



The Council of  
Independent Colleges

# Sponsor Prospectus

2026 Institute for Chief Academic Officers with  
Chief Advancement, Enrollment, Financial, and Marketing Communication Officers

Workshops for

- New and Experienced Chief Academic Officers
- Aligning Program Costs and Workforce Demand for Student Success

Creating **Tomorrow's** Institutions, Together

November 7–10, 2026 ■ Baltimore Marriott Waterfront ■ Baltimore, Maryland

# Call for Sponsors

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## Creating Tomorrow's Institutions, Together

CIC's Institute for Chief Academic Officers invites chief academic officers along with chief advancement, enrollment, financial, and marketing communication officers.

This year's theme, *Creating Tomorrow's Institutions, Together*, will challenge participants to look to the future and radically reimagine higher education through the lens of stewardship, innovation, and cross-functional collaboration. The overarching question: "What are we doing to make sure our institutions thrive today and 100 years from now?"

What would an independent higher education ecosystem look like if designed today? How can institutions collaborate without losing mission integrity? How do we break down silos between academic affairs, finance, advancement, enrollment, marketing, and other divisions? What role does technology play? How can we together develop a framework when sustainability efforts fail? How can CAOs and other leaders lead ethically through mergers, teach-outs, or closures? These and other questions will inform this year's programming.

The Institute has always been an opportunity for collaboration. In 2022, after two years of an unpredictable pandemic, we were ready to move forward with the theme *Tenacious. Confident. Forward-Looking*. The following year, we leaned further into the strength and innovation of our sector with the theme *Storied. Independent. Together*. In 2024, chief academic officers and their teams collaborated at a deeper level and programmed for a strong future with *Academic Leadership Now & Next*. Last year, we gathered to focus on uniting around our foundational values—mission, passion, and purpose—to create student-centered environments with the theme *Building Places of Promise: Unlocking Student Success*.

The goal for this Institute is for participants to leave with a systems-centric approach to build integrated, collaborative institutions.

## About CIC

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CIC is an association of more than 700 nonprofit independent colleges and universities, state-based councils of independent colleges, and other higher education affiliates.

### **CIC has a threefold mission:**

- Supporting and developing campus leaders
- Advancing the excellence of member institutions
- Enhancing public understanding of the contributions independent higher education makes to society

## The Annual Institute for Chief Academic Officers and Its Unique Audience

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The Institute for Chief Academic Officers is CIC's annual event for provosts, deans, and academic vice presidents. Of all the national annual meetings for this group, CIC's four-day conference continues to be the largest. Each year, CIC invites an additional group of senior administrators to the Institute to collaborate with their chief academic officers.

# Participation Highlights

The 2025 Institute included over 230 chief academic officers and over 168 other senior administrators.

## 547

Total Participants

## 247

Total Institutions

## 39

States Represented

## 2

Countries Represented  
(Canada, Pakistan)

### Geographic Regions of Institutions



### Institution Enrollment Size of Participants



### Time in Role for Participants



# CIC's Sponsor Experience

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CIC greatly values our partnerships with Institute sponsors and the benefits they provide to member institutions. Our goal is to provide multiple opportunities to sponsors to network, connect face to face, and share their expertise with the leaders of CIC member colleges and universities. Here is what sponsors can expect:

## ■ Attend Sessions

Our sponsors are viewed as full participants in the Institute. Sponsor representatives are encouraged to participate in nearly all aspects of the conference, including plenary, concurrent, and discussion sessions.

## ■ Promote Your Firm

Sponsor display tables are placed in high-traffic areas rather than a separate exhibit hall with limited visiting hours. Sponsors are encouraged to connect with participants during networking breaks at the Institute.

## ■ Share Your Expertise

All sponsors can share their expertise one-on-one with participants throughout the conference; some sponsors may qualify to facilitate a program opportunity (a concurrent session or a roundtable discussion) based on their sponsorship level. In such circumstances, concurrent sessions must be interactive and informative and must include panelists from at least two CIC institutions. Additionally, there are times when sponsoring organizations may be invited by CIC to submit programming based on their expertise on a particular subject relevant to the program in a particular year.

