



cooperative
communicators
association

CONNECT. CREATE. ACHIEVE.

2021 CCA Institute • June 6-9, 2021 Milwaukee, Wisconsin

Dear Friend of CCA:

Education, Training and Information; Cooperation Among Cooperatives and Members' Economic Participation. Three of the seven cooperative principles that are the genesis for this correspondence. All seven of the cooperative principles have guided each of our co-ops to become the successful organizations they are today. Applying these principles every opportunity we are afforded will guide us to any success we may obtain in the future.

The Cooperative Communicators Association (CCA) Institute has become a primary source for Education, Training and Information for communicators at cooperatives of any type, size or location. The quality of work inspired by and displayed at each Institute is a testament to the value of membership, attendance and support.

The 2021 CCA Institute will be held June 6-9 in Milwaukee, Wisconsin. It is the planning committee's goal to ensure that the Institute meets or exceeds the expectations CCA members recently expressed in the 2020 Institute follow-up survey.

Cooperation Among Cooperatives will be the only way we can achieve this goal. Therefore, we would like to invite you to participate in the success of this event.

Members' Economic Participation is key in keeping the cost of attending the Institute manageable while providing quality training opportunities for cooperative communicators. With your cooperation and financial support, communicators from cooperatives of all sizes can participate.

In return for sponsoring the event, your cooperative will receive recognition in Institute promotional materials as well as any additional added value you choose as outlined in the various sponsorship packages.

To become a sponsor, please complete and return the enclosed CCA Institute Sponsorship Authorization form at your earliest convenience.

Thank you for your consideration. Your support helps create a stronger organization and develops exceptional communicators!

Sincerely,
Afton Holt
2021 CCA Institute Sponsorship Committee

2021 CCA Institute Sponsorship Opportunities

We are seeking sponsors for CCA's 2021 Institute event. We would greatly appreciate your support. To serve as a sponsor, please see the sponsorship levels below and complete the sponsorship authorization form. Thank you for your consideration and for your generous support!



Thank you for your support!

| CCA Institute Sponsorship Benefits | Morning or Afternoon Break \$3,000 | Mobile App (limited to 1) \$2,000 | Education Session/ Speaker \$1,500 | Friend of CCA Any amount under \$1,000 |
|---|---|--|---|--|
| | <p>Our survey results show that the two things attendees are looking for are coffee and snacks.</p> <p>Keep them fueled through the end of the day by sponsoring a morning or afternoon break.</p> <p>Breaks are available on – Monday, Tuesday & Wednesday</p> | <p>A new initiative for the CCA Institute – ability to digitize the Institute Program.</p> <p>Attendees will be able to search for session content, speakers, CE information, network with other participants and so much more!</p> <p>This impactful brand building sponsorship is not to be missed! As sponsor you'll create on-site push notifications, pre-conference email blasts and an ad in our conference program announcing that our mobile app is powered by you.</p> | <p>Help us bring the best content and speakers to the 2021 CCA Institute.</p> <p>Provide unrestricted funds to be used in support of the hottest topics and speakers.</p> <p>CCA will provide the room, A/V, registration, and promotion of your session via emails, mobile app, the conference website, and the Mobile App.</p> <p>Funds will be used to cover the cost for speakers (fees, travel, lodging, etc.) and onsite coordination of logistics and any other items need to produce their session.</p> | <p>Help us sponsor a variety of activities during the 2021 Institute.</p> <p>These funds will help cover costs related to On-Site Enhanced Safety Measures for Attendees (i.e. hand sanitizer, face masks, etc.), AV/IT program enhancements, meal functions, speaker fees, etc.</p> <p>Any amount will help – we thank you for your contribution!</p> |
| Recognition in Institute Mobile App | X (On agenda next to sponsored break) | X | X (On agenda next to sponsored session) | X |
| Display of company logo on PowerPoint throughout Institute | X | X | X | X |
| Verbal recognition as a sponsor during the Institute | X | X | X | X |
| Recognition on CCA Institute Website for the duration of the Institute | X | X | X | |
| Banner-up displayed during the Institute | X | X | | |
| Branded Signage recognizing the sponsor, logo placed on placards throughout the break area and acknowledgement in mobile app. | X | | | |
| Branded splash page that appears every time an attendee opens the app for 5-seconds | | X | | |
| Highlight your brand via the Mobile App and social media activity throughout the Institute for everyone to see | | X | | |

