



Doing the Work

2026 CCA Annual Convening
December 1-3 | San Diego, CA

**Sponsorship
Opportunities**

**COMPLETE
COLLEGE
AMERICA**

\ Join Us.

Calling all fellow impatient reformers.

Higher education doesn't need patience. It needs urgency.

For too long, we've accepted incremental progress while students wait—wait for systems to catch up, wait for reforms to take hold, wait for institutions to respond. But our students can't afford to wait. Every semester matters. Every credit counts. Every delay compounds the status quo.

Complete College America stands with the impatient reformers—the leaders who refuse to accept the status quo, who push past resistance, who translate urgency into action. We study what works and scale it fast. We mobilize bold innovation across systems. We turn ambitious ideas into practical reforms that cross-sectional teams can implement now.

In December, we will gather hundreds of impatient reformers in San Diego for the 2026 CCA Annual Convening. This is our moment to stop incrementalism and start transformation. To move from managing barriers to eliminating them. To reframe challenges as opportunities and act with the urgency our students deserve.

Will you join the impatient reformers?

Sponsoring the 2026 CCA Annual Convening means standing with leaders who demand better—faster. Your investment supports ambitious change agendas designed to eliminate institutional performance gaps and increase college completion for student populations that have been historically excluded from higher education. Your partnership enables us to guide cross-sectional teams through data-driven processes that prioritize, implement, and sustain meaningful change at every level of the system.

The barriers to college completion are complex and intertwined. No one educator, department, institution, or state can solve them alone. But together—with impatient reformers like you—we can create a higher education system where all learners graduate on time because every pathway, institution, and state is designed to support them.

Sincerely,



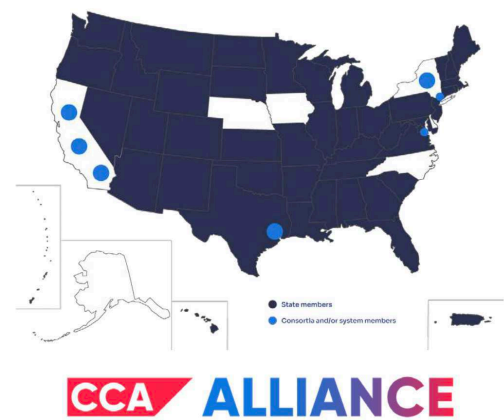
YOLANDA WATSON SPIVA, PH.D.
PRESIDENT

\ About CCA

Complete College America (CCA) is a national nonprofit on a mission to raise postsecondary attainment in the United States. Founded in 2009 and based in Indianapolis, CCA builds movements for scaled change and transforms institutions through its Alliance of 53 states, territories, systems and consortia.

CCA focuses on researching and refining education reforms, providing coaching and support, and advocating for change. It amplifies the critical efforts to implement changes in policy, perspectives, and practices that are occurring across the country and facilitate the sharing of resources beyond state borders.

Through the CCA Alliance, the organization works with 86 percent of the nation’s public, degree-granting colleges. Annually, CCA serves approximately **10.5 million constituents**.



\ About the Annual Convening

December 1–3, 2026 \ San Diego, CA

CCA is well known for our Annual Convening, which brings together hundreds of the most influential higher education and policy leaders from across the United States.

At the 2026 Annual Convening, CCA is gathering impatient reformers—leaders who refuse to wait for change and are ready to drive transformation in higher education and the workforce. Together, we will share what works, scale what matters, and reimagine higher education as a force for transformation that meets students where they are and moves them forward fast.

\ Convening Schedule Preview

MONDAY \ NOV 30		TUESDAY \ DEC 1	WEDNESDAY \ DEC 2	THURSDAY \ DEC 3
		PRE-CONFERENCE SESSIONS	BREAKFAST	BREAKFAST
			CONCURRENT SESSIONS	PLENARY SESSION
				CONCURRENT SESSIONS
				CLOSING
AFTERNOON	PRE-CONFERENCE MEETINGS	OPENING PLENARY	PLENARY SESSION	
		CONCURRENT WELCOME SESSIONS	CONCURRENT SESSIONS	
		REGIONAL MEETINGS		
EVENING		RECEPTION		The final schedule is subject to change as speakers and spaces are confirmed.

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\ Convening Attendees

All event sponsors will have the opportunity for increased exposure to key decision-makers and influencers within the higher education landscape.

Below is a **snapshot** of 2025 Annual Convening attendees, who came from **48 states and territories**, and **340+ organizations, systems, and campuses**, including **29 state and system offices** and more than **240 campuses**.

