



MICHIGAN COMMUNITY
COLLEGE ASSOCIATION



Michigan Community College Association

Sponsorship Opportunities

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Introduction

About the MCCA

The Michigan Community College Association (MCCA) is the unified voice for Michigan's 31 community colleges. We empower our members to lead in:

- **Student Success:** Helping Michigan's learners achieve their goals
- **Talent Development:** Preparing a skilled workforce for our state's economy
- **Community Vitality:** Strengthening Michigan communities through education and opportunity

Why Sponsor?

Through newsletters, events and social media, the MCCA reaches more than **2,000 engaged colleagues across Michigan's community and tribal colleges** including presidents, chancellors, trustees, faculty and staff who are shaping the future of education and workforce development.

Partnering with the MCCA gives your organization:

- **Direct access** to decision-makers and influencers in higher education
- **Brand visibility** across statewide conferences, summits, and communications
- **Relationship-building opportunities** with presidents, trustees, and college leaders
- **Recognition** through digital and in-person channels



Diamond Sponsor

These 12-month rolling sponsors receive first access to partnership opportunities, and packages can be customized with upgrade options. Offerings are subject to availability. A Diamond Sponsorship includes unmatched visibility across all MCCA events and communications.

Diamond Sponsor

Sponsorship Levels:

Year-Round Sponsor

\$25,000+

- Institute or Networking Sponsor for the Summer Conference (value: \$6,500+)
- Presidents Meeting Reception Sponsor (value: \$5,000)
- Sponsor acknowledgement at one of the following events (value: \$5,000):
 - MCCA Networking Reception at the Association of Community College Trustees (ACCT) National Legislative Summit, including the opportunity to provide promotional materials and receive an attendee list after the event. Two representatives from your organization are invited to attend.
 - MCCA Networking Reception at the ACCT National Leadership Congress, including the opportunity to provide promotional materials and receive an attendee list after the event. Two representatives from your organization are invited to attend.
 - MCCA Networking Reception at the American Association of Community Colleges (AACC) Annual Conference, including the opportunity to provide promotional materials and receive an attendee list after the event. Two representatives from your organization are invited to attend.
- Registration Hub Sponsor for the Leadership Academy Series (value: \$2,500)
- Exhibitor-Level Sponsor at the Student Success Summit (value: \$1,500)
- Registration Hub Sponsor for MCCA Board of Directors Meetings (value: \$1,500)
- Virtual Presentation (15–20 minutes) to the Professional Associations Leadership Alliance (value: \$1,000+)
- Registration Hub Sponsor for Capitol Day (value: \$500)
- Registration Hub Sponsor for the Trustee Institute (value: \$500)
- Social media post on the MCCA's channels recognizing you as a Diamond Sponsor
- Option to customize benefits in collaboration with MCCA staff



Summer Conference

This annual conference is a premier networking and leadership development event for presidents, chancellors, regents, and trustees of Michigan's community colleges.

Summer Conference

Sponsorship Levels:

Promotional Sponsor

\$10,000+ (Annual Availability: 2)

- Full-page ad in conference agenda
- 10-minute speaking opportunity
- Company bio read
- Provide approved promotional item
- Email sent to attendees by MCCA 14 business days before or after the event
- Access to attendee list (names, titles, colleges) before and after the event
- Acknowledgement at specific event
- Exhibitor table
- Logo recognition
- Two registrations

Awards Dinner Sponsor

\$8,500+ (Annual Availability: 1)

- Full-page ad in conference agenda
- 5-minute speaking opportunity
- Company bio read
- Item for attendees at registration
- Email sent to attendees by MCCA 14 business days before or after the event
- Access to attendee list (names, titles, colleges) before and after the event
- Acknowledgement at specific event
- Exhibitor table
- Logo recognition
- Two registrations

Networking Sponsor

\$6,500+ (Annual Availability: 2)

- Full-page ad in conference agenda
- 5-minute speaking opportunity
- Company bio read
- Item for attendees at registration
- Email sent to attendees by MCCA 14 business days before or after the event
- Access to attendee list (names, titles, colleges) before and after the event
- Acknowledgement at specific event
- Exhibitor table
- Logo recognition
- Two registrations

Summer Conference

Sponsorship Levels:

Trustee or Presidents Institute Sponsor

\$7,500 (Annual Availability: 2)

- Half-page ad in conference agenda
- 5-minute speaking opportunity
- Company bio read
- Items on attendee tables
- Email sent to attendees by MCCA 14 business days before or after the event
- Access to attendee list (names, titles, colleges) before and after the event
- Acknowledgement at specific event
- Exhibitor table
- Logo recognition
- Two registrations

Conference Breakfast or Lunch Sponsor

\$5,000 (Annual Availability: 2)

- Half-page ad in conference agenda
- Company bio read
- Items on attendee tables
- Access to attendee list (names, titles, colleges) before and after the event
- Acknowledgement at specific event
- Exhibitor table
- Logo recognition
- Two registrations

Exhibitor

\$1,500 (Annual Availability: 5)

- Quarter-page ad in conference agenda
- Access to attendee list (names, titles, colleges) after the event
- Exhibitor table
- Logo recognition
- One registration

Summer Conference

Sponsorship Levels:

Partner

\$1,000 (Annual Availability: 10+)

- Quarter-page ad in conference agenda
- Access to attendee list (names, titles, colleges) after the event
- Logo recognition
- One registration

Registration Hub

\$500 (Annual Availability: 10+)

- Logo-only ad in conference agenda
- Logo recognition



Presidents Committee Meetings

MCCA annually hosts three meetings exclusively for Michigan’s 31 community college presidents and chancellors. Sponsors may send promotional items and join for the sponsored meal. Meetings are held in person with a virtual attendance option, and include optional night-before networking. Three sponsorships are available per level, per year.

