



CSSO 2020 Conference – A Virtual Event! SPONSORSHIP PROSPECTUS

We would like to invite you to be a sponsor for the Annual CSSO Conference, September 8 – 10th, 2020, a Virtual Event! This year's conference will also include a pre-conference institute designed to provide professional growth opportunities. The conference will host college decision-makers ranging from vice presidents, deans, directors and faculty all looking at professional development and new and innovative ways to serve students. This year's theme is "Making the Promise a Clear Reality: The Relentless Pursuit of Student Equity & Success."

Benefits of Virtual Sponsorship...

- Connect with conference attendees – virtually – through quality networking opportunities with potential leads
- Multiple promotional opportunities within our Virtual Event Platforms and leading up to the conference through conference website and emails
- Customized Sponsor Profiles within our Virtual Event Platform with brand identity, attachments, external linking to showcase your company in many ways
- Sponsors will be showcased within interactive games throughout the conference
- Showcase your company within the "Conference in a Box" that will be mailed to attendees 7-10 days out.
- Metrics provided to quantify the value of your participation

Chief Student Services Officers...

- lead Student Services for 2.5 million students
- provide access and support for underserved populations
- lead Equity and Social Justice conversations on their campuses
- envision and implement innovative technology and processes

Our annual conference is an opportunity to collaborate with colleagues, to learn from those whose innovative and successful ideas are paving the way to increasing student success. More than 300 representatives from student services, instruction, categorical programs, the State Chancellor's Office, and a myriad of other constituents will convene, all focused on improving student success and completion while maintaining access for underrepresented student populations. We hope you will consider being a sponsor and sharing your contributions to student success with the field and the service to our 2.4 million California Community College students. For more information on the conference, updated periodically, go to www.calcsso.org.

Attached is a complete list of available sponsorship packages– by level – for your consideration. You will receive immediate confirmation and our conference management team, MeetingWise LLC, will follow up with you as needed.

For questions or to obtain additional information contact: Ross Miyashiro at rmiyashiro@elcamino.edu.

This is a dynamic and changing time in California Community Colleges and CSSO leadership and ALL discussions are critical to student success. Join us and be an active participant in our leadership movement. We look forward to having you involved!



Chief Student Services Officers
Association

Ensuring Opportunities for Success for Every Student



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SPONSORSHIP OPPORTUNITIES BY LEVEL

Platinum (\$5,000)	Gold (\$3,500)	Silver (\$2,500)	Bronze (\$1,500)	Copper (\$750)
Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing	Complimentary post-conference attendee list for ONE TIME email or mailing
<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference Website listing (on conference page) 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference Website listing (on conference page) 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference Website listing (on conference page) 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference Website listing (on conference page) 	<ul style="list-style-type: none"> Customized Sponsor profile in conf app We will highlight your company in email prior to conference Website listing (on conference page)
Seven full conference registrations	FIVE full conference registrations	THREE full conference registrations	TWO full conference registrations	ONE full conference registration
<ul style="list-style-type: none"> Full Screen Digital Ad Up to 3-minutes pre-recorded message played for all participants, with a 30 second live intro FIVE customized activity feed announcements in conf app Banner ad in conf app (3x per rotation) 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 2-minutes pre-recorded message played for all participants, with a 30 second live intro TWO customized activity feed announcements in conf app Banner ad in conf app (2x per rotation) 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 1-minute pre-recorded message played for all participants ONE customized activity feed announcement in conf app Banner ad in conf app (1x per rotation) 	<ul style="list-style-type: none"> Full Screen Digital Ad Up to 30-second pre-recorded message played for all participants ONE customized activity feed announcement in conf app Banner ad in conf app (1x per rotation) 	
<ul style="list-style-type: none"> TWO customized push notifications through conf app Logo projected in background during hosted session Insert in “Conference in a Box” 	<ul style="list-style-type: none"> ONE customized push notifications through conf app Logo projected in background during hosted session. Insert in “Conference in a Box” 	<ul style="list-style-type: none"> ONE customized push notifications through conf app Logo projected in background during hosted session. Insert in “Conference in a Box” 		
<ul style="list-style-type: none"> Logo on starter slide of every presentation Additional mailing list opportunity (pre-conference) Logo on conference item Customized, interactive email highlighting your company, sent to conference registrants prior to conference 	<ul style="list-style-type: none"> Logo on starter slide of every presentation Additional mailing list opportunity (pre-conference) Logo on conference item Customized, interactive email highlighting your company, sent to conference registrants prior to conference 			
<ul style="list-style-type: none"> Logo on interactive activity piece (will be included in mailed conference packet) Recognition on website home page Company Logo “Conference in a Box” mailout App Splash Page (first page attendees see when opening app) visibility 				



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VIRTUAL SPONSOR PLANNING INFORMATION

Additional Details for our SPONSORS

- **Logos:** We will need your high-resolution logo in jpeg or png format at the time you register your sponsorship by **August 21, 2020**.
- **Digital Ad Specifications:** Finished ad sizes should be Full Screen = 10" wide x 5.63" high, Half Screen = 5" wide x 5.63" high. Our screen size are 9' wide x 16' high and our projection resolution is 1920 pixels by 1080 pixels. We will need to receive these by **August 21, 2020**.
- **Banner Ad Specifications:** These are for the conference app and the recommended size for banners is 950px wide by 380px tall. These are very small and the Ads should be very simple. We will need to receive these by **August 21, 2020**.
- **Customized Announcements:** These can include your company logo, an attachment, an external link, 250-word description and a call to action. We will need to receive these by **August 21, 2020**.
- **Customized Push Notifications:** Push notifications are sent directly to the attendees' devices and are limited to 150 characters. You can also include an external link. We will need to receive these by **August 21, 2020**.
- **Insert in Conference Attendee's Mailout:** A box or package will be mailed to conference attendees 7 to 10 days pre-conference including an at a glance agenda, conference giveaways, game cards/tickets, sponsor inserts (top 3 levels) and more. Your item may be a flyer / brochure or promotional item but must be pre-approved by the planning team to ensure it is within size/weight limits for the mailing. Quantity will be advised a minimum of 30 days pre-conference. Your item must reach mailing house (shipping address TBD) a minimum of 14 days pre-conference.

Payment

A completed application and 50% of the payment are due to secure your commitment. **The balance of payment is due by or before August 25, 2020.** Payments and registration may be made online (which allows you immediate confirmation and the ability to input your own data). If you would prefer to register manually and are paying by check, please complete and return the form below. *(Note: if you wish to pay by credit card, you MUST register online).* Make your check **payable to CSSO** and send to:

CSSO 2020 Conference
c/o MeetingWise LLC
1590 Rosecrans Ave., Suite D411
Manhattan Beach, CA 90266

Cancellation Policy

All cancellations must be emailed to sboswell@meetingwise.net and are not valid unless you receive a return confirmation that your email has been received. **Cancellation by July 31, 2020 will receive a minimum 50% refund; no refund will be given beginning August 1, 2020.**

Applications for sponsorships and exhibit spaces are subject to approval by conference management and must include description of your products/services. If the application is not approved, the deposit check will be returned in full.

Confirmations

Confirmations will be sent within two weeks of receiving your reservation form and payment. Please contact us if you do not receive confirmation. Final planning details will be mailed a minimum of four weeks prior to the conference.

Questions

Contact Stacey Boswell at MeetingWise LLC, sboswell@meetingwise.net and she will get back to you as quickly as possible via email or call back (if requested)