



NEACUHO Corporate Relations Plan 2005

The following will detail the opportunities for you and your company to further develop your relationship with NEACUHO. Please review this packet and contact me with any questions, comments or ideas! Thank you, in advance, for your continued support of our organization.

Corporate Partners

Corporate Partnership with NEACUHO is the highest level of involvement with our organization. This opportunity is limited to 5 companies annually since we realize that this relationship will be viewed as the most prestigious by our membership.

To become a Corporate Partner, please contact Kathi Bradford directly at (413) 572-5404.

This relationship includes the following:

1. A priority location Double Booth at the Annual Conference.
2. Two (2) dinner tickets for the Closing Banquet at the annual conference.
3. One (1) embedded ad in each on-line newsletter published 4 times a year.
4. One (1) full page ad in the Membership Directory, plus listing. (Published in December of each year).
5. Electronic membership mailing information, excluding e-mail addresses and participation in the organization's list serve.
6. One booth at the annual tradeshow.
7. Your company's logo on our NEACUHO website with links to your homepage.
8. One member seat on the Corporate Relations committee of NEACUHO.
9. A list of delegates planning to attend the annual conference PRIOR TO the conference.
10. Inclusion on a listing/posting at EVERY conference sponsored during our fiscal year.
11. The opportunity to include a flier of your company's contact information in EVERY conference folder.
12. Booth banner identifying your company as a Corporate Partner

The annual fee for our Corporate Partner relationship is \$3200 and again, is limited to 5 companies.

Corporate Affiliates

Returning again this year, after much success in the past is our Corporate Affiliate program. This program is not limited and is available to all companies related to the work we do in Housing and Residence Life.

To become a Corporate Affiliate, please fill contact Rene Coderre, Corporate Relations Chair at rcoderre@binghamton.edu or (607) 777-2302.

This relationship includes the following:

1. Discounted booth space at the Annual conference (20% off of listed rate)

3. Discounted ad space in the membership directory (published in December annually) (15%)
4. On line listing in each edition of the newsletter (published 4 times a year)
5. One set of Chief Housing Officer mailing labels (hard copy)
6. Listing with identification in the Annual Conference binder as an Affiliate
7. Booth signage identifying your company as an Affiliate

The annual fee for our Corporate Affiliate relationship is \$200.

Educational Consultants

In addition to our new Corporate Partner program, NEACUHO recognizes that there are some of you whose relationship with us relates directly to the educational process part of our work. With this in mind, we offer the Educational Consultant relationship.

To become an Educational Consultant, please contact Rene Coderre, Corporate Relations Chair at rcoderre@binghamton.edu or (607) 777-2302.

This relationship includes the following:

1. Access to the NEACUHO list serve to provide feedback and recommendations to and for our membership. This is limited to discussion only and not for promotion of individual companies.
2. Listing on the NEACUHO website
3. Listing in the annual conference binder.

Please note that this program is ONLY available to companies with a focus on residential education and learning. NEACUHO reserves the right to determine if your company's goals match the definition of this relationship.

The annual fee for the Education Consultant relationship is \$100.

Conference Sponsorship

Finally, as always, all of our corporate relationships have the opportunity to showcase their companies by sponsoring parts of our annual programming for our membership. Unlike past years, we offer the opportunity for your company to sponsor an individual day-long drive in or participate in part of the annual conference sponsorship.

Vendor sponsorship includes the opportunity to be the "sole sponsor" of a one-day event, including but not limited to the Fall Drive-in Conference, the RA conference/RD2B and the New Professionals Conference as well as the usual opportunity to sponsor part of the annual conference.

The fee for sponsorship for the one-day events is \$750 per event. As the sponsor, your company would be included in all mailings to the membership, allowed to advertise at the event and set up an information booth throughout the day. This sponsorship is available on a first come-first served basis.

For more information about "one-day event" sponsorship, contact Kathi Bradford, Past President at kbradford@wsc.ma.edu or (413)572-5404.

The fees for sponsorship for the annual conference vary with the level of sponsorship. The opportunities are truly limited only by the creativity of your company and our host committee. For the 2005 annual conference in Boston on June 8-10 we have the following options:

Level one - Bronze Sponsorship - \$500 per event/item

Day two Breakfast Trolley Tour
Fun Run
New Professionals orientation
Conference binders
Limo for night on the town
Trolley for breakfasts

Level two - Silver Sponsorship - \$1,000 per event/item

Hospitality snacks
Pub night refreshments (non-alcoholic)
Late night snacks
Bus for night on the town
Dance Party refreshments (non-alcoholic)

Level three - Gold sponsorship - \$1,500 per event/item

Participant giveaways
Opening Late Night entertainment
Closing Dance Party entertainment

Level four - Platinum sponsorship - \$2,000 per event/item

Opening reception
Cocktail party with Corporate Vendors
Closing reception
Breakfast - day one
Breakfast - day two
Keynote speaker fees
Opening banquet
Closing banquet

For more information about Annual Conference sponsorship, contact Henry Humphreys, Conference Host at henry.humphreys@bc.edu or (617) 552-4725.