the opportunity to introduce your company's products/services to delegates from colleges and universities across Atlantic Canada. This is a perfect opportunity to ensure that your target market has the information needed to make an informed decision. As the market grows increasingly competitive, investing in a sponsorship can help raise awareness of your company to the decision-makers of today and tomorrow.

# Opportunities

## Diamond Sponsor \$5,500

### 1 Exclusive Opportunity Available

This package includes:

- An exclusive opportunity to sponsor the AACUSS Conference 2024 Closing Banquet.
- Complimentary invitations for four guests to attend the opening reception and closing banquet.
- Complimentary breakfast and lunch for four guests on Wednesday and Thursday.
- Sponsor introductions and recognition by an AACUSS committee member at the start of the Closing Banquet.
- An opportunity for the Closing Banquet sponsor to have a 10-minute address to conference delegates at the start of the Banquet.
- An opportunity for the sponsor to set up their pop-up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced, and printed by our conference organizers that will include the sponsor organization's logo and the caption "A Proud Sponsor of the Closing Banquet".
- Two sponsor promotional posters designed, produced, and printed by the conference organizers displayed at the sponsored event that will include the sponsor's logo and the caption "A proud sponsor of The Closing Banquet".
- A link to the sponsor's website on the AACUSS Conference 2024 website.
- An opportunity to add a sponsor supplied promotional item to the approximately 165 delegate bags.
- The sponsor's logo will be included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference.

## Platinum Sponsor \$3,500

### 1 Exclusive Opportunity Available

This package includes:

- An exclusive opportunity to sponsor the AACUSS Conference 2024 Opening Reception.
- Complimentary invitations for two guests to attend the Opening Reception and the Closing Banquet.
- Complimentary breakfast and lunch for two guests on Wednesday and Thursday.
- Sponsor introduction and recognition at the start of the Opening Reception by an AACUSS committee member.
- An opportunity for the Opening Reception sponsor to have a 5-minute address to conference delegates at the start of the reception.
- An opportunity for the sponsor to set up their pop up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced and printed by our conference organizers that will include the sponsor organization's logo and the caption "A Proud Sponsor of the Opening Reception".
- Two sponsor promotional posters designed, produced and printed by the conference organizers displayed at the sponsored event that will include the sponsor's logo and the caption "A proud sponsor of the Opening Reception".
- A link to the sponsor's website on the AACUSS Conference 2024 website.
- An opportunity to add a swag item to the approximately 165 delegate bags.
- The sponsor's logo will be included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference.

# Opportunities Continued

## Gold Sponsor \$2,500

*2 Great Opportunities Available*

This package includes:

- An opportunity to sponsor one of the AACUSS Conference 2024 Lunches.
- Complementary invitations for two guests to attend your sponsored lunch.
- Sponsor introduction and recognition at the start of the lunch by an AACUSS committee member.
- An opportunity for the sponsor to set up their pop-up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced, and printed by our conference organizers that will include the sponsor organization's logo and the caption "A Proud Sponsor of Today's Lunch".
- One sponsor promotional poster designed, produced, and printed by the conference organizers displayed at the sponsored event that will include the sponsor's logo and the caption "A proud sponsor of today's luncheon".
- A link to the sponsor's website on the AACUSS Conference 2024 website.
- An opportunity to add a swag item to the approximately 165 delegate bags.
- The sponsor's logo will be included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference



## Silver Sponsor \$1,500

*2 Great Opportunities Available*

- An opportunity to sponsor one of the AACUSS Conference 2024 Breakfasts.
- Complementary invitations for two guests to attend your sponsored breakfast.
- Sponsor introduction and recognition at the start of the breakfast by an AACUSS committee member.
- An opportunity for the sponsor to set up their pop-up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced and printed by our conference organizers that will include the sponsor organization's logo and the caption "A Proud Sponsor of Today's Breakfast".
- One sponsor promotional poster designed, produced, and printed by the conference organizers displayed at the sponsored event that will include the sponsor's logo and the caption "A proud sponsor of today's breakfast".
- A link to sponsor's website on the AACUSS Conference 2024 website.
- An opportunity to add a swag item to the approximately 165 delegate bags.
- The sponsor's logo included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference.

