



COUNCIL OF COLLEGE AND MILITARY EDUCATORS

Serving the Military and Veteran Community

2021 – 2022 SPONSORSHIP

ABOUT US

The Council of Colleges and Military Educators (CCME) is an active proponent for the professional development of those serving in the military education community by providing a forum for the exchange of information on educational programs, strategies and innovation among its members and associated partners.

CCME membership is composed of military educators, civilian educators, post secondary educational institutions, and suppliers of quality education products and services. CCME's mission is to promote and provide educational programs and services and to facilitate communication between the membership and the DoD educational support network.

Our History

In the early 70's, California formed the first association with the intent to share ideas and mutual experiences concerning the development and operation of military education programs between institutions of higher learning and the Armed Forces.

From this early beginning, California Community Colleges and Military Educators Association (CCCMEA) would meet annually and it was decided that institutions of higher learning providing educational opportunities for the military, both on and off base, would be invited to attend meetings. As its membership grew over a decade, CCCMEA evolved into the California Colleges and Military Educators Association (CCMEA) to better promote, encourage and deliver meaningful education within all branches of the armed services and to establish and maintain communication between military and civilian educators within the entire state. The first CCMEA conference took place in 1982 in San Diego. The members sought to study and seek solutions to educational problems and objectives confronting the colleges and military educators within the state.

As the need for military education evolved throughout the country, the association encouraged the development of intra-military educational programs within the Department of Defense (DoD) community. In 1994, the organization was renamed the Council of College and Military Educators (CCME) to more accurately reflect its national membership and its role with the military off-duty voluntary education program.

CCME 2022 PROFESSIONAL DEVELOPMENT SYMPOSIUM

FEBRUARY 7-10, 2022 | SAN ANTONIO, TX

“BREAKING BARRIERS - ENHANCING VALUE BY IMPROVING OUTCOMES THAT SHAPE STUDENT SUCCESS”

A MESSAGE FROM THE CCME EXECUTIVE BOARD

The Council of Colleges and Military Educators (CCME) will hold its 49th Annual Professional Development Symposium February 7-10, 2022 at the Marriott Rivercenter in San Antonio, Texas. Each year, the CCME Professional Development Symposium generates the largest forum of its kind with an attendance of approximately 1,000 participants. The annual symposium fosters networking and interaction among key leadership across organizations in a collaborative environment focused on enhancing and optimizing educational and career opportunities for service members, veterans, and their families.

This one-of-a-kind event allows college and university educators, Department of Defense, Department of Labor and Veterans Administration representatives, along with hundreds of civilian and military-affiliated advocates a 4-day intensive experience with speakers, workshops, concurrent sessions, exhibition and networking.

Branding exposure, while helping our military and veteran community, is a win-win opportunity. As a sponsor, some benefits include:

- Brand exposure and visibility throughout the symposium (logo placement, website, mobile app), as well as CCME Newsletters
- Support for military and veteran students while sharing your organization's vision
- Corporate recognition shared with all stakeholders
- Networking opportunities with university leaders to support your hiring initiatives

CCME continues this over 40+ year tradition by being the premier forum that brings these dedicated and committed individuals together to experience best practices and resources for the service member, veteran and their families. We are requesting your support as a sponsor. Not only are you gaining the opportunities mentioned, but you are including your footprint with many others that support our efforts.

There are several sponsorship levels and options available, which will be described within this packet. Please remember the cause – educating and supporting our service members, veterans and their families.

We invite you to join us and thank you for your continued support.

Respectfully,

The CCME Executive Board of Directors

ccmeonline.org

The **Council of Colleges and Military Educators (CCME)** is a recognized 501(c)3 not-for-profit organization that serves as a professional development platform that showcases educational and career opportunities for military-affiliated students. Your contribution will allow CCME to provide the platform for innovative and collaborative communications among academic leaders and the Voluntary Education Community within Department of Defense. Your charitable donation will also allow CCME to provide numerous scholarship opportunities to military community students.



OUR MISSION

To serve as a professional development platform that showcases educational and career opportunities for military-affiliated students.

OUR VISION

To facilitate meaningful dialogue that leads to relevant strategies, innovation and collaboration to enhance student success.