Presidents Committee Meetings

Sponsorship Levels:

Breakfast & Presenter

\$7,500 (Annual Availability: 3)

- 30-minute presentation
- Acknowledgement & signage
- Promotional materials on table
- Email sent to attendees by MCCA 14 business days before or after the event

Reception & Dinner

\$5,000 (Annual Availability: 3)

- 10-minute speaking opportunity
- Acknowledgement & signage
- Promotional materials on table
- Email sent to attendees by MCCA 14 business days before or after the event



Student Success Summit

The Student Success Summit draws more than 350+ faculty, staff and administrative leaders representing the community colleges in Michigan. Attendees include faculty, staff, chief academic officers, human resources, informational technology directors, institutional researchers, academic advisors, marketing professionals – and more! The Student Success Summit is one of MCCA’s premier engagement opportunities.

Student Success Summit

Sponsorship Levels:

Promotional Sponsor

\$7,500+ (Annual Availability: 2)

- 5-minute speaking opportunity
- Provide approved promotional items
- Access to attendee list (names, titles, college) before and after the event
- Organizational bio read to attendees
- Acknowledgement at specific event
- Exhibit table
- Logo recognition
- Two registrations

Breakfast Sponsor

\$5,000 (Annual Availability: 1)

- Access to attendee list (names, titles, college) after the event
- Organizational bio read to attendees
- Acknowledgement at specific event
- Exhibit table
- Logo recognition
- One registration

Reception Sponsor

\$2,500 (Annual Availability: 1)

- Access to attendee list (names, titles, college) after the event
- Organizational bio read to attendees
- Acknowledgement at specific event
- Exhibit table
- Logo recognition
- One registration

Exhibitor

\$1,500 (Annual Availability: 20)

- Access to attendee list (names, titles, college) after the event
- Exhibit table
- Logo recognition
- One registration



Trustee Institute

An in-person learning and development opportunity for trustees and regents of Michigan's community colleges. Benefits include addressing our influential audience, providing information to them, a dedicated email to attendees from MCCA about your business. One sponsorship is available at each level per year.

Trustee Institute

Sponsorship Levels:

Meal & Presenter

\$7,500 (Annual Availability: 1)

- 30-minute presentation
- Acknowledgement & signage
- Email sent to attendees by MCCA 14 business days before or after the event

Reception

\$5,000 (Annual Availability: 1)

- 10-minute speaking opportunity
- Acknowledgement & signage
- Email sent to attendees by MCCA 14 business days before or after the event



Capitol Day

(Annually in the Spring)

During Capitol Day, college leaders meet directly with their legislators. Nearly 150 presidents, trustees, staff, and students attend. This event includes breakfast at the Capitol and a networking lunch. There is not a physical presence or sponsor tables at this event.

Capitol Day

Sponsorship Levels:

Breakfast

\$2,000 (Annual Availability: 1)

- Logo recognition
- Mention in printed materials
- Option to provide promotional items

Mascot

\$1,000 (Annual Availability: 1)

- Logo recognition
- Option to provide promotional items

Lunch

\$500 (Annual Availability: 10)

- Logo recognition



Leadership Academy

The MCCA Leadership Academy stands as a beacon of professional development in the community college sector, dedicated to fostering the growth of emerging leaders throughout Michigan. This hands-on, Michigan-specific program is carefully curated to build a robust pipeline of adept leaders capable of steering community colleges toward a future marked by excellence and innovation. Over 40 fellows participate in the annual academy, which includes five in-person sessions.

Leadership Academy

Sponsorship Levels:

Session

\$5,000 (Annual Availability: 5)

- 5-minute speaking opportunity
- Email sent to attendees by MCCA 14 business days before or after the event
- Provide promotional materials on attendee tables
- Logo recognition

Summary

Diamond Sponsorship

\$25,000+

Statewide visibility through premier events and digital platforms, offering first access to opportunities, national recognition, and broad promotional features.

Summer Conference

\$10,000 - \$500

Engage presidents, chancellors, and trustees at Mackinac Island through speaking slots, awards, networking, and advertising opportunities.

Presidents Committee

\$7,500 - 5,000

Exclusive access to 31 top higher-education leaders through presentations or dinner sponsorships at intimate, high-level gatherings.

Student Success Summit

\$7,500 - \$1,500

Connect with 300+ campus leaders at Michigan's largest student success event with exhibit and keynote sponsorship opportunities.

Trustee Institute

\$7,500 - \$5,000

Reach trustees and regents at an in-person leadership development event with sponsorships for key sessions and meals.

Capitol Day

\$2,000 - \$500

Engage nearly 120 college leaders, trustees, students, and legislators at the State Capitol through breakfast, lunch, and legislative meetings.

Align your business with the trusted voice of Michigan's community colleges.

Partnering with the MCCA means more than visibility, it means joining us in strengthening Michigan's workforce, expanding opportunities for students, and investing in the vitality of our communities. The MCCA welcomes additional sponsorship conversations for unique partnerships. The MCCA reserves the right to modify sponsorship offerings at any time.



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