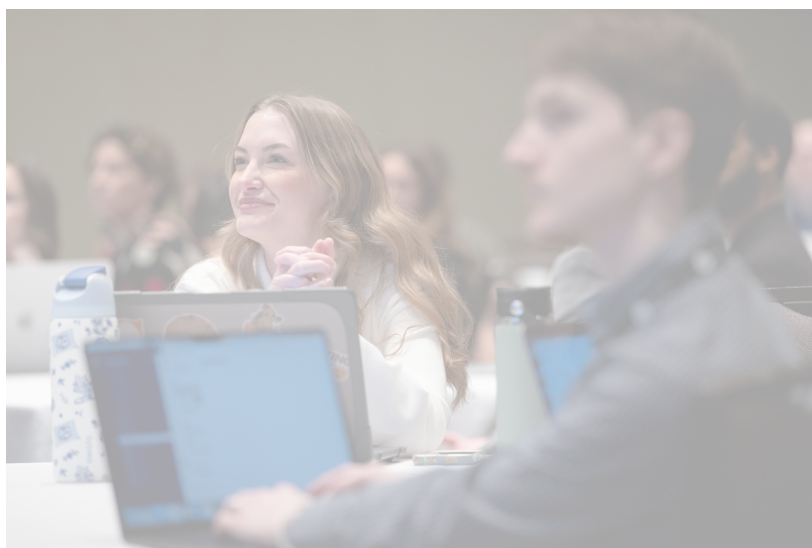




CUPRAP

2027 PARTNERSHIP OPPORTUNITIES



ABOUT CUPRAP

CUPRAP is a professional community dedicated to advancing higher education marketing and communications. We strengthen our field by elevating one another, sharing expertise, and building lasting professional relationships. True to our values, CUPRAP celebrates its members and their achievements—because when our members thrive, our profession advances.

Founded in 1980, CUPRAP has grown from one of the nation's few statewide higher education communications organizations into a vibrant network reaching professionals across the Mid-Atlantic, Northeast and beyond.

Our members represent public and private colleges and universities, community colleges, independent schools and organizations serving higher education. They work across marketing, communications, advancement, digital strategy, media relations, creative services, publications, enrollment marketing and more.

A CONNECTED HIGHER EDUCATION COMMUNITY

Nearly **300** CUPRAP members

100+ institutions represented

200+ annual conference attendees

45+ YEARS connecting higher education marketing and communications professionals

For organizations serving higher education, CUPRAP offers something increasingly valuable: direct access to a highly connected community of professionals who influence how their institutions communicate, market, build reputation and reach their audiences.

THE 2027 CUPRAP CONFERENCE

MARCH 22–24, 2027 | LANCASTER MARRIOTT AT PENN SQUARE

Three days of learning, connection and conversation bring 200+ higher education marketing and communications professionals together in the heart of downtown Lancaster, Pennsylvania.

The conference is intentionally designed to create opportunities for attendees and partners to connect—from sessions and breaks to shared meals, receptions and celebrations.

DAY 1 - MONDAY, MARCH 22 | CONNECT + KICK OFF

The conference kicks off with dynamic sessions designed to spark ideas and establish new connections. Throughout the day, attendees can connect with exhibitors and sponsoring partners in the exhibit area to explore new tools, services, and creative solutions supporting higher education marketing and communications. The evening culminates with a **networking reception**, offering the perfect opportunity to meet new peers and celebrate the start of an inspiring few days together in Lancaster, PA.

DAY 2 - TUESDAY, MARCH 23 | CELEBRATE + LEARN

The second day begins with breakfast and a general session for all attendees. Attendees participate in learning sessions throughout the day. Midday, attendees gather for the **CUPRAP Annual Meeting and Awards Luncheon**, where we celebrate member milestones, recognize service and achievement, and share important updates on CUPRAP's initiatives and future direction.

The day concludes with one of the most anticipated traditions of the year—the **CUPPIE Awards Ceremony**.

