



**Southern New England Chapter
College and University Professional Association for Human Resources (CUPA-HR)**

2025-2026 Sponsorship Prospectus

The Southern New England Chapter of CUPA-HR is a dynamic, highly collaborative group of higher education HR professionals. Our members include decision-makers and their staff from colleges and universities across Connecticut, Massachusetts, and Rhode Island. Our chapter hosts professional development opportunities and seeks corporate partner sponsorship. Sponsorship opportunities will allow you to connect with CUPA members in Southern New England and nationwide through in person and online events.

Planned events allow networking time for corporate representatives and members to discuss potential services/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. One of our goals as a chapter is to keep the cost of attending these events as low as possible, especially in these times when many organizations are restricting travel and have limited funds for professional development. To that end, we hope that you will appreciate the value of a partnership with the SNE chapter of CUPA-HR.

Our chapter has planned events each year. For the coming year, we are in planning mode for in-person events during the fall and/or spring with specific dates to be determined. Other events may include social hours, webinars, and online trainings and presentations throughout the 25-26 fiscal year.

We are offering a variety of levels of sponsorship support with corresponding levels of benefits for our partners. We hope that you will consider lending your support at one of the listed sponsorship levels on the chart below.

We deeply 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 Southern New England Chapter of CUPA-HR, please contact Amy Downing, Board Member and Director of HR Business Partners at Northeastern University, at a.downing@northeastern.edu.

| Sponsor Level Benefits | Platinum \$2,000 | Gold \$1,500 | Silver \$1,000 | Bronze \$500 |
|--|-----------------------------|-------------------------|---------------------------|-------------------------|
| Recognition on the SNE Chapter website | X | X | X | X |
| 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 |
| Registration email list (provided post event) | X | X | X | X |
| Signage on display at the conference showing SNECUPA-HR presented by “your company logo” | X | X | X | X |
| Sponsor name and logo featured onscreen in presentations and after sessions | X | X | X | |
| Event Promotion Table | X | X | X | |
| Event Speaker introduction (1 minute) | X | X | | |
| Participant Admissions to Conference (one representative) | X | X | | |
| Sponsor recognition and speaking opportunity (three minutes) at lunch during in-person event | X | | | |