



NEW JERSEY CHAPTER CUPA-HR 2025-2026 PROSPECTUS CORPORATE PARTNERSHIP OPPORTUNITIES

The New Jersey Chapter of the College and University Professional Association for Human Resources (CUPA-HR) has been serving HR professionals in higher education since March 2008. We are proud to be affiliated with the national CUPA-HR organization and honored to have received the **2024 Eastern Conference Chapter Excellence Award**.

Our members are a dynamic community of HR professionals representing both public and private colleges and universities across the state. We are committed to providing high-quality professional development and networking opportunities for HR practitioners at all levels in the unique world of higher education.

For the 2025–2026 program year, we are excited to offer a robust calendar of events, including:

- **Four in-person conferences** (September, November, March, and May) — half-day programs featuring 1–2 expert speakers, hosted at member institutions, and including a networking lunch.
- **Four virtual Wisdom Wednesday sessions** — covering timely HR topics such as preventing burnout, boosting employee engagement, and more.
- **New this year: Four virtual Tuesday Talks** — offering in-house training opportunities with a guest speaker or a LinkedIn Learning “watch-and-share” discussion (think book club, but for professional growth).

Corporate partnership with our chapter is a powerful way to demonstrate your commitment to higher education, increase brand visibility, foster loyalty, and connect directly with HR decision-makers across New Jersey’s academic institutions.

We would be delighted to explore a partnership with you. To participate, please complete the enclosed contract and send it to nj@chapters.cupahr.org.

CORPORATE PARTNERSHIP LEVELS

Gold Level - \$5,500

Silver Level - \$3,500

Single Event - \$1,125

BOARD MEMBERS

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BOARD EMAIL ADDRESS

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BENEFITS OF CORPORATE PARTNERSHIP	GOLD \$5,500 For a full year	SILVER \$3,500 For a full year	Cannot Commit to a Full Year? Consider a Partnering for a Single Event \$1,125
Introduction as “Annual Corporate Partner” at first NJ CUPA-HR in-person event	✓	✓	
Corporate Partner Name and Logo featured on presentation materials	✓	✓	✓
Opportunity to provide brief address, w/ testimonials, to attendees during an in-person event (5 minutes)	✓		
Opportunity to be a speaker at a Wisdom Wednesday	✓		
Recognition as Corporate Partner on NJ CUPA-HR Website	✓ - Main Page & Partner Page (Description/Link/ Logo)	✓ - Main Page (Name/Logo)	✓ - Event Page (Name/Logo)
Corporate Partner logo on NJ CUPA-HR LinkedIn Page	✓	✓	
Provided with Conference Participant List (post-event) *	✓	✓	✓
Event Promotion Table (w/ 1-2 participants)	✓	✓	✓
Provide branded give-away for event	✓	✓	✓
Sponsor a door prize	✓	✓	✓

* Participant List will not include email address in order to comply with Federal CAN-SPAM Act; <https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>.

** Full-year partnerships paid by our first event on September 25, 2025, may deduct \$100 discount on partnership level.

Questions or to reserve your partnership for the 2025-2026 Program Year, please email Loretta O’Connor at nj@chapters.cupahr.org.

Partnership opportunities will be allocated on a first come, first served basis. Completed and signed partnership contracts must be accompanied by a check or money order payable to “CUPA-HR NJ” in order to secure participation. If you wish to pay by credit card, there will be a 4% fee to cover the processing costs incurred by the Chapter.

To finalize your partnership, please complete and mail the Corporate Partnership Contact with payment to:
Loretta O’Connor
CUPA-HR NJ Chapter Treasurer
31 Clover Hill Circle
Ewing, NJ 08638

If you would like more information about the CUPA-HR NJ Chapter 2025-2026 Program Year, please visit the CUPA-HR NJ Chapter website at: <https://chapters.cupahr.org/nj/>.

CUPA-HR NJ CHAPTER CORPORATE PARTNERSHIP CONTRACT

Return completed form to nj@chapters.cupahr.org

Company Name:

Address:

Primary Contact Name:

Title:

Phone:

Fax:

Email:

What type of product or service does your company offer?

Please indicate the level of Partnership:

- Gold Level (\$5,500) Silver Level (\$3,500)

Payment Type:

- Check Money Order Credit Card (4% fee)

Sorry, I will be unable to participate as listed above. Please accept my tax-deductible donation of \$_____ to the New Jersey CUPA-HR Chapter.

Sorry, I will be unable to participate as a Corporate Partner for 2025-2026. However, we would be interested in sponsoring a single in-person event (\$1,125 for an event):

- September 25, 2025 at Kean University
- November 13, 2025 - TBD
- March 12, 2026 - TBD
- May 8, 2026 - TBD

* Partnering one event will be a prorated cost of the level of partnership selected. Dates and location are subject to modification.

As an official representative of the below signed company, I understand that by signing this document my company is responsible for payment as indicated above as a partner of the New Jersey CUPA-HR Chapter.

Completed and signed partnership contracts must be accompanied by a check or money order payable to "CUPA-HR NJ" to secure participation. If you wish to pay by credit card, there will be a 4% fee to cover the processing costs incurred by the Chapter.

Signature

Date