DAY 3 - WEDNESDAY, MARCH 24 | ENGAGE + WRAP UP

The final day of the 2027 CUPRAP Conference features engaging general sessions and an inspiring closing keynote. Before heading home, attendees are encouraged to take advantage of CUPRAP's downtown location and visit Lancaster's historic Central Market, the oldest continuously operating farmers market in the United States, just steps from the Lancaster Marriott. It's the perfect way to wrap up a meaningful and memorable conference experience.

EVERYONE'S IN THE ROOM

CUPRAP brings together the people shaping how colleges and universities tell their stories, build their brands, recruit students and strengthen their reputations.

If higher education has six degrees of connection, **CUPRAP has one.**

Our members' work shapes the stories, reputations and futures of their institutions, making the CUPRAP Conference an ideal place to build relationships with the people who influence and drive higher education marketing and communications.

WHO YOU'LL MEET

Our conference attendees include senior decision-makers and hands-on practitioners across marketing, communications, creative, digital, enrollment, media relations and advancement—giving partners the opportunity to connect with professionals at every level.

2026 ATTENDEE TITLES

- Alumni Magazine Editor
- Art Director
- Assistant Dean, External Relations
- Assistant Director of Communications
- Assistant Director of Content Strategy
- Assistant Director of Digital Strategy
- Assistant Director of Marketing
- Associate Vice Chancellor for Marketing and Communications
- Associate Vice President for Communications
- Associate Vice President of External Affairs
- Associate Vice President University Relations
- Associate Vice President, Content
- Chief Communications & Marketing Officer
- Chief Marketing Officer
- Chief of Staff
- Communications and Marketing Specialist
- Communications Manager
- Creative Director
- Deputy Chief Communications and Marketing Officer
- Digital Advertising Assistant
- Director of Advancement Communications
- Director of Advertising
- Director of Branding and Design
- Director of College Marketing and Communications
- Director of Content Strategy
- Director of Content Strategy and Admissions Marketing
- Director of Enrollment Marketing & Communications
- Director of Integrated Communications & Brand Marketing
- Director of Leadership Communications & Brand Alignment
- Director of Marketing
- Multimedia Producer
- President
- Principal Writer, Editor, and Strategist
- Print Production Manager and Graphic Designer
- Vice President, University Marketing and Communications

YOUR REACH GOES FURTHER

CUPRAP may have its roots in Pennsylvania, but our community reaches well beyond the Commonwealth.

65 INSTITUTIONS. 11 STATES.

In 2026, conference participants represented 65 colleges, universities and educational organizations across 11 states, connecting CUPRAP partners with higher education professionals from across the Mid-Atlantic, Northeast and beyond.

PA · NY · NJ · MD · OH · MI · VA · WV · VT · DE · NM

INSTITUTIONS REPRESENTED IN 2026:

- Alvernia University
- Arcadia University
- Brooklyn Law School
- Bryn Mawr College
- Bucknell University
- Carroll Community College
- Drexel University
- Franklin & Marshall College
- Gettysburg College
- Goldey-Beacom College
- Hamilton College
- Holy Family University
- Juniata College
- Kettering University
- Kutztown University
- La Salle University
- Lafayette College
- Lebanon Valley College
- Lehigh University
- Manor College
- Marist University
- Maryland Institute College of Art
- Middlebury College
- Millersville University
- Misericordia University
- Moravian University
- Neumann University
- Northampton Community College
- PCOM
- Penn State Abington
- Penn State Berks
- Penn State Brandywine
- Penn State Harrisburg
- Penn State Lehigh Valley
- Penn State Scranton
- Penn State University
- Pennsylvania College of Technology
- Pittsburgh Theological Seminary
- Princeton University
- Reading Area Community College
- Rowan University
- Rutgers Graduate School of Applied and Professional Psychology
- Saint Joseph's University
- Seton Hill University
- Southwestern College (NM)
- St. Joseph's Preparatory School
- Susquehanna University
- Swarthmore College
- Syracuse University
- Thaddeus Stevens College of Technology
- The Universities at Shady Grove
- The University of Akron
- The University of Scranton
- Towson University
- University of Michigan
- University of Pittsburgh
- Ursinus College
- UVA Wise
- Villanova University
- Washington & Jefferson College
- West Virginia University
- Widener University
- William & Mary



CONNECT WITH THE CUPRAP COMMUNITY

EXHIBITOR PACKAGE | \$2,500 INVESTMENT

Put your organization directly in front of 200+ higher education marketing and communications professionals during three days of learning, networking and conversation.