OUR GUIDING VALUES

Commitment to Student Success

- Advocate for a positive military-affiliated student academic experience
- Influence guidelines for innovative and relevant career pathways
- Provide a platform to disseminate new ideas, policies, and procedures

Collaboration and Effective Communication

- Reciprocate and exchange best practices and lessons learned
- Create space for open communication
- Access to Subject Matter Experts (SMEs) in military and veteran student education

Mutual Respect and Trust

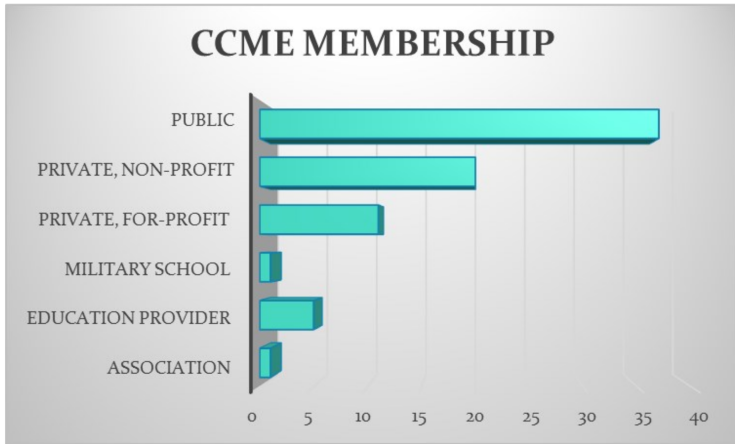
- Provide an environment that stimulates meaningful and positive discussions
- Encourage sincerity and openness

Envisioned Student Success Outcomes

- Analyze data to measure results
- Propose topics and direction of future professional symposiums
- Promote educational partnerships that support student success

OUR SCOPE

CCME's professional reach is extensive and continuous. Our membership consists of over 1000+ leaders in the post-secondary education industry who deliver cutting edge strategies and opportunities geared toward improving the lives of military-affiliated students.



Industry sectors:¹

CCME MEMBERSHIP INCLUDES

- ⇒ DoD/Military Educators - Chiefs of Voluntary Education, Education Services Officers and Education Counselors
- ⇒ Higher Education - Colleges and Universities that strive to successfully serve military and veteran students
- ⇒ U.S. Service Members - All branches of service
- ⇒ Veterans Affairs - VA leadership, veteran service organizations and U.S. Veterans
- ⇒ Government Officials - DoE, DoD, VA, elected officials and more
- ⇒ Corporations - Providers of educational materials and services

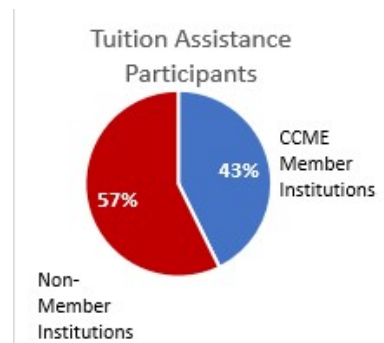
REGIONAL SCOPE

CCME is aligned with Advisory Councils on Military Education (ACMEs) organizations that are committed to addressing military educational issues within their respective regions and states:

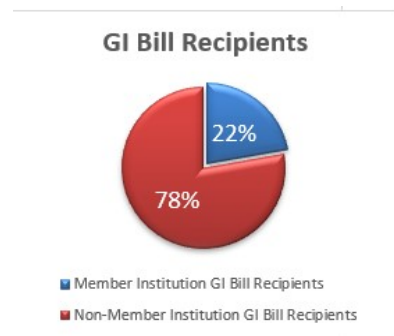
- California ACME
- Colorado ACME
- COMETS—Arkansas, Louisiana, Oklahoma, and Texas
- Florida ACME
- Iowa ACME
- MIDSOUTH ACME—Kentucky and Tennessee
- New York ACME
- SECOME—Alabama, Georgia, North Carolina and South Carolina
- Virginia ACME
- Washington State ACME

MILITARY COMMUNITY STUDENT SCOPE

43% of the students utilizing tuition assistance benefits attend our member institutions.