2021 CCA Institute Sponsorship Opportunities

Choose an opportunity from one of the following sponsorship levels

The deadline to be eligible for sponsor benefits as outlined is March 31, 2021

Sponsorships are made available through submission of the CCA sponsor agreement. You will be contacted when your agreement and payment have been confirmed by the CCA Business Office. If you need additional details about sponsorship opportunities, please contact cca@communicators.coop or 877-326-5994.



MORNING OR AFTERNOON BREAK SPONSOR – \$3,000

- o Recognition in Institute Mobile App (On agenda next to sponsored break)
- o Display of company logo on PowerPoint throughout Institute
- o Verbal recognition as a sponsor during the Institute
- o Recognition on CCA Institute Website for the duration of the Institute
- o Banner-up displayed during the Institute
- o Branded Signage recognizing the sponsor, logo placed on placards throughout the break area and acknowledgement in mobile app
- o ONE complimentary Institute Registration



MOBILE AP SPONSOR (Limited to 1) – \$2,000

- o Recognition in Institute Mobile App
- o Display of company logo on PowerPoint throughout Institute
- o Verbal recognition as a sponsor during the Institute
- o Recognition on CCA Institute Website for the duration of the Institute
- o Banner-up displayed during the Institute
- o Branded splash page that appears every time an attendee opens the app for 5-seconds
- o Highlight your brand via the Mobile App and social media activity throughout the Institute for everyone to see
- o ONE complimentary Institute Registration



EDUCATIONAL SESSION/SPEAKER SPONSOR – \$1,500

- o Recognition in Institute Mobile App (On agenda next to sponsored session)
- o Display of company logo on PowerPoint throughout Institute
- o Verbal recognition as a sponsor during the Institute
- o Recognition on CCA Institute Website for the duration of the Institute



FRIEND OF CCA – Any amount up to \$1,000

- o Recognition in Institute Mobile App (On agenda next to sponsored session)
- o Display of company logo on PowerPoint throughout Institute
- o Verbal recognition as a sponsor during the Institute

2021 CCA Institute Sponsorship Agreement

SPONSOR INFORMATION:

Name & Title of Authorizing Agent: _____

Authorizing Agent's Signature: _____

Mailing Address for Invoice: _____

City: _____ State: _____ Zip: _____



INFORMATION TO BE USED ON PROMOTIONAL MATERIALS:

Information provided belows is used on promotional materials. To avoid errors, please print clearly, especially if faxing

Company Name: _____

Company Website: _____

The information below should be about the person you want CCA members to contact about your services or products.

_____ *Check here if the information is the same as the authorizing agent listed above.*

Name, Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Logo: _____ I have sent a high resolution JPG of our company logo to cca@communicators.coop.

Sponsorship Level: _____ Please invoice us _____ Check enclosed _____ Please send me a receipt for my records

_____ Morning or Afternoon Break Sponsor \$3,000

_____ Mobile App Sponsor (limited to 1) \$2,000

_____ Educational Session/Speaker Sponsor \$1,500

_____ Friend of CCA \$ _____ (Enter amount up to \$1,000)

Total Payment in the amount of: \$ _____ (CCA Federal ID# 23-7248450)

Payment by Check or Money Order

Mail check (or money order) payable to **CCA** with the completed agreement to:

CCA Business Office
174 Crestview Drive
Bellefonte, PA 16823-8516

Toll Free: 877-326-5994 /or/
Email: cca@communicators.coop

Payment by Credit Card

(fax agreement w/card info to CCA at: 814-355-2452)

_____ Visa _____ MasterCard

Name on Card: _____

Account Number: _____

Three-Digit Security Code: _____ Exp. Date: _____

Signature