We're intentionally limiting the exhibit area to **15 exhibit tables**, creating a more personal experience where exhibitors are part of the conference, not separated from it.

Each exhibitor package includes:

- **Dedicated exhibit space** in the high-traffic break and networking area throughout all three conference days
- **One complimentary full-conference registration**, providing access to sessions, meals, and networking events
- **Additional exhibitor registrations for just \$250 each**
- **Company name and logo visibility** on the conference webpage, mobile app and sponsor materials
- **Verbal acknowledgment** of exhibitors during opening sessions each day of the conference
- **Built-in opportunities to connect** with attendees during meals, breaks and receptions

ONLY 15 SPOTS AVAILABLE

Exhibit space fills quickly each year. Reserve early to secure your place among the select organizations connecting directly with CUPRAP's higher education community.



AMPLIFY YOUR PRESENCE

START WITH THE EXHIBITOR PACKAGE. THEN MAKE IT YOUR OWN.

Every CUPRAP conference opportunity begins with an exhibitor package, putting your organization at the center of the conference experience. From there, choose from a limited number of Signature Event and Promotional Upgrades to increase your visibility, connect with attendees in new ways and align your brand with some of the conference's most memorable moments.

SIGNATURE EVENT UPGRADES

Put your brand front and center by adding your organization to one of the conference's signature gatherings. Each event upgrade builds on your exhibitor package with additional recognition tied directly to the sponsored event.

BREAKFAST SPONSOR — +\$750

Tuesday or Wednesday | 2 Available

Start the day with attendees and put your organization in the spotlight during one of the conference's breakfast gatherings.

Includes:

- Recognition as the official breakfast sponsor
- Sponsor recognition in the conference program and event signage
- Podium recognition during selected breakfast
- Opportunity to display a banner or branded materials during the event

OPENING NETWORKING RECEPTION SPONSOR — +\$1,000

1 Available

Kick off the conference by putting your brand at the center of one of CUPRAP's most social and highly anticipated networking opportunities.

Includes:

- Recognition as the official networking reception sponsor
- Sponsor recognition in the conference program and event signage
- Opportunity to display branded materials during the event

KEYNOTE SESSION SPONSOR — +\$1,500

Limited Availability

Align your organization with one of the conference's featured learning experiences and gain prominent visibility with the full CUPRAP audience.

Includes:

- Recognition as the official keynote sponsor
- Sponsor recognition in the conference program and session signage
- Podium recognition and introduction before the keynote
- Opportunity to display a banner or branded materials during the session

Signature Event Upgrades are added to the \$2,500 Exhibitor Package and are available on a first-come, first-served basis.

EXTEND YOUR VISIBILITY

Promotional Upgrades give exhibitors an exclusive opportunity to extend their presence beyond the exhibit area with highly visible touchpoints attendees encounter throughout the conference.

PROMOTIONAL UPGRADES

+\$1,000 Each | Only 1 of Each Available

LANYARD SPONSOR

Put your brand around every attendee's neck with exclusive sponsorship of the official conference name badge lanyard.

Sponsor provides approved branded lanyards in coordination with CUPRAP.

KEYCARD SPONSOR

Reach attendees throughout their stay with your branding featured on hotel room keycard sleeves distributed at check-in.

WELCOME BAG SPONSOR

Welcome every attendee to CUPRAP with your logo featured alongside the CUPRAP logo on the official conference bag.

Sponsor provides approved co-branded bags in coordination with CUPRAP.

Wi-Fi SPONSOR

Keep attendees connected throughout the conference as the exclusive Wi-Fi sponsor, with sponsor recognition and Wi-Fi information displayed in conference session rooms.

