



CUPRAP

2026 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.

With nearly 350 members from more than 100 institutions, CUPRAP brings together communications professionals from across Pennsylvania and beyond, including New Jersey, Maryland, Virginia, New York, Michigan, Massachusetts, and beyond.

Our members come from private and public colleges and universities, community and junior colleges, independent schools, and other organizations connected to higher education. They represent every corner of higher education communications—strategic communications, marketing, digital marketing, media relations, publications, athletic communications, web and graphic design, writing, and event coordination.

Founded in 1980, CUPRAP has grown from one of the nation's few statewide higher education marketing and communications organizations into a vibrant regional and national network.

For more than three decades, CUPRAP hosted its annual spring conference at the Hershey Hotel before moving to the Lancaster Marriott, a location that better serves our growing membership, accommodates more sponsoring partners, and reflects the national recognition our conference has earned.

CONFERENCE SCHEDULE

The CUPRAP Spring Professional Development Conference typically attracts 200+ higher education marketing and communications professionals from colleges, universities, and independent schools across the Mid-Atlantic and Northeast regions and beyond. The 2026 CUPRAP Conference will be held March 11–13, featuring three days of engaging sessions, networking opportunities, and recognition events.

CONFERENCE VENUE: Lancaster Marriott at Penn Square

DAY 1 - WEDNESDAY, MARCH 11

The conference kicks off with dynamic sessions designed to spark ideas and establish new connections. Throughout the day, attendees can connect with vendors 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 - THURSDAY, MARCH 12

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 Awards Luncheon and Annual Meeting, 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 renowned CUPPIE Awards Ceremony.

DAY 3 - FRIDAY, MARCH 13

The final day of the 2026 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

Sponsors of the 2026 CUPRAP Conference will have a unique opportunity to connect with and reach influential higher education marketing and communications professionals from across the Mid-Atlantic and Northeast regions and beyond. CUPRAP members represent colleges, universities, and independent schools of all sizes—public and private, urban and rural—working together to advance the impact and reputation of higher education through strategic, creative, and collaborative communications.

Since its founding in 1980, CUPRAP has become one of the most respected professional associations in higher education marketing and communications, known for its collegial community and commitment to excellence. The CUPRAP Spring Conference draws 200+ attendees annually, including decision-makers, directors, and senior professionals in communications, marketing, media relations, design, and digital strategy.

If higher education has six degrees of connection, CUPRAP has one. Our members' work shapes the stories, reputations, and futures of their institutions—making this conference the ideal place to connect your brand with the people who define and drive marketing and communications in higher education.

2025 PARTICIPANT 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

INSTITUTIONS REPRESENTED IN 2025:

- Alvernia University
- Arcadia University
- Bucknell University
- DeSales University
- Drexel University
- Duke University
- Duquesne University
- Elizabethtown College
- Franklin & Marshall College
- Gettysburg College
- Holy Family University
- Juniata College
- Kettering University
- King's College
- Kutztown University
- La Salle University
- Lafayette College
- Lebanon Valley College
- LeBow College of Business
- Lehigh University
- Manor College
- Millersville University
- Misericordia University
- Moore College of Art & Design
- Moravian University
- Muhlenberg College
- Neumann University
- Penn State
- Pittsburgh Theological Seminary
- Princeton University
- Rowan University
- St. Joseph's Prep
- Stevenson University
- Susquehanna University
- Swarthmore College
- Syracuse University
- Towson University
- University of Minnesota
- University of Pennsylvania
- Ursinus College
- UVA College at Wise
- Vassar College
- Villanova University
- Widener University
- Wilkes University

GEOGRAPHIC AREAS REPRESENTED IN 2025:

