COMMUNITY COLLEGES *for* IOWA

Academic Year
2026-2027

SPONSORSHIP PROSPECTUS

855 E Court Ave
Des Moines, IA 50309
www.ccforiowa.org

Outline

- Process & Contact
- About CCforIowa
- Year-Round Partner
- Presidents Retreat
- Convention & Tradeshow (Dec. 1-3, 2026)
- Leadership in Action Week (Feb. 23-24, 2027)

PROCESS

1. Review the prospectus
2. Identify what opportunities you're interested in
3. Complete the Sponsor Interest Form
4. Work with Monique to finalize details of sponsorship
5. Confirmation of sponsorship via paid invoice

CONTACT

Monique Ellefson, Director of Strategic Initiatives
mellefson@ccforiowa.org

About Community Colleges for Iowa

Community Colleges for Iowa (CCforIowa) advocates with one voice for accessible excellence in education. We are a nonprofit, volunteer membership association and the primary advocate for Iowa's 15 Community Colleges. We provide leadership on issues affecting the colleges and represent the collective needs, vision, and values of the colleges to state and federal policymakers.

Iowa's Community Colleges are not a "system" with a centralized administration under one governing body. Rather, our institutions are 15 separate and independent local colleges with their own elected governing boards. Iowa's Community College regions cover the entire state, allowing us to serve every Iowan, community, and business.

Community Colleges for Iowa is the "doing business as" name for a variety of collaborations and organizations across Iowa's Community Colleges. The Iowa Association of Community College Trustees is a non-profit organization governed by a Board of Directors that includes one Trustee from each Community College. The Iowa Association of Community College Presidents is a consortium of Community College Presidents committed to working together for the success of all.

One voice for accessible excellence in education

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WHY CCforIOWA?

Community Colleges for Iowa is the state's only Community College advocacy and professional development organization. Our platforms and events provide access to Community College leadership and decision-makers in a way that no other organization can. Our newsletters and social media reach an audience of hundreds of Community College board members and employees and our events offer opportunities for connections that you won't find anywhere else.

Year-Round Partner

Opportunities are tailored to current needs & priorities

Minimum commitment of $11,000 annually for 2 years ($22,000 total)

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Becoming a Year-Round Partner with our organization reflects a deeper level of commitment, one that goes above and beyond standard event sponsorship. As a Year-Round Partner, your organization gains priority access to sponsorship opportunities that strategically align with the engagement points most important to you, ensuring a meaningful and targeted presence throughout the year.

Year-Round Partners receive:

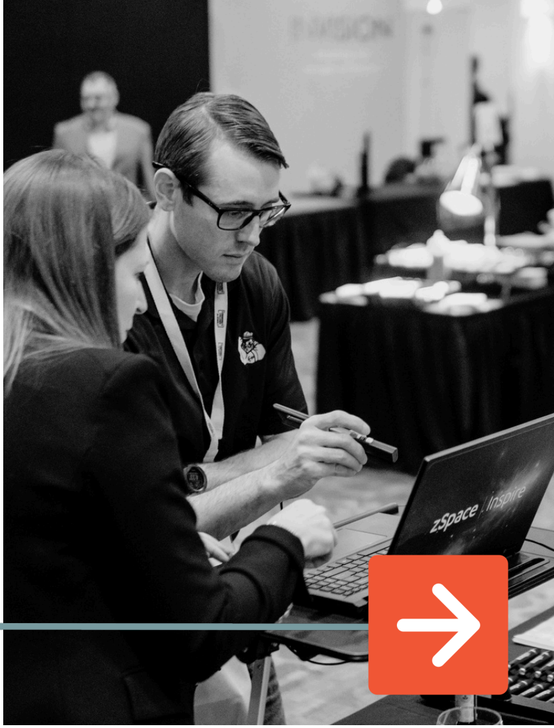
- Year-long visibility via communications & marketing
- Presence at multiple events
- Tailored engagement opportunities

Presidents Retreat

$8,000 | Limit 1

The CCforIowa presidents group, which consists of all 15 presidents of Iowa's community colleges, meets annually for a retreat in either May or June. The Sponsor would be invited to attend the guest portion of the retreat and present for up to 20 minutes. The 2027 retreat will either be hosted in Des Moines or Sheldon.

Note: Some Year-Round Partners may also be present at the retreat per their individual agreements.



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Convention & Tradeshow

The fourth annual Convention & Tradeshow will be held December 1-3, 2026 at the Marriott in Downtown Des Moines. Annually, we welcome 380-450 community college administrators, presidents, staff, faculty, and trustees to join us for three days of networking and professional development.

