

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Overview of Council for Advancement and Support of Education—CASE V

The Council for Advancement and Support of Education (CASE) is an international association of education advancement officers, who include alumni administrators, fundraisers, public relations specialists, marketing specialists, publications editors, government relations officers, and Web marketers. The ultimate goal of advancement professionals is to enhance their institutions by bringing in support — be it in the form of money, alumni loyalty, public esteem, or new students. In turn, CASE's purpose is to help these professionals advance the cause of education. It does this by offering information resources and training opportunities.

CASE District V includes members from Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin, as well as a few institutions in Iowa and Pennsylvania. Member institutions include public and private colleges and universities, community colleges and independent primary and secondary schools.

Overview of the CASE V Conference

The CASE District V annual conference is held in Chicago, the country's third largest city, in early December. The conference has averaged 1,500 professionals over the last five years. The focus of the conference is to educate the membership on cutting edge technology, successful business practices, networking, and sharing of resources from both internal and external sources.

Sponsorship and marketing opportunities are available for corporations and businesses that wish to develop or enhance their relationships with the varied staffs from CASE District V member institutions, not only at the conference, but year round.

Calvin College	Northwestern University
Clarke College	Ohio State University
College of DuPage	Penn State University
Denison University	Purdue University
Depauw University	St. Ambrose University
Grand Valley State University	Trine University
Illinois State University	University of Illinois
Indiana University	University of Iowa
Joliet Junior College	University of Michigan
Loras College	University of Minnesota
Miami University	University of Notre Dame
Michigan State University	University of Wisconsin - Madison
Northern Illinois University	

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Marketing/Media Opportunities

CASE District V uses the following marketing mediums to promote the conference and corporate partners:

Advance Newsletter

A publication written and published by membership promoting the conference, the profession, and relevant articles associated with the industry. The newsletter is mailed out to membership twice a year and has a yearly circulation of 20,000.

E-Newsletters

This electronic medium enables the membership to receive information at their desktops. Topics include upcoming conferences, professional development opportunities, networking opportunities, and industry products. This medium is sent out approximately 18 times a year and has a yearly distribution of 180,000.

Annual Conference Program Booklet

The annual conference, which typically draws 1,500 professionals, produces a conference program that is given to each attendee. The program lists each session, a description of the session and the location of the session. Also, in the program, are advertisements, awards details, information about the organization, and other pertinent information about the profession.

CASE V Web site www.casefive.org

The website is a landing page for the organization, which lists current events, programs, and information about the organization. On average, the site receives approximately 2 million hits per year.

For more information, contact:

Joseph P. Matty

Executive Director
Northern Illinois University Alumni Association
& Chair, CASE District V Sponsorship and Advertisements
Office: (815) 753-8821 Cell: (708) 466-2399
jmatty@niu.edu

Julie Wert

Associate Major Gift Officer
Kalamazoo College & Chair, CASE District V
Resource Center
Office: (269) 337-7319
jwert@kzoo.edu

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Logistics for Sponsorship Partners

Sponsorship levels are listed below. The CASE V sponsorship year runs from July 1, 2010, to June 30, 2011. Sponsorship agreements must be signed by CASE V and organization representatives within 60 days of verbal communication. Full payment must be received 60 days after agreement has been signed. A file containing a copy of the company's logo must be sent with signed agreement.

Platinum Level Sponsorship

Only one opportunity is offered at this level!

Product

CASE District V Conference Keynote Address

Cost Per Year

\$12,500

Minimum Commitment

1 Year

Overview of Product

Keynote presentation starts the conference and is delivered by a notable individual either in the profession or a recognizable individual who inspires and challenges others to greatness.

The annual CASE V conference, as referenced above, is held in Chicago—the country's third largest city—in early December. The conference has averaged 1,500 professionals each year for the last five years. The focus of the conference is to educate the membership on cutting-edge technology, successful business practices, networking, and sharing of resources from both internal and external sources.

Marketing and Signage Opportunities

- Year-round Web presence
- Mention in every e-mail newsletter
- Article in Advance about the partner (Print)
- 2 full-page ads in the conference program
- Signage throughout the hotel areas designated for the conference
- A complementary booth in the resource center
- Premium Booth Space
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program
- Acknowledgement from the podium at the introduction of the keynote speaker
- Acknowledgement from the podium at the closing luncheon

DISTRICT CASE[®] V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Gold Level Sponsorship

Product

Opportunity # 1: Opening Night of the Resource Center

Opportunity # 2: Newcomers and Pre Conference

Cost Per Opportunity Per Year

\$8,000 per sponsorship

Minimum Commitment

1 Year

Overview of Product

The Opening Night of the Resource Center is one of the most heavily attended events throughout the conference. Vendors and conference participants visit with one another for about two hours immediately following the Keynote Address. Drinks and appetizers are sponsored by some booths.

Newcomers and Pre Conference sessions are for those participants who want to get an edge in their career or want to take advantage of every opportunity of our conference. Participants of these two sessions are either new to the profession or those looking to advance their career with new techniques and innovative sessions.