Colleges & Universities

- \ California State University
- \ Citrus College
- \ Coalinga College
- \ College of Southern Nevada
- \ Montana University System
- \ Nevada System of Higher Education
- \ Red Rocks Community College
- \ Shasta College
- \ University of Hawaii
- \ University of Montana
- \ University of New Mexico
- \ University of Puerto Rico
- \ Western Governors University

Associations & Networks

- \ AACRAO: American Association of Collegiate Registrars and Admissions Officers
- \ AASCU: American Association of State Colleges and Universities
- \ ACE: American Council on Education
- \ APLU: The Association of Public Land-Grant Universities
- \ CAEL: Council for Adult & Experiential Learning
- \ CVHEC: Central Valley Higher Education Consortium
- \ Foundation for California Community Colleges
- \ UNCF
- \ WASC Senior College and University Commission
- \ Western Interstate Commission for Higher Education

Higher Ed Leaders By Title

- \ System/Campus President: 3%
- \ Provost: 2%
- \ CEO or Executive Director: 5%
- \ Vice President: 15%
- \ Dean: 5%
- \ Faculty: 5%
- \ Director: 27%
- \ Asst./Assoc. Vice President: 9%
- \ Asst./Assoc. Dean or Asst./Assoc. Vice Provost: 7%

\ Convening Exposure

All event sponsors will be recognized as champions of transformation and student success through exposure at this conference.

- \ Sponsors will be exposed to CCA's expansive network, which represents the **53-member CCA Alliance** and hundreds of leaders across academia.
- \ More than **750 of the most influential higher education leaders and decision-makers** from across the country who attend the Convening in person will recognize your organization as a partner in the solution for improving college completion rates.
- \ Sponsors will be honored on CCA's website and in promotional materials and social media marketing. **CCA's online reach includes over 20,000 followers** on social media platforms and over 25,000 monthly website views
- \ Sponsors will be invited to **attend and participate in conference sessions** where they will get to hear from the top influencers in the field of higher education, as well as policymakers and community advocates.

\ 2026 Sponsorship Opportunities

All event sponsors will be recognized as champions for student success and college completion through exposure at the CCA Annual Convening. All sponsorships include the following benefits, plus any additional benefits listed in the sponsorship description:

- \ **Name and logo listed on website**
- \ **Name and logo listed in the event program to be distributed to all attendees**
- \ **Exhibitor table in the exhibition area**

\ Multi-Year Sponsorship Commitment

Deepen your partnership with Complete College America's network of impatient reformers through a multi-year sponsorship commitment. Lock in substantial savings while ensuring your continued visibility and impact as we drive urgent change across the higher education landscape.

Added Value for Multi-Year Sponsors

Multi-year sponsors automatically receive any added or new benefits that may become available to sponsorships at their investment level during future years of their commitment at no additional cost. This ensures your partnership grows in value as we expand opportunities and deepen impact.

\ **Two-Year Commitment: 10% Discount**

Receive a 10 percent discount on the annual sponsorship rate when you commit to a two-year partnership.

\ **Three-Year Commitment: 15% Discount**

Receive a 15 percent discount on the annual sponsorship rate when you commit to a three-year partnership.



\ Sponsorship Levels

LEVEL 1

All sponsors at this level will receive complimentary registration for three attendees and access to registrants' contact information for networking purposes. Additionally, you will be invited to provide a welcome message at one of the sessions with all attendees present. We will only have one sponsor each for Transformation and Leadership and three for Impact, making Level 1 sponsorship the most exclusive option.

Transformation Sponsor

Only one available

\ \$75,000

The Transformation Sponsor is the highest level of sponsorship and offers the highest level of exposure, offering the sponsor the opportunity to be highlighted throughout the entire conference and in all marketing and social media campaigns. The Transformation Sponsor is invited to serve as a plenary speaker and present important career and workforce sessions. The organization will be promoted throughout the convening as a leader in college attainment and student success.

Multi-Year Investment Options:

\ **Two-Year Commitment (10% discount):**
\$67,500 per year
Total: \$135,000
(Save \$15,000)

\ **Three-Year Commitment (15% discount):**
\$63,750 per year
Total: \$191,250
(Save \$33,750)

Leadership Sponsor

Only one available

\ \$65,000

The Leadership Sponsor will fund the opening reception, where all 900+ attendees will gather to kick off the Annual Convening. The Leadership Sponsor will be introduced to our vast network and invited to make opening remarks alongside CCA's president, Dr. Yolanda Watson Spiva.

Multi-Year Investment Options:

\ **Two-Year Commitment (10% discount):**
\$58,500 per year
Total: \$117,000
(Save \$13,000)

\ **Three-Year Commitment (15% discount):**
\$55,250 per year
Total: \$165,750
(Save \$29,250)

Impact Sponsor

Only three available

\ \$55,000

The Impact Sponsor will fund a breakfast or luncheon session and be invited to deliver welcome remarks during the meal.

Multi-Year Investment Options:

\ **Two-Year Commitment (10% discount):**
\$49,500 per year
Total: \$99,000
(Save \$11,000)

\ **Three-Year Commitment (15% discount):**
\$46,750 per year
Total: \$140,250
(Save \$24,750)

LEVEL 2

All sponsors at this level will receive complimentary Convening registration for two attendees and access to registrants' contact information for networking purposes. Multiple sponsors are needed for each opportunity at this level.