Beginning in 2027, the Convention & Tradeshow will move to the Iowa Events Center and will combine with our annual Trustee Conference. There will also be a shift in schedule, so mark your calendars for November 10–12, 2027, and November 8–10, 2028.

Convention & Tradeshow Sponsor Levels

December 1-3, 2026 at the Marriott in Downtown Des Moines

Sponsorship Benefits	Exhibitor $2,000	Bronze $3,000	Exclusive *varies	Silver $5,500	Platinum $8,000
Breakout Session (60 min.) *Invitation to present with guidance given by CCforIowa Staff* **Limited availability; must commit by Sept. 1*					✓
Access to Concierge Lounge *Shared space; host meetings & enjoy refreshments*				✓	✓
Access to Attendee List *Generally 2 weeks before and after the event*			✓	✓	✓
Exclusive Benefits			*see next page*		
Listing in Event App	✓	✓	✓	✓	✓
On Slides during Event		listed; grouped	logo; grouped	logo; own slide	targeted ad; own slide
Exhibitor Booth + 2 Chairs *Electricity is an additional $100*	✓	✓	✓	main aisle	prime location
Opportunities to Connect with Attendees *Opening Reception + Tradeshow Break + Participate in Event*	✓	✓	✓	✓	✓
# of Registration(s) Included	1	1	1	2	3

*Convention & Tradeshow Exclusive Opportunities

Exclusive Speaking Opportunities
$4,500

Each Opportunity will include:

- 5 minutes to speak with all attendees at the allotted time

Opportunities:

- **Dec. 2** - Breakfast
- **Dec. 2** - Lunch
- **Dec. 2** - Awards Reception
- **Dec. 2** - Awards Dinner
- **Dec. 3** - Closing Brunch

Exclusive Branding Opportunities
$4,000

Each opportunity provides additional branding for your company. Depending on the item (noted with *), there may be additional costs.

Opportunities:

- **Dec. 1** - Leadership Lunch
- **Dec. 1** - Opening Reception
- **Dec. 2** - Post-Awards Networking
- **Event** - Coffee
- **Event** - Lanyard* SOLD
- **Event** - Wifi (landing images & passphrase)
- **Event** - Re-Charge Lounge* SOLD
- **Event** - Print* SOLD

Convention & Tradeshow Optional Add-Ons

In addition to sponsorship levels, Community Colleges for Iowa offers a limited number of enhanced visibility opportunities designed to increase brand exposure and attendee engagement throughout the conference experience.

These optional add-ons allow sponsors to expand their presence through curated physical, digital, and engagement-based opportunities.

Conference App Banner Ad
$1,500 | Limited to 3 Sponsors

*Promote your organization through rotating banner placement within the official conference app, the **ONLY** resource for schedules, sessions, and event information. There will be no printed program and all information will flow through the app.*

Prize Promotion
$400 | Limited to 10 Sponsors (8 remaining)

Drive traffic to your booth and engage attendees through the official conference prize activity. Sponsors may provide a prize for attendee drawings conducted during the event. Community Colleges for Iowa will promote participating sponsors through coordinated event communications and announce at general sessions for maximum visibility.

Tote Bag Inclusion
$1,500 | Limited to 3 Sponsors

*Position your brand directly in the hands of conference attendees. Sponsors may include **ONE** approved item in the official conference tote bag distributed onsite. Tote bags are provided by Community Colleges for Iowa and are distributed to all attendees at registration.*

LeadCapture (Cvent)
Varies | Email LeadCapture@Cvent.com

Turn booth traffic into actionable follow-up. LeadCapture through the Cvent platform allows sponsors and exhibitors to scan attendee badges and securely collect contact information during the conference. This streamlined system eliminates manual business card collection and ensures accurate data capture for post-event outreach.