Marketing and Signage Opportunities for Either Option

- Year-round Web presence
- Mention in every other e-mail newsletter (From date of signed agreement to June 2011)
- Full-page ad in the conference program
- Signage and plugs at the Opening Night of the Resource Center (Sponsor of Opening Night of the Resource Center only)
- Mention and “Thank You” at the Newcomer Luncheon (Newcomers and Pre Conference Sponsor Only)
- Ability to handout literature at all Pre Con sessions (Newcomers and Pre Conference Sponsor Only)
- A complementary booth in the resource center
- Premium Booth Space
- Thank you at the opening and closing by the Conference chair
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program

DISTRICT CASE[®] V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Silver Level Sponsorship

Product

Opportunity # 1: Closing Luncheon

Opportunity # 2: Executives in Advancement Track and Breakfast

Cost Per Opportunity Per Year

\$6,000

Minimum Commitment

1 Year

Overview of Product

The closing luncheon is the last official event for the conference. Attendees are addressed by the leadership of CASE and learn the winners of a variety of awards and about upcoming events and programs.

The Executives in Advancement Track and accompanying breakfast are for the leaders of each university. This session is typically attended by CEOs of associations, foundations, VPs of advancement, and university presidents. Topics are more strategic and policy based.

Marketing and Signage Opportunities

- Year-round Web presence
- Mention in 4 e-mail newsletters
- A complementary booth in the resource center
- Premium Booth Space
- Full-page ad in the conference program
- Signage within sponsored area
- Thank you at the opening and closing by the Conference chair
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Bronze Level Sponsorship

Product

Opportunity # 1: Alumni Sessions

Opportunity # 2: Development Sessions

Opportunity # 3: Web and Communication Sessions

Opportunity # 4: Awards Exhibit and Roundtable Session (AE&R)

Opportunity # 5: Monday Night After Hour's Extravaganza

Cost Per Opportunity Per Year

\$4,000

Minimum Commitment

1 Year

Overview of Product

Alumni, development, web and communication sessions are designed to educate, inform and share best practices amongst colleagues. Traditionally, 76 sessions are offered over a four-day period.

The Awards Exhibit is an area within the conference where all of the awards winners' information and actual awards are located.

The Monday Night After Hour's Extravaganza is an event that all conference participants are invited to attend. The event takes place in the lobby of the hotel. Entertainment and socializing are the focus of this event.

Marketing and Signage Opportunities

- Year-round Web presence
- Mention in 2 e-mail newsletters
- Premium Booth Space
- 2 half-page ads in the conference program
- Logo on every page your session is mentioned within the program
- Logo on the room indicator board in front of your respected session (Alumni, Development...)
- Signage in the awards display area, mention and thank you at the awards presentation (AE&R Sponsor Only)
- Signage and literature distribution on all tables during breakfast (AE&R Sponsor Only)
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Circle of Excellence Sponsorship — 6 Available

Product

Resource Center Sponsor Hour

Cost Per Opportunity Per Year

\$1,000

Minimum Commitment

1 Year

Overview of Product

Starting on Sunday night, when the Resource Center opens, each sponsor will be thanked over the PA system and their booth will be plugged as a sponsor of the Resource Center Sponsor Hour. At the top of that hour, CASE V will promote a promotional item that the sponsor would like to give-a-way. This is perfect for exhibitors that are looking for just a little more exposure for their booth!

Marketing Opportunities

- Year-round Web presence
- Mention in the e-mail newsletters prior to the conference
- Premium Booth Space
- 1 half-page ad in the conference program
- Sponsor of 2 Resource Center Sponsor Hours
- Mention at the opening of the Resource Center on Sunday night
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program

Please Note—This option does not include booth space. A booth will need to be reserved and purchased separately from the sponsorship opportunity.

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Friend of CASE V Sponsorship — Unlimited

Product

Visibility at conference

Cost Per Opportunity Per Year

\$750

Minimum Commitment

1 Year

Overview of Product

This is a great opportunity for the company, association, or organization simply wanting to show their support for CASE V.

Marketing and Signage Opportunities

- Year-round Web presence
- 1 half-page ad in the conference program
- Logo on Corporate Board - Conference
- Logo on the Sponsors Page in the conference program

For more information, contact:

Joseph P. Matty

Executive Director

Northern Illinois University Alumni Association
& Chair, CASE District V Sponsorship and Advertisements

Office: (815) 753-8821 Cell: (708) 466-2399
jmatty@niu.edu

Julie Wert

Associate Major Gift Officer

Kalamazoo College & Chair, CASE District V
Resource Center

Office: (269) 337-7319
jwert@kzoo.edu

DISTRICT CASE V Corporate Partners & Sponsorships

For more information about sponsorships and the Resource Center, contact
 Joe Matty, jmatty@niu.edu or Julie Wert, jwert@kzoo.edu

Applicants Name

Applicants Title

Applicants Institution

Address

City

State

ZIP Code

Office Phone Number

Office Fax Number

Office E-mail Address

Typed on a separate sheet of paper, please describe the following:

- (a) What would you like to accomplish by attending this conference?
- (b) Why you chose a career in educational advancement?

- 5 I confirm that this information is true and that all expenses above the awarded scholarship of \$1,000 will be covered by my institution.
- 5 I also acknowledge that I am interested in pursuing a career in advancement in education and identify myself as either Asian, African American, Gay/Lesbian, Hispanic, Native American, or Pacific Islander.

Submit completed application by September 15
to:

Applicant Signature

Date

Ava Willis
 Assoc. Vice President, Development
 Loyola University Medical Center
 2160 South First Avenue
 Maywood, IL 601534

Institution Representative Signature

Date