## ■ Network with Institutional Leaders

Sponsors are encouraged to attend breakfasts, lunches, receptions, and other social events throughout the Institute to make or build connections. Connect directly with participants through CIC's Institute mobile app which allows sponsors to send messages and schedule meetings with participants.

## ■ Get Exposure

Sponsors are recognized in digital event materials, including the Institute app, and throughout the event space.

## ■ Build Relationships with CIC Leadership

The Institute includes opportunities for face-to-face discussion with CIC's senior leadership team at the invite-only Sponsor Reception and throughout the conference.

## ■ Host Your Own Event

The second and third nights of the annual Institute for Chief Academic Officers are left open to all participants, and sponsors are encouraged to host their own receptions or dinners for Institute participants.

## Benefits of Sponsorship

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All sponsors, regardless of the level of support, will receive the following benefits:

### ■ Complimentary Registration

One complimentary sponsor registration (including all meal functions); additional individuals from the sponsoring organization may participate by paying the member-rate registration fee. See sponsorship levels for details.

### ■ Institute Website and Institute App Visibility

Recognition on CIC's Institute for Chief Academic Officers' dedicated sponsor webpage, as well as the Institute app, with name, logo, 100-word description, and hyperlink to the sponsor's website.

### ■ Conference Promotions

Acknowledgment of sponsor in email communication prior to the Institute, logo recognition during walk-in slides at plenaries, and listing in the digital program in the Institute app.

- As a sponsor of the Institute for Chief Academic Officers, you will receive a complimentary one-year subscription (\$1,600 value) starting in December 2026 to CIC's Solution Center, a year-round virtual exhibit for the independent college sector. Here, we catalogue vendors that provide services to member institutions. With this opportunity you will receive:

- Courtesy subscription tier based on sponsorship level
- Assignment of "sponsor" filter and tag
- Priority listing in searches

CIC shares information about listings regularly in communications to members, including marketing the Solution Center in CIC's popular listservs.



# Sponsorship Levels

Sponsorships are limited and available on a first-come, first-served basis.

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## PREMIER Exclusive Opportunity **CLAIMED**

### You'll Receive

- Two in-person program opportunities, including at least one concurrent session
- Named Opportunity: Sponsor signage recognition at one event during the Institute, to be determined by CIC
- Hotel key card with sponsor logo and message provided to all participants staying at the Baltimore Marriott Waterfront
- Private room provided for one-on-one consultations, if requested
- Ten registrations: seven complimentary sponsor registrations plus three additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- One banner ad, with hyperlink, featured in the Institute app on a rotating basis
- Spotlight (60-second, on-demand video) and expanded sponsor page with digital resources listed in the Institute app
- Participant list for one-time use, prior to the Institute
- Ten-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

## SIGNATURE Limited Opportunity

### You'll Receive

- Two in-person program opportunities, including at least one concurrent session
- Named Opportunity: Sponsor signage recognition at one event during the Institute, to be determined by CIC
- Private room provided for one-on-one consultations, if requested
- Eight registrations: five complimentary sponsor registrations plus three additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- One banner ad, with hyperlink, featured in the Institute app on a rotating basis
- Spotlight (60-second, on-demand video) and expanded sponsor page with digital resources listed in the Institute app
- Participant list for one-time use, prior to the Institute
- Up to ten-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

## DISTINGUISHED Multiple Opportunities

### You'll Receive

- Named Opportunity: Sponsor signage recognition at one event during the Institute, to be determined by CIC
- Six registrations: three complimentary sponsor registrations plus three additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- One banner ad, with hyperlink, featured in the Institute app on a rotating basis
- Spotlight (60-second, on-demand video) and expanded sponsor page with one digital resource listed in the Institute app
- Participant list for one-time use, prior to the Institute
- Six-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

# Sponsorship Levels Continued

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## **PATRON** Multiple Opportunities

### **You'll Receive**

- Named Opportunity: Sponsor signage recognition at one event during the Institute, to be determined by CIC
- Five registrations: three complimentary sponsor registrations plus two additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- Spotlight (60-second, on-demand video) and expanded sponsor page with one digital resource listed in the Institute app
- Participant list for one-time use, prior to the Institute
- Six-foot display table in a prominent location
- Company logo, description and URL listed on conference website and in conference app
- Company logo on event signage