- Abington, PA
- Allentown, PA
- Annville, PA
- Aston Township, PA
- Bethlehem, PA
- Burnham, PA
- Canton, NY
- Center Valley, PA
- Chester, PA
- Collegeville, PA
- Columbus, OH
- Dallas, PA
- Durham, NC
- Easton, PA
- Elizabethtown, PA
- Elkins Park, PA
- Flint, MI
- Gardiner, NY
- Gettysburg, PA
- Glassboro, NJ
- Glenside, PA
- Haddon Twp, NJ
- Havertown, PA
- Huntingdon, PA
- Indiana, PA
- Jenkintown, PA
- Johnstown, PA
- Kutztown, PA
- Lancaster, PA
- Lewisburg, PA
- Malvern, PA
- Middletown, PA
- Millersville, PA
- Minneapolis, MN
- Moorestown, NJ
- Owings Mills, MD
- Penn State Berks, PA
- Philadelphia, PA
- Pittsburgh, PA
- Pottstown, PA
- Poughkeepsie, NY
- Princeton, NJ
- Reading, PA
- Selinsgrove, PA
- Swarthmore, PA
- Syracuse, NY
- Towson, MD
- Villanova, PA
- Wallingford, PA
- Whitefish Bay, WI
- Whitehall Township, PA
- Wilkes-Barre, PA
- Willow Street, PA
- Wise, VA



EXHIBITOR OPPORTUNITIES

VENDOR PACKAGE | \$2,500 INVESTMENT

Exhibitors at the 2026 CUPRAP Conference enjoy prime visibility and direct engagement opportunities with higher education communications professionals from across the region. Each exhibitor package includes:

- **Premium Table Placement:** Dedicated table space located in the high-traffic break and networking area, open throughout all three conference days.
- **Conference Access:** One complimentary full-conference registration, providing access to sessions, meals, and networking events.
- **Discounted Additional Passes:** Additional exhibitor representatives may register at a reduced rate of \$250 per person.
- **Brand Visibility:** Company name and logo featured on the conference webpage, in the mobile app, and on the sponsorship page within the attendee registration packet.
- **Podium Recognition:** Verbal acknowledgment of exhibitors during opening sessions on Wednesday, Thursday, and Friday.
- **Participant Interaction:** Ample opportunities to connect with attendees during meals, breaks, and receptions—making it easy to build meaningful relationships and share your organization's value.

Exhibit space is limited and fills quickly each year. Lock in your spot early to ensure prime placement and maximize your visibility with hundreds of higher education communications and marketing professionals.



SIGNATURE EVENT OPPORTUNITIES

Put your brand in the spotlight during the conference's most memorable moments.

As a Signature Event Sponsor, your organization will enjoy exclusive visibility and direct engagement with attendees during key gatherings from energizing breakfasts and inspiring keynotes to evening receptions and the celebrated CUPPIE Awards Dinner.

Each opportunity includes prominent recognition before and during the event, personalized podium acknowledgment, and space to display your materials or banner.

Signature event sponsors also receive inclusion in all conference marketing touchpoints, an exhibit table, and one complimentary registration.

Choose the event that best aligns with your brand and audience:

\$5,000 INVESTMENT OPTIONS

- CUPPIE Awards Dinner Presenting Sponsor

\$3,000 INVESTMENT OPTIONS

- Wednesday Cocktail Networking Reception
- Thursday Breakfast
- ~~Thursday Annual Meeting Luncheon~~
- Thursday Keynote Session
- ~~Thursday Pre-CUPPIES Cocktail Reception~~
- Friday Breakfast
- Friday Keynote



PROMOTIONAL OPPORTUNITIES

Enhance your visibility and make a lasting impression beyond the exhibit hall. This package builds on all standard exhibitor benefits and amplifies your brand presence throughout the conference.

Enjoy recognition from the podium during Thursday's opening session, inclusion of your marketing materials or branded items in every attendee's conference bag, and two complimentary full-conference registrations with an exhibitor table—ensuring your organization stands out from start to finish.

Each opportunity is a \$3,500 investment.

LANYARD SPONSOR - ~~1 AVAILABLE~~ SOLD FOR 2026

- Exclusive sponsor for conference name badge lanyards. Lanyards to be sourced and provided by Sponsor in collaboration with CUPRAP team.

KEYCARD SPONSOR - 1 AVAILABLE

- Branding on hotel room key card sleeves – to be distributed to all attendees during hotel check-in.

