



CIVSA

Collegiate
Information
& Visitor
Services
Association

Partnering to Build the Best Visit Experience.

2025-26 SPONSORSHIP OPPORTUNITIES

PROMOTE YOUR ORGANIZATION

We invite you to partner with the Collegiate Information & Visitor Services Association (CIVSA) for the 2026 Annual Conference in Minneapolis, 2026 Student Development Institute in Portland, 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 membership 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!

Sign up by January 31, 2026 to be featured in conference communication at no extra charge.





CIVSA
ANNUAL CONFERENCE
2026 • MINNEAPOLIS

ANNUAL CONFERENCE SPONSOR PACKAGES

The 32nd CIVSA Annual Conference will be held May 26 - 29, 2026 in Minneapolis, Minnesota at the Hilton Minneapolis. 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 (\$2,750)
- Friends of CIVSA (in-kind services)

	PACKAGE A \$10,000	PACKAGE B \$7,500	PACKAGE C \$5,000	PACKAGE D \$2,750
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 MUST BE THE SAME INDIVIDUALS STAFFING SPONSOR EXHIBIT	●	●	●	
ACKNOWLEDGEMENT DURING CONFERENCE WELCOME	●	●	●	
CONFERENCE BAG INSERT	SWAG ITEM	SWAG ITEM	PAPER	
INSTAGRAM MENTION ON @OFFICIALCIVSA	●	●	●	
ONE PRE-CONFERENCE EMAIL TO ATTENDEES SENT BY CIVSA	●	●		
ONE POST-CONFERENCE EMAIL TO ATTENDEES SENT BY CIVSA	●	●		
HOST 1-HOUR POST-CONFERENCE WEBINAR OPEN TO ALL CIVSA MEMBERS	●	●		
OPPORTUNITY TO CO-PRESENT WITH CLIENT INSTITUTION(S) DURING ANNUAL CONFERENCE IN MINNEAPOLIS INSTITUTION(S) MUST SUBMIT EDUCATIONAL SESSION PROPOSAL BY JANUARY 10, 2026	●			
1-HOUR PRE-CONFERENCE PODCAST AVAILABLE TO FIRST THREE CONTRACTED PACKAGE A SPONSORS ONLY	●			

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).

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. Booth selection will be prioritized in order of receiving a signed contract.

FULL CONFERENCE REGISTRATION (PACKAGES A, B & 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. 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 & 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 & 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, B, & C)

A great way to reach the entire CIVSA organization! Your organization will be mentioned, via one grid post and one story, on the CIVSA Instagram page on a pre-determined and mutually-agreed upon day before 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 & 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 August 31, 2026 and the date must be selected by April 15, 2026.

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 9, 2026.

1-HOUR PRE-CONFERENCE PODCAST EPISODE (PACKAGE A) - Limited to first three sponsors

The first three confirmed Package A sponsors (contracted and paid) will have the opportunity to present to be featured on their own episode of the CIVSA podcast, pre-conference. Each sponsor will have one hour to highlight their company. This is a great way to showcase products and services, and encourage attendees to visit your exhibit space throughout the week and attend your conference co-presentation.



ANNUAL CONFERENCE ADD-ONS

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

CLOSING DINNER KARAOKE LOUNGE: \$1,000

OF SPONSORSHIPS AVAILABLE: One

Bring the fun to the next level by transforming the upstairs private room and bar into an exclusive Karaoke Lounge for the evening! This lively space will feature a professional DJ and karaoke set-up, giving attendees a chance to sing their hearts out and enjoy an upbeat alternative to the dance floor.

- Sponsorship covers karaoke equipment rental and DJ services (provided by local vendors).
- The sponsor's logo will be prominently displayed in the room and highlighted in event communications promoting the karaoke experience.

CLOSING DINNER GAME ROOM LOUNGE: \$1,500

OF SPONSORSHIPS AVAILABLE: One

Create a relaxed, social space for guests looking to unwind away from the dance floor or karaoke room. The Game Room Lounge will transform the venue's entryway into a fun and comfortable hangout featuring classic games, casual seating, and light refreshments.

- Sponsorship helps cover branded game rentals (like tabletop or arcade-style games), and a snack and beverage station.
- Themed decor that highlights the sponsor's logo will be placed throughout the space.

CLOSING DINNER PHOTO BOOTH SPONSOR: \$1,000

OF SPONSORSHIPS AVAILABLE: One

Help capture the fun and memories of the evening by sponsoring the Photo Booth Experience! Always a crowd favorite, the photo booth provides attendees with instant keepsakes and digital photos to share, creating lasting impressions of the event and your brand.

- Sponsorship covers the rental of a professional photo booth with custom backdrops and props.
- Logo branding of the sponsor will be included on all photo prints and digital downloads.

REGISTRATION DESK: \$2,500

OF SPONSORSHIPS AVAILABLE: One

Sponsor the Annual Conference Registration Desk, a guarantee for every attendee to see!

- Sponsorship covers signage including sponsor logos for the registration desk.

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.





CIVSA

STUDENT DEVELOPMENT INSTITUTE

2026 • PORTLAND

STUDENT DEVELOPMENT INSTITUTE (SDI) SPONSORSHIP OPPORTUNITIES

The 2026 Student Development Institute (SDI) will be held January 8-10, 2026 in Portland, Oregon at the Hyatt Regency Portland at The Oregon Convention Center. 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, 2025.

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 & CAREER OPPORTUNITIES 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



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, 2026.

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 and Instagram, 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 two weeks 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 two weeks in advance of mutually-agreed upon distribution date.

ONE EMAIL AND ONE 1-HOUR WEBINAR OR 1- HOUR PODCAST: \$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 two weeks in advance.
- WEBINAR:
 - Webinar will be hosted by the sponsor on platform of choice.
 - The webinar will be listed on the events page of the CIVSA website and promoted via email.
- PODCAST:
 - Sponsor will coordinate with Educational Resources Committee and Sponsorship Committee for the recording and notification of episode type preferred.
 - Episode will be accessible on the Members Only section of the CIVSA website and promoted on CIVSA socials.
- Email and webinar or podcast must be completed by April 15, 2026 and a date must be selected one month prior.

TWO EMAILS AND TWO 1-HOUR WEBINARS OR 1-HOUR PODCAST: \$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 two weeks in advance.
- WEBINAR:
 - Webinar will be hosted by the sponsor on platform of choice.
 - The webinar will be listed on the events page of the CIVSA website and promoted via email.
- PODCAST:
 - Sponsor will coordinate with Educational Resources Committee and Sponsorship Committee for the recording and notification of episode type preferred.
 - Episode will be accessible on the Members Only section of the CIVSA website and promoted on CIVSA socials.
- Email and webinar or podcast must be completed by April 15, 2026 and a date must be selected one month prior.

Ready to become a Sponsor?

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