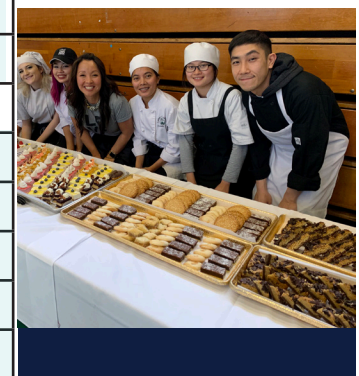


Corporate Partners Program

The Community College League of California's Corporate Partners program helps build strong working relationships between the state's 73 community college districts and the businesses and professional firms who provide those districts with a variety of essential services. The package of benefits provides effective ways for promoting your services through advertisements, events, and special articles on select League communication platforms.

2023-24 LEVELS & BENEFITS	Presidential \$18,000	Leadership \$13,000	Associate \$7,000
GENERAL BENEFITS			
Year-Long Logo Placement on League Website	X	X	X
Year-Long Listing and Links on League Website	X	X	X
Annual CCC Directory Ad	FULL PAGE	HALF PAGE	LOGO ONLY
Resources Listing	X	X	
Sponsorship Opportunities for League Podcast (<i>limited</i>)	X		
Company Highlight on League Social Media (<i>one push</i>)	X		
LEAGUE EVENT BENEFITS			
EFFECTIVE TRUSTEESHIP & BOARD CHAIR WORKSHOPS (JANUARY)			
Logo Placement on Event App	X	X	X
Logo Placement on Event Signage Onsite	X	X	X
Digital Ad on Rolling PowerPoint on TV Monitor Near Registration	FULL PAGE	LOGO ONLY	
Attendee List (<i>close of registration</i>)	X	X	
Commercial Ad on Rolling PowerPoint on TV Monitor Near Registration	X		
Logo Listing in Event Emails	X		
Reception Sponsor Listing (<i>additional fee</i>)	X		
ANNUAL LEGISLATIVE CONFERENCE (JANUARY)			
Complimentary Registrations	4	2	1
Logo Placement in Event App	X	X	X
Logo Placement on Event Signage Onsite	X	X	X
Organized Activity with Partners & Attendees	X	X	X
Digital Ad on Rolling PowerPoint on TV Monitor Near Registration	X	X	X
Attendee List (<i>close of registration</i>)	X	X	
Display Table (<i>opt-in</i>)	X	X	
Commercial Ad on Rolling PowerPoint on TV Monitor Near Registration	X		
Logo Listing in Event Email	X		
Logo Placement on General Session PowerPoint Slide	X		
Recognition from Podium at General Session	X		



For more information on Corporate Partnerships, please contact Sadie Brown at sadie@ccleague.org.

2023-24 LEVELS & BENEFITS	Presidential \$18,000	Leadership \$13,000	Associate \$7,000
CEO SYMPOSIUM (FEBRUARY OR MARCH)	SPONSORSHIP AVAILABLE TO PRESIDENTIAL LEVEL ONLY (\$5,000 ADDITIONAL FEE)		
Digital Ad on Rolling PowerPoint Before General Session	FULL PAGE AD		
Commercial Ad on Rolling PowerPoint on Monitor Near Registration	X		
Breakfast Introduction (<i>limited to 5; first-come-first-served</i>)	X		
Display Table w/ Organized Coffee Break for Corporate Partner Resources	X		
Attendee List (<i>close of registration</i>)	X		
EXECUTIVE ASSISTANTS WORKSHOP (APRIL OR MAY)	LUNCHEON SPONSORSHIP AVAILABLE TO PRESIDENTIAL & LEADERSHIP LEVELS (\$3,000 ADDITIONAL FEE)		
Logo Placement on Event Webpage	X	X	
Logo Placement on Event Signage Onsite	X	X	
Display Table (<i>opt-in</i>)	X	X	
À La Carte Opportunity - Flash Drive Sponsorship (<i>additional fee</i>)	X	X	
ANNUAL TRUSTEES CONFERENCE (APRIL OR MAY)			
Complimentary Registrations	4	2	1
Logo Placement in Event App	X	X	X
Logo Placement on Event Signage Onsite	X	X	X
Digital Ad on Rolling PowerPoint on TV Monitor Near Registration	Full Page Ad	Logo Only	
Logo Placement on General Session PowerPoint Slide	X	X	
Attendee List (<i>close of registration</i>)	X	X	
Commercial Ad on Rolling PowerPoint on TV Monitor Near Registration	X		
Logo Listing in Event Emails	X		
Recognition from Podium at General Session	X		
Display Table (<i>opt-in</i>)	X		
CEO LEADERSHIP ACADEMY (JULY)			
Digital Ad on Rolling PowerPoint Before General Session	X		
Logo in Printed Program	X		