WELCOME BAG SPONSOR - 1 AVAILABLE

- Exclusive sponsor for the conference bag with your logo appearing along with the CUPRAP logo.

~~WiFi SPONSOR - 1 AVAILABLE~~ SOLD FOR 2026

- Exclusive sponsor of conference Wi-Fi for all three days.
- Table top cards in conference session rooms with Wi-Fi Password recognizing your sponsorship.

ANNUAL PARTNER OPPORTUNITIES

Go beyond the conference and connect with CUPRAP's audience year-round.

Our new Annual Partner packages offer continuous recognition and relationship-building opportunities through every season, featuring prominent branding, digital visibility, and engagement across CUPRAP's programs and events. Strengthen your presence, extend your reach, and align your brand with CUPRAP's mission of advancing excellence in higher education communications.

GOLD LEVEL | \$8,500 INVESTMENT - ~~1~~ AVAILABLE | SOLD FOR 2026

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)**
- **Opportunity to choose from one (available) Promotional or Signature Event Sponsorship for the annual conference**
- 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**
- **Featured sponsor spotlight in one member newsletter**
- One dedicated sponsored webinar or virtual session promoted to CUPRAP members
- Access to full CUPRAP member list (once per year, with opt-in contact info)
- Logo and link on CUPRAP website for 12 months

SILVER LEVEL | \$6,000 INVESTMENT - ~~3~~ AVAILABLE | SOLD FOR 2026

CONFERENCE BENEFITS

- **Opportunity to co-facilitate a roundtable session (with CUPRAP approval)**
- **Two complimentary conference registrations**
- Complimentary exhibitor table
- 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)**
- **Access to full CUPRAP member list (once per year, with opt-in contact info)**
- Logo and link on CUPRAP website for 12 months

BRONZE LEVEL | \$3,500 INVESTMENT ~~-5 AVAILABLE~~ 4 REMAINING

CONFERENCE BENEFITS

- Complimentary exhibitor table
- Logo displayed alongside conference sponsors
- Recognition from podium during Annual Meeting

YEAR-ROUND ENGAGEMENT:

- Opportunity to include a sponsored resource (whitepaper, blog post, etc.) in CUPRAP's newsletter (linked to news story on CUPRAP website) once per year.
- Hyperlinked logo on CUPRAP website for 12 months

ANNUAL PARTNER COMMITMENT FORM

Organization Information

Organization Name: _____

Address: _____

City, State, Postal Code: _____

Contact Information

Primary Contact: _____

Preferred Email: _____

Preferred Phone Number: _____

OPPORTUNITY | Select One

~~\$8,500 Gold Level~~ **SOLD**

~~\$6,000 Silver Level~~ **SOLD**

\$3,500 Bronze Level - 4 available

2026 CONFERENCE SPONSORSHIP COMMITMENT FORM

Sponsor Information

Organization Name: _____

Address: _____

City, State, Postal Code: _____

Contact Information

Primary Contact: _____

Preferred Email: _____

Preferred Phone Number: _____

SPONSORSHIP OPPORTUNITY | Select One

\$5,000 | CUPPIE Awards Dinner

~~WiFi Sponsor | \$3,500~~

\$3,000 | Wednesday Cocktail Reception

~~Lanyard Sponsor | \$3,500~~

\$3,000 | Thursday Breakfast

Keycard Sponsor | \$3,500

~~\$3,000 | Thursday Annual Meeting Luncheon~~

Welcome Bag Sponsor | \$3,500

\$3,000 | Thursday Keynote

\$2,500 Exhibitor Table

~~\$3,000 | Thursday Pre-CUPPIES Cocktail Reception~~

\$3,000 | Friday Breakfast

\$3,000 | Friday Keynote

SIGNATURE

DATE

**FOR ADDITIONAL INFORMATION OR TO
DISCUSS PARTNERSHIP, PLEASE CONTACT:**

SARAH ALICE KEISER

Executive Director
info@cuprap.org

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

CUPRAP