Leadership in Action Week

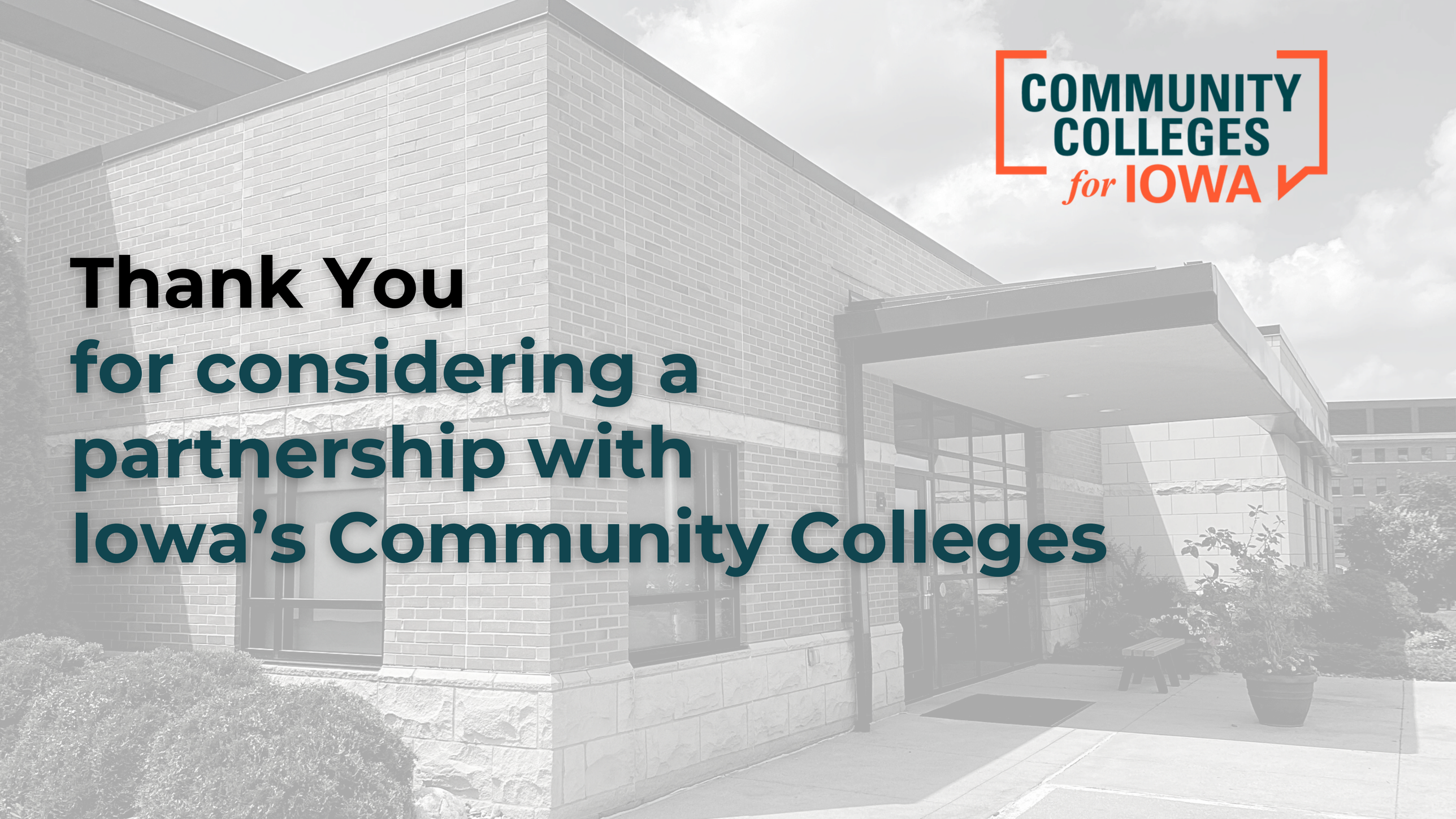
Our Leadership in Action Week, which focuses on advocacy and student programming, will be **Feb. 22-26, 2027**. The Student Legislative Seminar and Phi Theta Kappa Awards Dinner will be on **Feb. 23**. The Community College Day on the Hill will be on **Feb. 24**. Everyone can participate in the events throughout the week by coming in person or helping us share the impact of community colleges on social media.

Leadership in Action Week Sponsor Levels

Sponsorship Benefits	Seminar $4,500	PTK Reception $4,500	PTK Dinner $4,500	Presenting $8,000
Presenting/Speaking Opportunity	5 min. at Seminar	5 min. at Reception	5 min. at Dinner	30 min. at board or presidents meeting
Recognition in Program	n/a	logo	logo	logo included in online campaign
Logo on screen & in program at event(s)	✅	✅	✅	
Access to student attendee contact list after the event(s)	✅	✅	✅	✅
Registration(s) Included to Attend	2	2	2	2 people welcome at all events

Note: Sponsors can choose to purchase (at additional cost) a branded item for attendees to use (e.g. tote bags, water bottles, lanyards, pens, etc.).

Limited to one sponsor per opportunity.



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Thank You
for considering a partnership with Iowa's Community Colleges