



CIVSA Collegiate
Information
& Visitor
Services
Association

Partnering to Build the Best Visit Experience.

2023-24 SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR ORGANIZATION

We invite you to partner with the Collegiate Information & Visitor Services Association (CIVSA) for the 2024 Annual Conference in Seattle, 2024 Student Development Institute in Atlanta, and our general membership sponsor opportunities! Our association brings together higher education professionals who work with campus tour programs and visitor services.

Maximize your exposure to our memberships by partnering at a strategic level of commitment - including add-ons to customize your sponsorship and elevate your reach across the organization. There are several advantages to sponsoring CIVSA: corporate name recognition, networking opportunities, a target audience and leads that ultimately provide sales. We are committed to making your sponsorship as valuable as possible, for both our attendees and you, our sponsors. We welcome you to join us!



ANNUAL CONFERENCE SPONSOR PACKAGES

The 30th CIVSA Annual Conference will be held May 28 - June 1, 2024 in Seattle, Washington at the Sheraton Grand Seattle.

Conference sponsors will be recognized based on a combination of their conference sponsorship package and any additional sponsorship opportunities added to the selected Annual Conference package.

- Sapphire (\$10,000+)
- Diamond (up to \$10,000)
- Gold (up to \$7,500)
- Silver (up to \$5,000)
- Bronze (\$2,500)
- Friends of CIVSA (in-kind services)

	PACKAGE A \$10,000	PACKAGE B \$7,500	PACKAGE C \$5,000	PACKAGE D \$2,500
DAILY SPONSOR EXHIBIT SPACE, WITH ACCESS TO CONFERENCE FLOOR FOR UP TO THREE (3) TOTAL SPONSOR REPRESENTATIVES	•	•	•	•
SPONSOR FAIR	•	•	•	•
LOGO ON CONFERENCE WEBSITE	•	•	•	•
FULL CONFERENCE REGISTRATION FOR UP TO THREE (3) TOTAL SPONSOR REPRESENTATIVES <i>MUST BE THE SAME INDIVIDUALS STAFFING SPONSOR EXHIBIT</i>	•	•	•	
ACKNOWLEDGMENT DURING CONFERENCE WELCOME	•	•	•	
CONFERENCE BAG INSERT	SWAG ITEM	SWAG ITEM	PAPER	
INSTAGRAM MENTION ON @OFFICIALCIVSA	•	•		
ONE PRE-CONFERENCE EMAIL TO ATTENDEES <i>SENT BY CIVSA</i>	•	•		
ONE POST-CONFERENCE EMAIL TO ATTENDEES <i>SENT BY CIVSA</i>	•	•		
HOST 1-HOUR POST-CONFERENCE WEBINAR <i>OPEN TO ALL CIVSA MEMBERS</i>	•	•		
OPPORTUNITY TO CO-PRESENT WITH CLIENT INSTITUTION(S) DURING ANNUAL CONFERENCE IN SEATTLE <i>INSTITUTION(S) MUST SUBMIT AN EDUCATIONAL SESSION PROPOSAL BY JANUARY 17</i>	•			
1-HOUR PRE-CONFERENCE DEMONSTRATION, HELD IN SEATTLE <i>AVAILABLE TO FIRST THREE CONTRACTED PACKAGE A SPONSORS ONLY</i>	•			

In-kind Sponsorships

In-kind sponsorships for services or products may be accepted. In-kind sponsorship requests or inquiries should be sent to the Sponsorships Chair (sponsorships@civsa.org).



CIVSA
ANNUAL CONFERENCE

2024 • SEATTLE

ANNUAL CONFERENCE PACKAGE HIGHLIGHTS

DAILY SPONSOR EXHIBIT SPACE & SPONSOR FAIR (ALL SPONSORS)

Grants access to exhibiting space each day of conference for up to three (3) sponsor representatives. In addition, there will be a dedicated sponsor fair on the schedule, where attendees are encouraged to visit with sponsors to learn more about the services and products your company offers. Each sponsor is entitled to bring three (3) individuals from their company to the conference floor. These individuals must be confirmed in advance, and must wear their CIVSA-issued lanyard at all times to access the conference floor.

FULL CONFERENCE REGISTRATION (PACKAGES A, B AND C)

Packages A, B and C provide upgraded access for sponsors. In addition to the benefits listed above, these individuals are invited to attend on-site CIVSA-provided lunches, educational sessions, CIVSA-sponsored receptions and closing dinner at the Museum of Flight. These individuals must be confirmed in advance, and must wear their CIVSA-issued lanyard at all times to access the conference floor. Additionally, these must be the same individuals staffing the daily sponsor exhibit space.

