



NWCCU
NORTHWEST COMMISSION ON
COLLEGES AND UNIVERSITIES

2020 Annual Conference

Promoting Economic and Social Mobility

November 18-20

(Held virtually via Zoom)

Sponsor's Prospectus

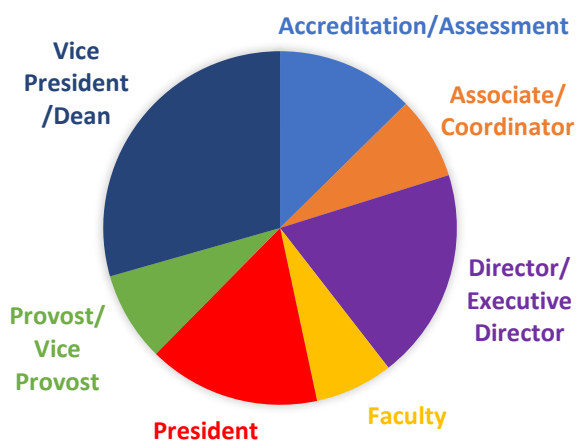
Why Sponsor the 2020 NWCCU Annual Conference?

The Northwest Commission on Colleges and Universities (NWCCU) is one of seven regional organizations recognized by the U.S. Department of Education to accredit postsecondary institutions within the United States.



The NWCCU (<http://www.nwccu.org>) accredits approximately 160 two- and four-year public and private colleges and universities, including Tribal colleges, in Alaska, Idaho, Montana, Nevada, Oregon, Utah and Washington, along with a few institutions in British Columbia, Canada. The core of NWCCU's work is focused on evidence-informed and continuous improvements to promote student success and achievement.

2019 ATTENDANCE



The 2020 NWCCU Annual Conference offers a platform for higher education chief executive officers, presidents, chancellors, provosts, vice presidents, deans, business officers, accreditation liaison officers, evaluators, members of boards of regents/trustees, state and federal government officials, and others interested in accreditation to share their experiences, learn best practices, and cultivate new connections. Due to the nature of our peer-evaluation format, the NWCCU audience spans faculty and staff from all college departments, including Admission, Financial Aid, Registrar, and Student Services.

The 2020 NWCCU Annual Conference is the largest and most exciting event for approximately 500 – 1,000 key decision makers and individuals interested in higher education and accreditation in the Pacific Northwest.

SPONSORSHIP OPPORTUNITY

Platinum Sponsor: Only one spot available! \$25,000. Must reserve no later than September 15, 2020

- Naming opportunity for the NWCCU Beacon Award for Excellence in Student Achievement and Excellence (<https://www.nwccu.org/news-updates/beaconaward/>)
- Recognition as a Platinum Sponsor on the NWCCU Annual Conference webpage.
- Sponsor spotlight on event email, one month prior to event (distribution of 2,000+).
- Logo recognition on event day schedule link page (400-800 visitors).
- Logo recognition on Plenary Session waiting room start screen and ad break (attendance 400-800).
- Two complimentary registrations for the 2020 NWCCU Annual Conference.
- One 8" x 10" advertisement on the inside front cover of the 2020 NWCCU Annual Conference official program guide.
- Logo recognition on post-event survey email, and a lead generating question if attendees request more information (distribution 400-800).

Gold Sponsor: \$10,000 each. Must reserve no later than September 15, 2020

- Recognition as a Gold Sponsor on the NWCCU Annual Conference webpage.
- Logo recognition on event day schedule link page (400-800 visitors).
- Logo recognition on Plenary Session waiting room start screen and ad break (attendance 400-800).
- Two complimentary registrations for the 2020 NWCCU Annual Conference.
- One 8" x 10" advertisement in the 2020 NWCCU Annual Conference official program guide.
- Logo recognition on post-event survey email (distribution 400-800).

Silver Sponsor: \$5,000 each. Must reserve no later than September 15, 2020

- Recognition for as a Silver Sponsor on the NWCCU Annual Conference webpage.
- Logo recognition on event day schedule link page (400-800 visitors).
- One complimentary registration for the 2020 NWCCU Annual Conference.
- One 5" x 8" advertisement in the 2020 NWCCU Annual Conference official program guide.
- Logo recognition on post-event survey email (distribution 400-800).

Bronze Sponsor: \$2,500 each. Must reserve no later than September 15, 2020

- Recognition as a Bronze Sponsor on the NWCCU Annual Conference webpage.
- One complimentary registration for the 2020 NWCCU Annual Conference.
- One 4" x 5" advertisement in the 2020 NWCCU Annual Conference official program guide.
- Logo recognition on post-event survey email (distribution 400-800).

Each sponsor package includes registered participant contacts (provided prior to event), and a listing in the virtual exhibitor hall.

Reserve your sponsorship today

Contact Amy Luke (425-558-4224; aluke@nwccu.org)

VIRTUAL EXHIBITOR HALL

Promote your product, service, or brand within the higher education community in the Pacific Northwest.

Exhibitor Listing: \$500 each. Must reserve no later than October 1, 2020

- Put your company in front of a new, captive audience
- Gather high-quality leads from higher education decision makers.
- Exhibitor Hall promoted during October communication outreach.
- Dedicated event agenda time devoted to visiting the Exhibitor Hall.
- At least one month of listing guaranteed.

Example:



The screenshot shows the NWCCU Annual Conference website. At the top, there is a navigation bar with the NWCCU logo (Northwest Commission on Colleges and Universities) and a search bar. Below the navigation bar is a large banner image of a brick building with trees, overlaid with the text "NWCCU Annual Conference". Below the banner is a blue navigation bar with the text "Home > News & Events > NWCCU Annual Conference". The main content area has a heading "Promoting Economic and Social Mobility" and three buttons: "EVENT SCHEDULE", "SPEAKERS", and "SPONSORS". Below these buttons is a section titled "FILTER SPONSORS BY" with a "Tags" list: Admission, Data Solutions, Education Consultant, Equity & Inclusion, Executive Search, Financial Aid, Online Learning, Student Services, Technology. Below the tags is a table of exhibitors:

Company	Website	Category
+ A Company	http://www.company.com	Executive Search
+ B Company	http://www.company.com	Student Services
- C Company	http://www.company.com	Online Learning
+ D Company	http://www.company.com	Equity & Inclusion
+ E Company	http://www.company.com	Education Consultant
+ F Company	http://www.company.com	Data Solutions

Company C is expanded to show details:

- Request Info:** FirstnameLastname@website.org (800) 123 - 4567
LinkedIn Twitter FaceBook
- Web Links:** Our Services, Our Results
- Brochure:** Strategic Pathways Newsletter - June 2020
- Details:** Higher education is our sole focus and singular passion. We bring a deep understanding of institutional and organizational needs and our team combines its vast intellectual capital from years of leadership in higher education with the ability to find the right fit for your institution.

Reserve your listing today

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