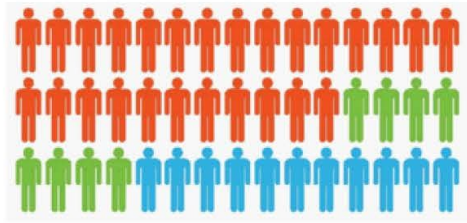
22% of the students receiving GI Bill benefits attend our member institutions.



¹ Reflection of 2018 CCME Membership

Stats from the CCME 2021 VIRTUAL Professional Development Symposium:

589
Total Attendees



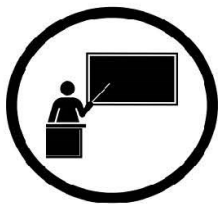
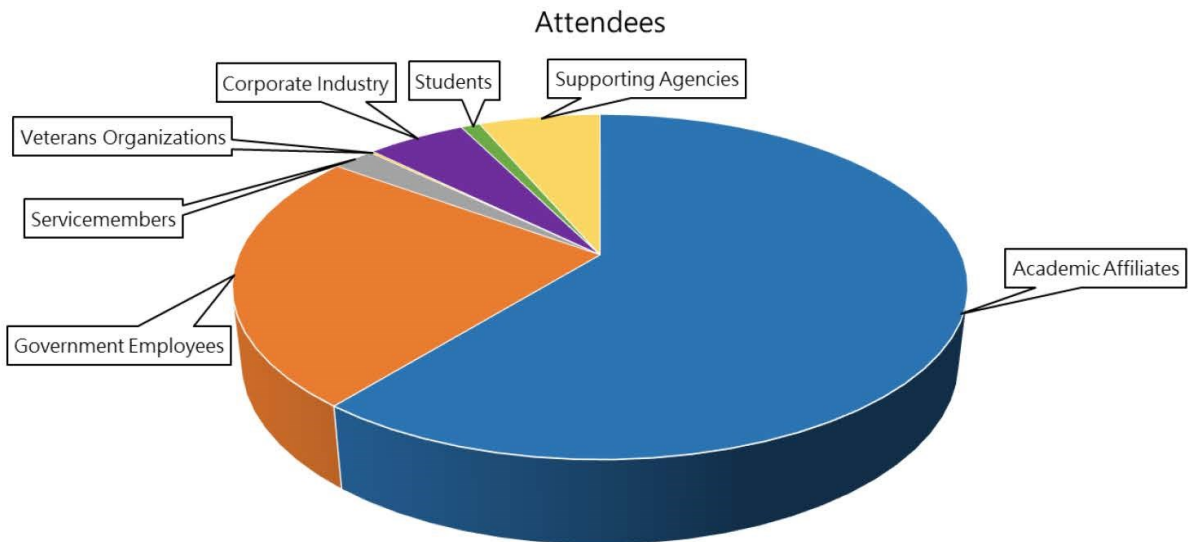
12
Exhibitors



21
Sponsors



1,082
Members



58
Concurrent
Sessions

198 Newcomers



14
General
Session
Presentations



23
Hours of Collaboration,
Networking and
Professional Development

ENHANCING YOUR BUSINESS CULTURE WITH CCME

By sponsoring CCME, your business or organization can enrich its cultural awareness and seize opportunities to support the military and veteran community. CCME can assist by providing:

- ★ Professional development and training of your workforce
- ★ Increase diversity and industry alignment within your workforce
- ★ Provide availability and priority placement within internships and apprenticeships
- ★ Develop talent acquisition models
- ★ Collaborate and provide insight to ensure your business' needs are met

SPONSORSHIP LEVELS OF RECOGNITION & BENEFITS

GENERAL SPONSORSHIP SUPPORT

With your organization's support, CCME can continue to meet its mission to serve as a professional development platform that showcases educational and career opportunities for military-affiliated students. General Sponsorships are unrestricted funds that go toward fulfilling the CCME mission. Any dollar amount is accepted and appreciated. Unique sponsorship opportunities are listed on the next page. Sponsorships at the following levels will receive recognition and benefits as listed in the table below:

★ BRONZE \$2,500+	★ GOLD \$10,000+	★ TITANIUM \$50,000+
★ SILVER \$5,000+	★ PLATINUM \$25,000+	★ DIAMOND \$100,000+

Sponsor Benefits	Sponsor Level					
	Bronze \$2,500+	Silver \$5K+	Gold \$10K+	Platinum \$25K+	Titanium \$50K+	Diamond \$100K+
Email distribution to all attendees	✓	✓	✓	✓	✓	✓
Logo and link on CCME app and website	Name	Small	Small	Medium	Medium	Large
Logo on sponsor presentation during symposium breaks and sponsor banner	Name	Small	Small	Medium	Medium	Large
Welcome giveaway to attendees		✓	✓	✓	✓	✓
Symposium registrations			1	1	2	2
Newsletter release mention				1 Issue	2 Issues	3 Issues
Social media mention				✓	✓	✓
Literature display inclusion				✓	✓	✓
Sponsor recognition plaque					✓	✓
Banner Ad on CCME app					✓	✓
Exhibit booth in expo hall					✓	✓
Meeting with CCME Newcomer Liaison						✓
Meeting with CCME ACME Liaison						✓
Highlight presentation by CCME President during Symposium						✓
Video ad ran during virtual symposium breaks						✓
Video ad on CCME website						✓

UNIQUE SPONSORSHIP OPPORTUNITIES FOR THE 2022 SYMPOSIUM

Sponsorship recognition will be as listed for each item below and also for total sponsorship spend, according to the table of benefits listed on the previous page.

WiFi FOR MEETING ROOMS | \$10,000

- Logo on password cards
- Sponsor provides cards

HOTEL GUESTROOM KEYS | \$3,500

- Logo on Hotel Room Keys
- Sponsors pays for cost of key production
- Must contain CCME logo and "2022 Professional Development Symposium"
- Development Symposium"

PHOTO BOOTH AT NETWORKING RECEPTION | \$3,500

- Signage recognition for providing photo booth services
- Logo on photo frame or backdrop

RIVERWALK BARGE RIDES AT NETWORKING RECEPTION | \$5,000

- Signage recognition for providing ride service

REGISTRATION SPONSOR | \$7,500.00

- Name and logo included on pre-event email to all registrants with barcode for self-badging
- Name and logo recognition on event app
- Signage next to self-badging laptops at the event
- Name and logo on initial self-badging screen
- Name and logo on Thank You page

SESSION/ EXHIBIT HALL DIRECTINOAL SIGNAGE | \$3,500.00

- 5 easel mounted 22" x 28" signs leading attendees to general session (2 available, one row each side of corridor)
- 5 easel mounted 22" x 28" signs leading attendees to exhibit hall (2 available, one each side of corridor)
- Sponsor provides artwork and cost of signs from our on-site supplier (prices quoted on request)

LITERATURE DROP TO HOTEL ROOM | \$3,500

- Sponsors also responsible for hotel delivery cost

SYMPOSIUM PADFOLIOS | \$3,500

- Sponsor provides padfolios
- Must contain CCME logo and "2022 Professional Development Symposium"

MOBILE APP BANNER AD | \$3,500

- Organization logo featured on rotating slider on mobile app; constantly displays
- Limited to 3 sponsors

WELCOME BANNER | \$3,500

- Organization Banner Welcoming CCME Attendees will be predominately displayed
- Sponsor responsible for cost of banner and rigging

ON-SCREEN ADVERTISEMENT | \$2,500

- 20 second video or static advertisement shown on screens before, in between or after general sessions
- Sponsor must provide ad

MOBILE APP SURVEYS | \$2,500

- Allows sponsor to collect information from attendees
- 3 questions max
- Limited to 3 sponsors

"GOBO" LOGO | \$2,500

- Illuminated organization logo displayed throughout symposium space in hotel
- Sponsor pays cost of production

LITERATURE DISPLAY | \$350

- Materials to have on display in the literature rack
- This is also a benefit for Gold sponsors and above

PLEASE VISIT WWW.CCMEONLINE.ORG/SYMPOSIUM TO COMPLETE AN APPLICATION FOR SPONSORSHIP