Add-On Option: Sponsors who purchase Package A, B or C can purchase add-on full registrations for up to two (2) individuals from their company, for \$750 per person.

CONFERENCE BAG INSERT (PACKAGES A, B AND C)

All conference attendees receive a conference bag at check-in. Package A and B sponsors can provide tangible swag items, in addition to paper inserts. Package C sponsors can provide paper inserts.

PRE-CONFERENCE AND POST-CONFERENCE EMAILS (PACKAGES A AND B)

Created by you, sent by us, CIVSA offers sponsors the opportunity to send one email leading up to conference, and one email after conference to all attendees, on behalf of your organization.

INSTAGRAM MENTION ON @OFFICIALCIVSA (PACKAGES A AND B)

A great way to reach the entire CIVSA organization! Your organization will be mentioned on the CIVSA Instagram page on a pre-determined and mutually-agreed upon day before and after Annual Conference. This affords the sponsor two posts on the CIVSA Instagram page. The content and caption will be provided to the sponsorships chair (sponsorships@civsa.org) and director of communications (communications@civsa.org) by the sponsor at least one week prior to the mutually-agreed upon date.

HOST 1-HOUR POST CONFERENCE WEBINAR (PACKAGES A AND B)

Reach the entire CIVSA membership. Your organization will be able to host a 1-hour post-conference webinar or demo open to all CIVSA members. The webinar must occur by June 30, 2024.

OPPORTUNITY TO CO-PRESENT WITH CLIENT(S) (PACKAGE A)

Participate in educational programming by co-presenting with a client institution or institutions. The session is 45 minutes long, and an educational session proposal must be submitted by the client institution(s) using the Call for Proposals. The sponsor should also send a copy of the proposal (title, abstract, participants) to the sponsorships chair (sponsorships@civsa.org). The deadline to submit is January 17.

1-HOUR PRE-CONFERENCE DEMONSTRATION IN SEATTLE (PACKAGE A)

The first three confirmed Package A sponsors (contracted and paid) will have the opportunity to present to attendees in Seattle, pre-conference. Each sponsor will have one hour to highlight their company and walk attendees through a demonstration. This is a great way to showcase products and services, and encourage attendees to visit your exhibit space throughout the week.



CIVSA
ANNUAL CONFERENCE

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ANNUAL CONFERENCE ADD-ONS

Available at all sponsorship package levels. One available unless otherwise noted.

CLOSING DINNER RED BARN SPONSOR: \$2,000 + FOOD/BEVERAGE

OF SPONSORSHIPS AVAILABLE: One

Interested in hosting conference attendees inside the original Boeing factory? The Red Barn - an exhibit at the Museum of Flight - shares a lobby with the Great Gallery where closing dinner will be held on Friday, May 31, 2024.

- Sign recognition at Red Barn
- Opportunity to distribute company materials of choice in Red Barn
- Attendance at the event for two company staff members (in addition to any full conference registrations already included in sponsorship package).
- CIVSA will facilitate the contract for use of the Red Barn, as well as an introduction with the Museum of Flight sales team. The Red Barn maintains a separate F&B minimum of \$7,500 and works exclusively with McCormick and Schmick's. The purchasing sponsor will be responsible for the McCormick and Schmick's contract, including menu selection and service details.

CLOSING DINNER FLIGHT SIMULATOR SPONSOR: PRICE VARIES

OF SPONSORSHIPS AVAILABLE: One

- **4D-X Simulator (\$500 / hour)** holds 13 people per ride, and mimics a pilot experience with exciting aerial maneuvers and simulated combat. 5 minutes per ride.
- Sign recognition at simulator

OF SPONSORSHIPS AVAILABLE: Four

- **i360 Simulator (\$450 / hour)** takes 2 individuals on a ride that combines barrel rolls with high-performance visuals. Simulated pilot-gunner air combat in one of 9 different aircraft including WWI, WWII, and modern jets. 5 minutes per ride.
- Sign recognition at simulator

NAME BADGE SPONSOR: \$2,500

OF SPONSORSHIPS AVAILABLE: One

- Logo on all conference attendee name badges

CIRRUS ROOM HOSPITALITY LOUNGE SPONSOR: \$2,500

OF SPONSORSHIPS AVAILABLE: One

- Sign recognition at the Cirrus Room hospitality lounge
- The Cirrus Room is located on the top floor of the Sheraton Grand Seattle and offers skyline and sound views of the city. The room will serve as a hospitality lounge for attendees throughout conference.
- Opportunity to offer company materials of choice in lounge.