## **BENEFACTOR** Multiple Opportunities

### **You'll Receive**

- Five registrations: two complimentary sponsor registrations plus three additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- Spotlight (60-second, on-demand video) and expanded sponsor page with one digital resource listed in the Institute app
- Participant list for one-time use, prior to the Institute
- Six-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

## **MAJOR DONOR** Multiple Opportunities

### **You'll Receive**

- Four Registrations: two complimentary sponsor registrations plus two additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- Six-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

## **CONTRIBUTOR** Multiple Opportunities

### **You'll Receive**

- Three Registrations: one complimentary sponsor registration plus two additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- Six-foot display table in a prominent location
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

# Sponsorship Levels Continued

## SUPPORTER Multiple Opportunities

### You'll Receive

- Three Registrations: one complimentary sponsor registration plus two additional sponsor registrations at the CIC member rate (\$925). *Registrations cannot be substituted or transferred.*
- Company logo, description, and URL listed on conference website and in conference app
- Company logo on event signage

**Note:** There is no display table provided at this level. Sponsors are encouraged to attend sessions and other social events to make the most of your sponsorship.

## Consider These Add-On Opportunities to the Above Sponsorship Levels

### CONFERENCE NAME BADGE SPONSORSHIP Exclusive Opportunity

#### Elevate your brand with digital name badge sponsorship.

- Maximize your brand's visibility and connect with our engaged audience by sponsoring our new digital name badges.
- Your logo will be prominently featured on every attendee badge, including your QR code, ensuring continuous brand exposure throughout the event.
- Badges will be printed onsite at a kiosk for all participants.

### CONFERENCE WI-FI SPONSORSHIP Exclusive Opportunity

#### Sponsor the Institute Wi-Fi and use your company name as the password.

- Your company name will be used as the Wi-Fi password in conference rooms with redirect to the sponsor website (character limitations apply).
- Your company logo will appear on conference signage.
- This Wi-Fi information will be included in the Institute app and on the general session opening slide.

### TRAVEL GRANTS Multiple Opportunities

#### Consider providing travel grant support for CIC members with funding needs to participate in the Institute.

- Your generous support of \$2,500 per grant recipient will cover Institute registration fees and expenses incurred for lodging and travel.



## Important Deadlines

Please note the following 2026 deadlines.

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- Full sponsor payment must be received no later than **Tuesday, October 6**. If payment is not received, your sponsorship will be subject to forfeiture.
- Based on your sponsorship level, you will receive the participant list only if sponsorship payments are made in full by **Tuesday, October 6**.
- If you have a new company logo or have a new company description, those must be received by **Wednesday, September 30**, to be included in any conference materials. No changes or revisions will be accepted after this date.
- The deadline for all sponsor participant registrations is **Tuesday, October 6**. After this date, no substitutions or changes will be honored. All requests must be made in writing prior to **Tuesday, October 6**.
- Cancellation of sponsorship must be received in writing no later than **Tuesday, October 6**. Cancellations after this date will incur a 25 percent cancellation fee.

## Display Table Hours

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- Set Up: **Saturday, November 7**, from noon until 3:00 p.m.
- Tear Down: **Tuesday, November 10**, at 10:45 a.m.\*

\*Tables must remain intact until 10:45 a.m. on November 10. Tables dismantled prior to this time will be subject to forfeiture of participation for the following year's program.

## Additional Deadlines

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- Premier Sponsor: Hotel key card logos and message for the card must be received by **Friday, September 25**.
- Premier, Signature, and Distinguished Sponsors: Banner ads and hyperlinks must be received by **Friday, September 25**.
- Premier, Signature, Distinguished, Patron, and Benefactor Sponsors: Spotlight videos must be received by **Friday, September 25**.



## 2026 Hotel Information

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Baltimore Marriott Waterfront  
700 Aliceanna Street  
Baltimore, MD 21202 (410) 385-3000  
[Hotel Website](#)



## Save the Date for 2027

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### JOIN US NEXT YEAR

2027 Institute for Chief Academic Officers and their Teams plus Workshops that include New and Experienced Chief Academic Officers, Associate Provosts, and Deans

November 6–9, 2027  
Bellevue, Washington

**To learn more, please contact:**

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