



Dear Friend of 4CPD,

The California Community College Council for Professional Development (4CPD) is a non-profit organization formed by professional development practitioners within the California Community College (CCC) system to serve as a statewide resource and professional association. 4CPD creates collaborative learning opportunities for professional development practitioners in the CCC system to foster innovation and equity at each college.

Our annual gathering of about 100 professional development practitioners from across the state is a highly anticipated, engaging, and energetic exchange of innovative ideas and best practices. Attendees are the people poised to advocate for the resources, facilitators, and vendors that will improve outcomes for all employees in the California Community Colleges. **This makes the 4CPD Annual Conference a unique and powerful opportunity for our sponsors.**

To ensure the success of this event, we are seeking sponsors who share our commitment to advancing the professional growth and development of college employees throughout the state. We have thoughtfully designed a menu of mutually beneficial opportunities for our sponsors and attendees. We encourage you to consider which sponsorship opportunity best suits your needs.

Your support as a sponsor would not only highlight your organization, but also support this essential, professional association and our work in providing meaningful learning and collaboration to improve our statewide community college system for our students, communities, and employees.

This year's conference will be held October 9-11, 2024, at the DoubleTree Hilton in Claremont, CA. If you have any questions or would like to discuss how your organization can play a pivotal role in supporting the 4CPD Conference, please contact us at info@4cpd.org. We hope you can join us and look forward to working with you!

Sincerely,

4CPD Board of Directors



4CPD Conference Sponsorship Opportunities

Leadership Excellence Sponsor

\$5,000

- Introduction by 4CPD Board Members at the opening general session and opportunity to introduce your organization (3 minutes)
- Exhibitor table in a central, high-traffic area for the entire conference
- Conference registration for two (includes excellent networking opportunities during mealtimes and access to all conference sessions)
- Listing with name and/or logo on the 4CPD 2024 Conference website, conference-related emails, and printed conference materials
- Insertion of promotional material/flyers in conference materials (supplied by sponsor by the deadline)
- Prominent placement of the organization's signage at the conference (supplied by sponsor by the deadline)
- List of attendees' contact information before the conference
- Opportunity for the sponsor to donate a raffle item to be on display at the high-traffic registration table throughout the conference and highlighted as a featured raffle item during announcements

Inspiration Sponsor

\$3,000

- Recognition by 4CPD Board Members at the Awards Lunch
- Exhibitor table in a central, high-traffic area for the entire conference
- Conference registration for one (includes excellent networking opportunities during mealtimes and access to all conference sessions)
- Insertion of promotional material/flyers in conference materials (supplied by sponsor by deadline)
- List of attendees' contact information before the conference
- Opportunity for the sponsor to donate a raffle item to be on display at the high-traffic registration table throughout the conference and highlighted as a featured raffle item during announcements

Brilliance Sponsor:

\$2,000

- Recognition by 4CPD Board Members at the Opening Session

- Exhibitor table during evening reception on 10/9 and all day at the conference on 10/10
- One-day conference attendance for two people on 10/10 (includes excellent networking opportunities during mealtimes and access to 10/10 conference sessions)
- Insertion of promotional material/flyers in conference materials (supplied by sponsor by deadline)
- Prominent placement of sponsor signage at evening reception (supplied by sponsor)
- Opportunity for the sponsor to donate a raffle item to be on display at the high-traffic registration table throughout the conference and highlighted as a featured raffle item during announcements

Outreach Sponsor:

\$1,000

- Exhibitor table for the entire conference (conference attendance not included)
- Insertion of promotional material/flyers in conference materials (supplied by sponsor by deadline)
- Opportunity for the sponsor to donate a raffle item to be on display at the high-traffic registration table throughout the conference and highlighted as a featured raffle item during announcements

Possibility Partner Sponsor:

\$500

- Insertion of promotional material/flyers in conference materials (supplied by sponsor by deadline)
- 4CPD to send an email to 600+ member listserv featuring an article about the sponsor (details provided by sponsor)
- Opportunity for the sponsor to donate a raffle item to be on display at the high-traffic registration table throughout the conference and highlighted as a featured raffle item during announcements