



## ABOUT THE HIGHER EDUCATION CASE MANAGERS ASSOCIATION

HECMA is the founding professional membership organization for individuals that provide case management services within a post-secondary educational environment. Initiated in 2011, HECMA provides members with professional identity and resources to advance best practice, knowledge, and research in order to promote and enhance the well-being of the campus community.

It is my fervent belief that true professional organizations, such as the Higher Education Case Managers Association, help us to strive toward those goals of service, rigor, relevance, and excellence that should be the hallmark of all that we do in higher education. Affiliating with, sharing with, learning from, and being challenged by colleagues in such organizations is how we will best serve our community.

Gene Deisinger, Ph.D.  
Deputy Chief of Police &  
Director, Threat Management Services,  
Virginia Tech

## WHY SPONSOR HECMA

On behalf of the Higher Education Case Managers Association (HECMA), thank you for exploring the benefits associated with HECMA Corporate Sponsorship. Corporate sponsors are those organizations that provide ongoing financial support for advancing the mission and goals of HECMA.

HECMA strives to develop strategic partnerships with companies and organizations who share our values and vision. By sponsoring HECMA, you will have access to case managers (clinical and non-clinical) in higher education throughout the country. Sponsorship provides unique opportunities to enhance your organization's visibility, build brand awareness, and promote your products, programs, and services at a grassroots level- *with those professionals actually in the field and doing the work.*

We invite you to connect with us to discuss how a partnership with HECMA can help achieve your objectives by aligning your brand with a *new, exciting, and growing* functional area of student affairs. Our experienced team of professionals will work with you to develop a unique partnership with purpose that is tailored to your specific goals and needs.

## SPONSORSHIP LEVELS AND BENEFITS

HECMA offers two levels of partnership so you can select the level most appropriate for you and your organization. Partnering with HECMA at either of our sponsorship levels will give you exposure in all of the following ways:

### Silver Sponsor: \$1000

- Company logo with link on HECMA website (Sponsor and Annual Conference Pages)
- Listing with company logo in annual roundtable program
- Sponsorship announcement at HECMA roundtable
- Sponsorship signage at registration desk throughout annual HECMA roundtable
- Two promotional communications to HECMA members

### Gold Sponsor: \$1500

- Two attendees at annual HECMA roundtable
- Preferential exhibit space at annual HECMA roundtable
- Listing with company logo in annual HECMA roundtable program
- Company logos with link on HECMA website (sponsor and annual conference pages)
- Listing with company logo in annual roundtable program
- Sponsorship announcement at HECMA roundtable
- Sponsorship signage at registration desk throughout annual HECMA roundtable
- Ability to submit up to 3 messages to leadership team for posting to the HECMA list serv, with responses summarized and provided to sponsor
- Two promotional communications to HECMA members

## APPLICATION, PROCESS AND TIMING

HECMA Sponsorships are intended to be mutually beneficial. Therefore, a set of criteria has been developed by which sponsorship proposals will be considered. These criteria include:

- Shared mission, vision, and goals between organizations,
- Opportunity to create long-term value,
- Ability to reach targeted audiences,
- Positive exposure for HECMA,
- Opportunity for long-term, sustainable relationship,
- Relationship must maintain HECMA’s reputation for
  - Objectivity
  - Independence
  - Integrity
  - Credibility
  - Responsibility

### TO APPLY FOR CORPORATE SPONSORSHIP, WE REQUIRE THE FOLLOWING:

1. Contact information
2. Letter of interest
3. Consent and agreement form

Contact Information	
<b>Company/Organization Name (exactly as you wish it to appear on all promotional materials:</b>	
<b>Organization address:</b>	
<b>Organization website:</b>	
<b>Main contact person:</b>	
<b>Address:</b>	
<b>Phone:</b>	Fax
<b>Email:</b>	
<b>Website URL:</b>	
<b>Sponsorship Level:</b>	<input type="checkbox"/> Gold Sponsor [\$1500.00] <input type="checkbox"/> Silver Sponsor [\$1000.00]

**ADDRESS EACH OF THE FOLLOWING IN YOUR LETTER OF INTEREST:**

- Mission of Organization
- Goals of Organization
- What Product/Service does your organization provide?
- Target Audience of Organization
- Please state organization's purpose/intent in sponsoring HECMA
- How your organization fits HECMA's stated evaluation criteria of:
  - Shared mission, vision, and goals between organizations,
  - Opportunity to create long-term value,
  - Ability to reach targeted audiences,
  - Positive exposure for HECMA,
  - Opportunity for long-term, sustainable relationship,
  - Relationship must maintain HECMA's reputation for
    - Objectivity
    - Independence
    - Integrity
    - Credibility
    - Responsibility

**SUBMIT ALL APPLICATION INFORMATION BY EMAIL TO THE HECMA MEMBERSHIP AND CONFERENCE CHAIRPERSON:**

Email: [membership@hecma.org](mailto:membership@hecma.org)  
Subject line: HECMA Corporate Sponsorship

Please allow up to 8 weeks for your materials to be received and reviewed by the Membership and Conference Committee, who will make a recommendation regarding sponsorship to the HECMA Executive Board. The Executive Board will make all final decisions regarding sponsorships.

If approved for sponsorship, access will be provided for your submission of payment at the appropriate level via PayPal at [www.hecma.org](http://www.hecma.org).

*Please note that once sponsorship has been approved we will contact you to obtain additional information (logo, ad, etc.) to fulfill your sponsorship incentive.*

## CONSENT AND AGREEMENT

HECMA reserves the right:

- to determine the appearance such as size and location of company names/logos on merchandise
- to select merchandise for giveaway items such as attendee gifts, bags, etc.
- to review and edit and/or reject content of company descriptions, advertisements, company promotional materials, etc.

\_\_\_\_\_ (company name)

agrees to abide by the regulations governing sponsorships and advertising set forth in this agreement and to all conditions as stipulated by the Higher Education Case Managers Association (HECMA).

Authorized signature: \_\_\_\_\_

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_