2023-24 LEVELS & BENEFITS	Presidential \$18,000	Leadership \$13,000	Associate \$7,000
ANNUAL CONVENTION (NOVEMBER)			
Complimentary Registrations	4	2	1
Exhibit Booth	Complimentary	75% Discount	50% Discount
Logo Placement in Event App	X	X	X
Logo Placement on Event Signage Onsite	X	X	X
Invitation to Present a Session with a Community College Partner	X	X	X
Digital Ad on Rolling PowerPoint on TV Monitor Near Registration	DIGITAL AD	LOGO ONLY	
Attendee List (<i>close of registration</i>)	X	X	
Commercial Ad on Rolling PowerPoint on TV Monitor Near Registration	X		
Logo Listing in Event Emails	X		
Logo Placement on General Session PowerPoint Slide	X		
Recognition from Podium at General Session	X		
LEAGUE AFFILIATE EVENT BENEFITS			
REAL COLLEGE CALIFORNIA BASIC NEEDS SUMMIT (DECEMBER)			
Introduction to Event Organizer for Potential Sponsorship Opportunity	X	X	X
LEAGUE WEBINAR BENEFITS			
CEO WEBINARS			
Logo Placement on Rolling PowerPoint	X	X	X
TRUSTEE WEBINARS			
Logo on Rolling PowerPoint	X	X	X
EXCELLENCE IN TRUSTEESHIP PROGRAM (ETP) WEBINAR			
Logo on Rolling PowerPoint	X	X	X

About the Community College League of California

The Community College League of California (League) is a nonprofit public benefit corporation whose voluntary membership consists of the 73 local public community college districts in California. We support locally elected trustees and community college CEOs to serve their students and communities by advocating on their behalf at the state and federal levels, providing continued professional development, and delivering services that employ economies of scale to minimize cost.

About Corporate Partners Program

The Corporate Partners Program is an opportunity for private companies to demonstrate their commitment to serving the colleges by becoming actively engaged in building strong working relationships with leaders from the community college districts. Corporate Partners participate in a variety of events and are recognized in many ways throughout the year.

For more information on Event Sponsorships or to secure one of these opportunities, please contact Sadie Brown at sadie@ccleague.org.



Our Corporate Partners and Sponsors are important to us! At the same time, it is also important to us to maintain the integrity of the League conferences and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in the League and for the conferences to hold the same value for our attendees.

IMPORTANT INFORMATION FOR CORPORATE PARTNERS & SPONSORS

We ask that all Corporate Partners & Sponsors observe the following guidelines at the conference:

- Please keep in mind that you are in attendance at conferences to network and build relationships. When attending sessions, meals, and all other activities, we would appreciate if you would refrain from pitching your service or product and instead focus more on learning about the League, its members and community partners and their needs. This can be a great research opportunity for you, and it allows for more peer-to-peer networking for our attendees.
- All sharing of product/service information should be limited to the vendor area and the Corporate Partner/ Sponsor ads in the app. Please do not place materials in any area unless specified by your Corporate Partner and or Sponsorship benefit.
- Some conference sessions are closed for purposes of business meetings and sharing information. We ask that you refrain from entering any session or meeting that is labeled as "Closed" or "By Invite Only."
- Corporate Partners and Sponsors are welcome to schedule their own off-site dinners on designated day(s) only and at the discretion of the League. Please note that these dinners cannot overlap with any scheduled conference events. Please be advised that you are responsible for your own restaurant research, making reservations and transportation arrangements and inviting your guests.

DELIVERABLE INFORMATION

Please refer to the attached Marketing and Graphic Assets page for specifications. All deliverables are due by or before Monday, July 31, 2023. We encourage early submission to avoid any last-minute challenges.

ATTENDEE LIST

All conference attendee lists (email contact information only) will be emailed to the applicable Corporate Partners and Sponsors the week following the close of registration. Please note, this is proprietary information and is to be used for ONE email only, per event. The honor system applies on this request, and we encourage you to adhere as multiple unauthorized contacts usually serve only to drive attendees away from using a particular vendor.

Our goal is to create a positive conference experience for attendees as well as Corporate Partners and Sponsors. If you have suggestions or ideas that would assist us in making this a more valuable experience for you, or to assist you in moving up to the next Corporate Partner level, please email Sadie Brown at sadie@ccleague.org.



MARKETING AND GRAPHIC ASSETS SPECIFICATIONS

Please submit all marketing and graphic assets no later than July 31, 2023 to Sadie Brown at sadie@ccleague.org. For questions about marketing or graphics, please contact Lori Bachand at lori@ccleague.org.

Logo: Images must be jpeg high resolution with a transparent background. Provide more than one version if applicable.
300 x 300 pixels recommended

Banner: Banners must be jpeg high resolution.
1872 x 320 pixels or 936 x 160 pixels

Company Description: This will be used for Corporate Partner profile pages in the event platforms.

CCC Directory Ad: This is applicable to Presidential and Leadership Level Corporate Partners Only. Ads will be added to the printed and digital version of the annual CCC Directory, which is then disseminated to all community college's Presidents, Superintendents, or Chancellors office across the state.

Full Page Ad: 8.5" x 11", black and white only, PDF

Half Page Ad: 5.5" x 8.5", black and white only, PDF

Social Media Post: This is applicable to Presidential Level Corporate Partners Only. The League will promote your upcoming campaign, publication release, or research in a one-time only social media push. Your post must align with the League's mission and goals to support California Community Colleges.

Twitter: language, links, hashtags, and or images for post

Instagram: language, links, hashtags, and or images for post

LinkedIn: language, links, hashtags, and or images for post

Digital Ad: Digital ads will be included in a rolling PowerPoint presentation that will be run on TV monitors near the registration desk for the duration of the event.

Commercial Ad: This is applicable to Presidential Level Corporate Partners Only. Commercial add will be included on rolling PowerPoint presentation that will be run on TV monitors near the registration desk for the duration of the event.
30-90 seconds (90 second maximum).

