2021-22 Options
Sponsorship and Advertising
JOIN ACUI’S PARTNER BENEFITS PROGRAM

ACUI’s Partner Benefits Program rewards our most valued associate members with unique opportunities to share their expertise by aligning your brand with association signature events, year-around marketing through association websites and social media accounts, first call on marketing opportunities, and outreach through exclusive webinars.

By connecting with ACUI’s membership by email, through The Bulletin, at signature events, or at the ACUI website, associate members can now receive additional benefits as Leaders, Community Builders, or Champions for supporting ACUI and the higher education campus community.

<table>
<thead>
<tr>
<th>Partner Benefits Program</th>
<th>Leader</th>
<th>Community Builder</th>
<th>Champion</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Spend Thresholds</strong></td>
<td>$7,500</td>
<td>$15,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Logo recognition on all ACUI marketing materials pre/post events</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition in <em>The Bulletin</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo recognition on ACUI.org (and/or Sponsor page)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social “shout outs”</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>First call for content - In print, online and/or in person</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of “partner logo” in company marketing materials</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Podium time - Introduction of speaker and/or program at events</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Content expert webinar presentation</td>
<td></td>
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<td>✓</td>
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</tbody>
</table>

*Adjustment to levels available for 3-year commitments*
ANNUAL ADVERTISING OPPORTUNITIES

ACUI has many ways to reach member institutions through digital and print advertising opportunities. Content is written by and for the collegiate union leadership community.

**Bulletin Magazine**

Special editions of this stylish print magazine include The Year in Review and the annual Renovation & Construction edition, offering display advertising opportunities that can be tied to related on-line and downloadable editions that reach all ACUI members.

**The Bulletin enewsletter**

Delivered to 3,000+ professionals at member institutions twice a month. The Bulletin will include relevant content that provides members with best practices and education regarding the college union and student activities industry. Display advertising and sponsored content available.

**ACUI.org**

Reach the 10,000 unique visitors to www.acui.org through advertising on the homepage other main pages throughout the site.

**Other digital opportunities:**
- Promotional eblasts
- Thought Leadership eblasts
- Promoted Social Media Posts
- Mobile Guide Advertising
EDUCATIONAL AND UNIQUE EXPERIENCES

Webinars
Associate members have the opportunity to support and benefit from ACUI's extensive online learning program in several ways: be the sponsor of an existing or planned education webinar of your choosing; serve as a contributing sponsor presenting alongside ACUI's own institutional members; be an exclusive presenting sponsor of a webinar focused on your own expertise and thought leadership.

Institutes
ACUI is planning both virtual and on-site learning institutes into 2022, all of which afford opportunities for aligning your brand. Institutes being planned and scheduled include focused programs on new professionals, aspiring union directors, student organizations, DEI (diversity, equity, and inclusion), and facilities assessment and building managers.

Women’s Leadership Institute
Both the WLI annual conference and an associated ongoing series of seminars provide associate members a national audience of women leaders and allies in higher education sharing strategies designed to create opportunities for success.

Regions & Communities of Practice
ACUI members support eight unique regional groups, each with their own leaders, annual conferences, and educational programs. ACUI’s communities of practice - there are over 20, from administration and finance to technology and urban unions - provide associate members with niche outreach opportunities. ACUI’s Regions and Communities of Practice are where associate member marketing can come face-to-face with membership.
ACUI FACILITIES & DESIGN SHOWCASE
A VIRTUAL EVENT – AUG. 4-5

ACUI’s Facilities & Design Showcase will offer exhibitors unique opportunities to interact with campus community professionals who have been directly involved with planning and implementing campus union and other facility construction and renovation projects.

The event includes unveiling the 2021 Facility Design Award winners (acui.org/corporate/award) and a look at cutting edge projects completed with ACUI member campuses in 2020.

Professional members of the Association of University Interior Designers (AUID) will also be in attendance at this event.

The event offers ACUI corporate associate members and others:
- Showcase booth spaces
- Scheduled 30-minute presentations
- Unique Sponsorships
- Messaging in a special print edition of The Bulletin
- Unlimited Registration

Showcase Booth & 30 minute presentation only (member): $750
Showcase Booth & 30 minute presentation only (non-member): $975

A special edition of the Bulletin will be mailed prior to the event. Advertising and sponsored content options available.

**Sponsored Content Option:**
Share your expertise and position your company as a thought leader.

- **Double Page Spread:** includes 1,200 words and three images: $2,750.00
- **Full Page:** includes 600 words and 2 images: $1,875.00

**Display advertising options** (full-color):
- **Outside Back Cover:** $1,875.00
- **Inside Front Cover:** $1,750.00
- **Inside Back Cover:** $1,675.00
- **Full Page:** $1,500.00
- **Half Page:** $875.00
- **Quarter Page:** $475.00

www.acui.org | 2021-22 Sponsorship Prospectus