Changemakers Sponsor

\ \$33,000

Changemaker Sponsors will support a featured session livestreamed from the Stan Jones Stage. The sponsor will be recognized at the top of the presentation and in online materials. Virtual sessions expand the impact of the Annual Convening to higher education stakeholders who are unable to attend the conference in person.

Multi-Year Investment Options:

\ Two-Year Commitment (10% discount):

\$29,700 per year \ Total: \$59,400 \ (Save \$6,600)

\ Three-Year Commitment (15% discount):

\$28,050 per year \ Total: \$84,150 \ (Save \$14,850)

Access Sponsor

\ \$22,000

Access Sponsors will support a networking snack break between sessions, supporting connections and collaboration among attendees. Logo will be prominently displayed during the break session.

Multi-Year Investment Options:

\ Two-Year Commitment (10% discount):

\$19,800 per year \ Total: \$39,600
(Save \$4,400)

\ Three-Year Commitment (15% discount):

\$18,700 per year \ Total: \$56,100
(Save \$9,900)

LEVEL 3

All sponsors at this level will receive complimentary Convening registration for one attendee. Multiple sponsors are needed for each opportunity at this level.

Momentum Sponsor

\ \$11,000

Momentum Sponsors will receive registrants' contact information and be listed on the event program, website, mobile app, and screens between sessions.

Additionally, Momentum Sponsors will be invited to a dedicated **Innovation Partners track** at the Convening. The track connects states, systems, institutions, and organizations who are fostering innovative and high-impact initiatives to CCA leadership, corporate and philanthropic funders to identify opportunities to partner in support of student success. This exclusive track creates direct paths for collaboration and investment in transformative work.

Multi-Year Investment Options:

\ Two-Year Commitment (10% discount):

\$9,900 per year \ Total: \$19,800 \ (Save \$2,200)

\ Three-Year Commitment (15% discount):

\$9,350 per year \ Total: \$28,050 \ (Save \$4,950)

Support Sponsor

\ \$8,250

Support Sponsors will be listed on the Annual Convening program, website, mobile app, and screens between sessions.

Multi-Year Investment Options:

\ Two-Year Commitment (10% discount):

\$7,425 per year \ Total: \$14,850
(Save \$1,650)

\ Three-Year Commitment (15% discount):

\$7,013 per year \ Total: \$21,038
(Save \$3,712)

EXHIBITOR OPPORTUNITY \ \$3,850

Exhibitors will be in a main hallway area with heavy foot traffic. Each exhibitor will receive:

- \ One 6 ft skirted tabletop with two chairs
- \ Listed in the event app and program
- \ One electrical outlet
- \ One conference registration spot

Summary of 2026 Sponsorship Opportunities

Complete College America works with your company to customize a partnership that expresses your philanthropic goals and reflects your corporate culture. As a sponsor, you will be highlighted in various ways during the Convening. In addition to being listed as a sponsor on the conference app and website, additional benefits will be realized based on the sponsorship level.

BENEFITS	EXHIBITOR \$3,850	SUPPORT \$8,250	MOMENTUM \$11,000	ACCESS \$22,000	CHANGEMAKER \$33,000	IMPACT \$55,000	LEADERSHIP \$65,000	TRANSFORMATION \$75,000
Exhibitor table	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary conference registration	1	1	1	2	2	3	3	3
Name and logo listed on the 2025 Annual Convening website and app as sponsor or exhibitor	✓	✓	✓	✓	✓	✓	✓	✓
Name and logo listed as a sponsor in the event brochure distributed to all attendees and on screens between sessions		✓	✓	✓	✓	✓	✓	✓
Access to registrants' contact information			✓	✓	✓	✓	✓	✓
Participation in the dedicated Innovation Partners track			✓	✓	✓	✓	✓	✓
Recognized for funding a snack networking session with name and logo displayed				✓				
Recognized for funding a livestream of featured session, where name and logo will be displayed					✓			
Recognized for funding a breakfast or lunch session with name and logo displayed						✓		
Recognized as the lead sponsor for the opening reception where all +750 attendees will gather to kick off the Annual Convening							✓	
Exposure throughout the entire conference (online and print); recognized as lead sponsor; invited to present important career and workforce sessions								✓

Join Us.

To sponsor the 2026 CCA Annual Convening, contact philanthropy@completecollege.org

The deadline for 2026 convening sponsorships is November 1, 2026.

Past Sponsors

Complete College America is grateful to the sponsors who supported the 2025 CCA Annual Convening in Baltimore.

Impact Sponsors



Changemaker Sponsors



Access Sponsors



Momentum Sponsors



Support Sponsors



Complete College America would also like to recognize the funders supporting the organization's general operations in 2026:

Gates Foundation \ Carnegie Corporation of New York

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