MAKE YOUR EXHIBITOR PACKAGE WORK HARDER

Choose one upgrade or combine opportunities to create a conference presence that best supports your organization's goals.

All upgrades are available exclusively to 2027 CUPRAP exhibitors and are offered on a first-come, first-served basis.

CELEBRATE THE BEST IN HIGHER EDUCATION

The **CUPPIE Awards** are one of CUPRAP's most anticipated traditions, celebrating outstanding creative work from higher education communications and marketing professionals across the region.

Put your organization alongside that excellence with sponsorship opportunities that extend from the annual awards competition through the culminating CUPPIE Awards celebration at the 2027 CUPRAP Conference.

CUPPIE AWARDS PRESENTING SPONSOR

\$6,000 Investment | 1 Available

Our premier CUPPIE Awards partnership puts your organization at the center of the entire awards experience, with visibility beginning with the competition and continuing through the celebration of the year's winners.

Benefits include:

- Exclusive recognition as Presenting Sponsor of the 2027 CUPPIE Awards
- Premier logo placement across CUPPIE Awards webpages, competition communications, event materials, signage and presentation slides
- Recognition in CUPPIE entry, finalist, winner and post-event communications
- Prominent recognition from the podium during the CUPPIE Awards Ceremony
- Opportunity for a company representative to provide brief welcoming remarks during the ceremony
- Exhibitor table throughout the 2027 CUPRAP Conference
- Two complimentary full-conference registrations
- Reserved seating for sponsor representatives during the CUPPIE Awards
- Opportunity to provide an approved branded item or takeaway for CUPPIE attendees



MORE WAYS TO BE PART OF THE CELEBRATION

CUPPIE CELEBRATION PARTNER

\$2,500 Investment | Limited Availability

Align your organization with CUPRAP's signature celebration and gain prominent visibility as the higher education communications and marketing community comes together to recognize its best work.

Benefits include:

- Recognition as an official 2027 CUPPIE Celebration Partner
- Logo recognition on CUPPIE Awards webpages
- Logo recognition on CUPPIE Awards Ceremony signage and presentation slides
- Recognition from the podium during the CUPPIE Awards Ceremony
- Recognition in CUPPIE Awards event communications
- Opportunity to display approved promotional materials during the CUPPIE Awards Ceremony
- Two complimentary tickets to the CUPPIE Awards Ceremony
- Reserved seating for sponsor representatives during the CUPPIE Awards

CUPPIE COCKTAIL RECEPTION PARTNER

\$2,500 Investment | +\$1,000 Exhibitor Upgrade | 1 Available

Put your brand at the center of the excitement leading into the CUPPIE Awards as the exclusive partner of the cocktail reception immediately preceding the ceremony.

Benefits include:

- Exclusive recognition as the 2027 CUPPIE Cocktail Reception Partner
- Logo recognition on CUPPIE Cocktail Reception signage
- Logo recognition on CUPPIE Awards webpages and event materials
- Recognition in communications promoting the CUPPIE Awards and cocktail reception
- Recognition from the podium during the CUPPIE Awards Ceremony
- Opportunity to display a company banner or approved branded materials during the reception
- Opportunity to provide branded cocktail napkins or another approved reception element
- One complimentary ticket to the CUPPIE Awards Ceremony

Already exhibiting? Add the CUPPIE Cocktail Reception Partnership to your exhibitor package for just \$1,000.

STAY CONNECTED ALL YEAR

Take your CUPRAP partnership beyond the conference.

Annual Partners combine a strong presence at the 2027 CUPRAP Conference with year-round opportunities to connect with CUPRAP's community through educational content, digital visibility and member communications.

Every Annual Partnership includes conference participation plus continued visibility throughout the year—giving your organization more opportunities to build relationships, share expertise and stay connected with higher education marketing and communications professionals.