# Opportunities Continued

## Bronze Sponsor \$500

*2 Great Opportunities Available*

- An opportunity to sponsor one of the two AACUSS Conference 2024 Nutrition Breaks.
- An opportunity for the sponsor to set up their pop-up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced and printed by our conference organizers that will include the sponsor organization's logo and the caption "A Proud Sponsor of Today's Nutrition Break".
- Link to sponsors website on the conference website.
- The sponsor's logo included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference.

## Friends Sponsor \$250

*15 Great Opportunities Available*

- An opportunity to sponsor one of the AACUSS Conference 2024 Concurrent Sessions where the conference delegates, conference hosts and presenters will be in attendance.
- An opportunity for the sponsor to set up their pop-up banner(s) during the Conference (banners to be supplied by the sponsor).
- Sponsor recognition table tents designed, produced and printed by our conference organizers that will include all of the sponsor organizations logos and the caption "A Proud Sponsor of Today's Session".
- A link to sponsor's website on the AACUSS Conference 2024 website.
- The sponsor's logo included in the "Overall Conference Sponsors" recognition signage.
- Social media promotion during the conference.



PLEASE NOTE: All sponsorships including in-kind sponsorships, donated items and items for conference delegate bags must be approved by the 2024 AACUSS Conference Planning and Sponsorship Committee.

# Sponsorship Benefits at a Glance

Sponsorship Opportunities	Diamond \$5,500.00	Platinum \$3,500.00	Gold \$2,500.00	Silver \$1,500.00	Bronze \$500.00	Friends \$250.00
Exclusive Sponsorship of the Closing Banquet	✓					
Exclusive Sponsorship of the Opening Reception		✓				
Conference Lunch Sponsorship			✓			
Conference Breakfast Sponsorship				✓		
Conference Nutrition Breaks Sponsorship					✓	
Concurrent Session(s) Sponsorship						✓
2 Sponsor Promotional Posters	✓	✓				
1 Sponsor promotional Poster			✓	✓		
Complimentary Social Event Passes	4	2				
Complimentary Breakfast and/or Lunch Passes	4	2	2 Lunch	2 breakfast		
Sponsor Recognition Table Tents	✓	✓	✓	✓	✓	✓
Social Media Promotion	✓	✓	✓	✓	✓	✓
Pop up banner display	✓	✓	✓	✓	✓	✓

# Sponsorship Registration Form

Please select which level of sponsorship you would like to register for:

<input type="checkbox"/> Diamond Sponsorship	<input type="checkbox"/> Platinum Sponsorship	<input type="checkbox"/> Gold Sponsorship
<input type="checkbox"/> Silver Sponsorship	<input type="checkbox"/> Bronze Sponsorship	<input type="checkbox"/> Friends Sponsorship
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Please complete this form and return it to:

Vanessa Viva

Cape Breton University

Marvin Harvey Bldg - Student Affairs

1250 Grandlake Rd

Sydney, NS

Email: [vanessa\\_viva@cbu](mailto:vanessa_viva@cbu)

CBU AACUSS Conference Co-Chair



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If you have any questions please contact us at [president-elect@aacuss.ca](mailto:president-elect@aacuss.ca), thank you for your support.

Please make cheque payable to Cape Breton University with "AACUSS Conference 2024" in the memo.

## CONDITIONS AND REGULATIONS

- Sponsorship is secured upon receipt of this signed Agreement and payment of 100 percent of the sponsorship fee.
- All sponsorship contracts are final and cannot be retracted.
- AACUSS/Cape Breton University reserves the right to decline sponsorship.
- AACUSS/Cape Breton University reserves the right to amend the rules and regulations governing sponsorship at its discretion.

Booking your sponsorship early will ensure inclusion in all conference promotional and printed materials.