



2023- 2024 Fiscal Year Sponsorship Opportunities Prospectus

The Northern New England Chapter of CUPA-HR is a dynamic and highly collaborative group of higher education human resources decision-makers and staff members in the Northern New England states of Maine, New Hampshire, and Vermont. Our chapter hosts professional development opportunities and events for Human Resources professionals and seeks corporate partner sponsorship. Sponsorship opportunities allow you to connect with over 60 higher education institutions in the chapter's service area, composed of CUPA members and non-members.

With sponsor support and our efforts, we have significantly grown the size of our chapter's institutional representation across the Northern New England states in past years, including the significant success in hosting in-person and virtual events in 2022 & 2023. These events included the attendance of HR professionals in higher education from Northern New England (ME, NH, VT).

Our events allow networking time for corporate representatives and members to discuss potential services and products, as well as time to socialize informally. Sponsorship is one of the best ways for you as a corporate entity to build brand loyalty, stimulate sales among decision-makers and increase your company's exposure in the higher education market and human resources profession.

We are offering a variety of levels of sponsorship support with corresponding levels of benefits for our partners. Sponsorship would apply for the entire fiscal year (July 1 through June 30), including engagement in our Fall and Spring events. Additionally, there may be opportunities to sponsor a smaller regional event in all or one of our three member states (ME, NH, VT).

We hope that you will lend your support to one of the listed sponsorship opportunities on the following pages.

We appreciate your consideration and thank you for the opportunity to discuss our chapter. If you have questions or would like to contribute to the ongoing sponsorship and development of the Northern New England Chapter of CUPA-HR, please contact the President-Elect, Cassie Christie, at cjchris@bowdoin.edu



Details for 2023-2024

Northern New England CUPA-HR Sponsorship Levels

	Platinum	Gold	Silver	Bronze
Benefits	\$2,000	\$1,500	\$1,000	\$500
Recognition in chapter event programs	X	X	X	X
Opportunity to include materials and/or giveaways to participant packets or as door prizes	X	X	X	X
Recognition on the chapter's partnership page	X	X	X	X
Chapter member email list	X	X	X	X
Signage on display at the conference showing Northern New England CUPA-HR presented by "your company logo"	X	X	X	
Sponsor name and logo featured onscreen in presentations and after sessions	X	X	X	
Event speaking opportunity (five minutes)	X	X	X	
Event promotion table	X	X	X	
Participant Admissions to Conference (one representative)	X	X		
Sponsor recognition at lunch and/or breakfast in-person event	X	X		
Participant Admissions to Conference (two representatives)	X			
Sponsor a keynote speaker, with sponsor recognition during the introduction of the keynote speaker	X			