GOLD ANNUAL PARTNER | \$8,500 INVESTMENT - 1 AVAILABLE

CONFERENCE BENEFITS

- **Premier exhibitor table placement (high-traffic location)**
- **Opportunity to present a sponsored session or panel discussion during the conference (topic co-developed with CUPRAP)**
- **Sponsor of CUPRAP Annual Meeting and Awards Luncheon with opportunity to provide brief remarks**
- Two complimentary conference registrations
- Logo on conference signage and digital materials
- Recognition during general sessions
- Opportunity to place branded item in attendee welcome bags

YEAR-ROUND ENGAGEMENT:

- **Opportunity to submit up to two sponsored blog posts or resources for CUPRAP's website or email newsletter, in partnership with CUPRAP.**
- **Featured sponsor spotlight in one member newsletter**
- One dedicated sponsored webinar or virtual session promoted to CUPRAP members
- One dedicated partner message distributed by CUPRAP to members
- Logo and link on CUPRAP website for 12 months

SILVER ANNUAL PARTNER | \$6,000 INVESTMENT - 3 AVAILABLE

CONFERENCE BENEFITS

- **Silver Partner Spotlight:** A 2–3 minute opportunity to address the full conference audience from the main stage. Spotlight timing and content will be coordinated with CUPRAP to ensure alignment with the conference experience.
- **Two complimentary conference registrations**
- **Sponsorship of one break service with signage place on break tables**
- **Exhibitor table presence throughout the conference**
- Logo on conference signage and digital materials
- Recognition during general sessions

YEAR-ROUND ENGAGEMENT:

- **One sponsored webinar or case study-style presentation (hosted by CUPRAP)**
- **One dedicated partner message distributed by CUPRAP to members**
- Logo and link on CUPRAP website for 12 months

BRONZE ANNUAL PARTNER | \$3,500 INVESTMENT - 5 AVAILABLE

CONFERENCE BENEFITS

- Complimentary exhibitor table
- One complimentary conference registration
- Logo displayed alongside conference sponsors
- Recognition from the podium during the CUPRAP Annual Meeting & Awards Luncheon

YEAR-ROUND ENGAGEMENT:

- One sponsored resource shared through CUPRAP's website and member newsletter
- Hyperlinked logo on CUPRAP website for 12 months



2027 COMMITMENT FORM

Organization Information

Organization Name: _____

Address: _____

City, State, Postal Code: _____

Contact Information

Primary Contact: _____

Preferred Email: _____

Preferred Phone Number: _____

CONFERENCE EXHIBITOR

☐ Exhibitor Package | \$2,500

All Signature Event and Promotional Upgrades below require an Exhibitor Package.

SIGNATURE EVENT UPGRADES

☐ Breakfast Sponsor | +\$750

☐ Opening Networking Reception Sponsor | +\$1,000

☐ Keynote Session Sponsor | +\$1,500

PROMOTIONAL UPGRADES

☐ Lanyard Sponsor | +\$1,000

☐ Keycard Sponsor | +\$1,000

☐ Welcome Bag Sponsor | +\$1,000

☐ Wi-Fi Sponsor | +\$1,000

CUPPIE AWARDS PARTNERSHIPS

☐ CUPPIE Awards Presenting Sponsor | \$6,000

☐ CUPPIE Celebration Partner | \$2,500

☐ CUPPIE Cocktail Reception Partner | \$2,500

☐ CUPPIE Cocktail Reception Exhibitor Upgrade | +\$1,000

ANNUAL PARTNERSHIPS

☐ Gold Annual Partner | \$8,500 — 1 Available

☐ Silver Annual Partner | \$6,000 — 3 Available

☐ Bronze Annual Partner | \$3,500 — 5 Available

SIGNATURE

DATE

CUPRAP

**READY TO CONNECT WITH THE CUPRAP COMMUNITY?
LET'S FIND THE OPPORTUNITY THAT BEST SUPPORTS YOUR
GOALS. PLEASE CONTACT:**

SARAH ALICE KEISER

Executive Director
info@cuprap.org

*Don't see something that makes sense for your organization?
Contact CUPRAP to discuss customization at your desired level of support.*

CUPRAP