ADDITIONAL SPONSOR REPRESENTATIVE REGISTRATIONS: \$750 PER PERSON

OF SPONSORSHIPS AVAILABLE: Two additional individuals per sponsor purchasing Package A, B or C

- Sponsors purchasing Package A, B or C can purchase add-on full registrations for up to two (2) individuals from their company at \$750 per person.



STUDENT DEVELOPMENT INSTITUTE (SDI) SPONSORSHIP OPPORTUNITIES

The 2024 Student Development Institute (SDI) will be held January 4-6, 2024 in Atlanta, Georgia at the Hilton Atlanta. This student-driven program welcomes student and professional attendees for educational sessions, networking opportunities, campus and attraction experiences and more.

Sponsors must purchase an Annual Conference sponsorship package in order to be eligible to sponsor SDI. The below opportunities are available for contracts signed by December 1, 2023.

NAME BADGE SPONSOR: \$2,000

OF SPONSORSHIPS AVAILABLE: One

- Logo on all conference attendee name badges

CONFERENCE BAG SPONSOR: \$1,000

OF SPONSORSHIPS AVAILABLE: One

- Logo on conference bags, one per attendee

ADVISOR SOCIAL: \$1,000 + FOOD/BEVERAGE

OF SPONSORSHIPS AVAILABLE: One

- Sign recognition at event
- Exclusive hosting rights for advisor-only social event
- Attendance at social event for up to three (3) sponsor representatives
- Purchasing sponsor is responsible for F&B selection and cost

GRADUATE PROGRAM EXHIBITOR: \$500

OF SPONSORSHIPS AVAILABLE: Unlimited

This sponsorship does not require the purchase of an Annual Conference Sponsorship Package)

- Daily tabling exhibit space
- Opportunity to host a group networking session during SDI programming
- Conference meals



CIVSA
STUDENT DEVELOPMENT INSTITUTE

2024 • ATLANTA



CONNECT WITH MORE CIVSA MEMBERS

ASSOCIATION-WIDE OPPORTUNITIES

Looking for ways to engage with the CIVSA membership beyond Annual Conference or the Student Development Institute (SDI)? The following opportunities can occur anytime after a contract is signed and paid, and opportunities must be completed by June 30, 2024.

Sponsors must purchase an Annual Conference sponsorship package in order to be eligible to purchase association-wide sponsorship opportunities.

ONE SOCIAL MEDIA POST ON CIVSA SOCIAL CHANNELS: \$250

OF SPONSORSHIPS AVAILABLE: 10

- Purchasing sponsors will provide images in the correct dimensions for Facebook, Instagram and X (formerly Twitter), as well as corresponding captions.
- The post will be shared on all of CIVSA's social media channels on a mutually-agreed upon date. Content must be received at least one week in advance of scheduled date.

ONE EMAIL TO ALL MEMBERS: \$500

OF SPONSORSHIPS AVAILABLE: 10

- The email content, header and footer will be provided by the sponsor and sent by CIVSA, on the sponsor's behalf.
- The email will be distributed to all 1,600+ CIVSA members.
- Elements must be received by CIVSA at least one week in advance of mutually-agreed upon distribution date.

ONE EMAIL AND ONE 1-HOUR WEBINAR: \$1,500

OF SPONSORSHIPS AVAILABLE: Five

- The email content, header and footer will be provided by the sponsor and sent by CIVSA, on the sponsor's behalf.
- The email will be distributed to all 1,600+ CIVSA members.
- Elements must be received by CIVSA at least one week in advance.
- Webinar content will be created by the sponsor and hosted on the CIVSA Zoom account.
- The webinar will be listed on the events page of the CIVSA website.

TWO EMAILS AND TWO 1-HOUR WEBINARS: \$2,500

OF SPONSORSHIPS AVAILABLE: Five

- The email content, header and footer will be provided by the sponsor and sent by CIVSA, on the sponsor's behalf.
- The emails will be distributed to all 1,600+ CIVSA members.
- Elements must be received by CIVSA at least one week in advance.
- Webinar content will be created by the sponsor and hosted on the CIVSA Zoom account.
- The webinars will be listed on the events page of the CIVSA website.

Ready to become a Sponsor?

Please contact sponsorships@civsa.org or visit our [website](#) for more information.

