Strengthening Student Success Conference

OCTOBER 6–8, 2027 | The Hyatt Regency San Francisco Airport, Burlingame, CA

Sponsor Prospectus

Presented by The RP Group in partnership with Career Ladders Project.

The RP Group

CLP | Career Ladders Project

Be part of an exceptional opportunity to engage with California's community college leaders, faculty, managers, student services staff, and institutional research, planning, and effectiveness professionals—all in one place!

Become a sponsor of Strengthening Student Success Conference 2027 (SSSC27) and make meaningful connections!

Conference Features

The annual Strengthening Student Success Conference provides a unique opportunity for a wide cross-section of California community college professionals to engage with each other on strategies for increasing equitable outcomes, institutional effectiveness, leadership capacity, and other important topics. The conference is designed to promote interactive learning, build connections with peers, and provide opportunities to hear perspectives from other disciplines through interactive sessions, informative briefings, inspirational plenary presentations, and innovative opportunities to dig into pressing community college issues.

SSSC27

- An event in high demand, consistently selling out over the years.
- A dynamic space to explore strategies for maximizing institutional effectiveness, student learning, and equitable outcomes.
- An opportunity to connect with our California community college (CCC) core audience and invest in the success of CCC students.

> *"As a sponsor and presenter at the Student Success Conference, our team had the opportunity to present our research origins and mission, and how it relates to the work of the institutions we serve. We fostered meaningful connections with attendees who understood how our intervention framework directly impacts students and families. The RP Group is a team of passionate and organized individuals who made our role in the conference seamless and authentic. Their events and partnerships are great ways to connect with a targeted group of researchers and expand your brand."*

Siembra

- Siembra Mobile Inc.

Who Is The RP Group?

We are a nonprofit, nonpartisan team made up of a dedicated Board of Directors and staff, working together with a shared and resolute goal: to increase the success of California community colleges and beyond. Through collaboration and commitment to authenticity and quality, our work is focused on promoting inspired futures for California Community College students in important areas such as equity, success, completion, and employment.

Why Sponsor SSSC27?

SSSC27 brings together a passionate community of professionals dedicated to driving student success through evidence-based decision-making. As a sponsor, you'll have a unique opportunity to connect with influential leaders across the California Community Colleges (CCC) system—those shaping policy, practice, and innovation.

Showcase your brand, share your mission, and elevate your visibility in an environment focused on forward-thinking strategies and real-world impact. With hundreds of attendees from across the state, this high-profile event puts you at the center of the CCC conversation.

Your support not only amplifies your reach—it also helps keep the conference accessible while fueling the exchange of ideas, proven practices, and data-informed insights that move the needle on equity and student achievement.





Sponsorship Benefits

Position yourself as a thought leader

Showcase the impact of your product, service, or mission to 300+ engaged attendees through general session speaking opportunities.

Foster genuine connections in a welcoming atmosphere

Build meaningful relationships as you connect with attendees in our high-traffic exhibit area and collaborative networking spaces.

Maximize your brand exposure with extended digital reach

Stay top of mind before, during, and after the event with strategic digital placements—through promotional materials, attendee emails, the event app, and on-site screens. Deepen your engagement with post-event access to attendee contact lists (300+ contacts shared in 2025). Premium sponsors enjoy early access to attendee lists one week prior to the event.





Gain Brand Exposure

SSSC26 is your exclusive opportunity to connect with this specialized community of practitioners and gain brand recognition with key decision influencers.

Attendee Engagement

The exhibit area serves as the central networking hub of the conference and the go-to spot for all refreshment breaks. Its welcoming, close-knit atmosphere offers the perfect setting to connect with attendees, highlight your offerings, and spark conversations over coffee, fresh fruit, and pastries. For higher-level sponsors, there's also an exclusive opportunity to address all attendees during a general session—bringing even more visibility and traffic to your exhibit table.

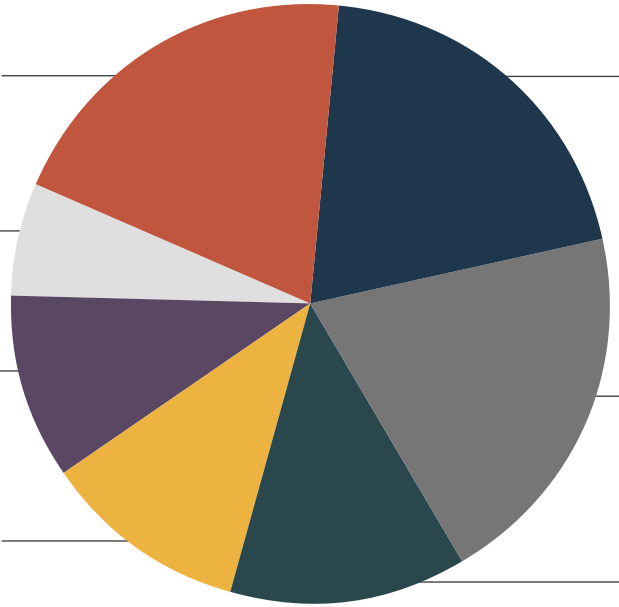
Branded Breakfast

Further engage with our attendees through a sponsor highlight session, "Breakfast with a Sponsor," on Thursday, October 7.

This package includes:

- 20-minute product demo or information session with projector and screen during breakfast on Thursday, October 7
- Signage
- Listing in the conference program

2026 Conference Attendee Demographics



20% Faculty

6% Students

10% Other (Classified staff, non-profit sector)

11% Institutional Research and Planning

20% Administrators (including Presidents, VPs, Vice Chancellors, Deans, and Directors)

20% Student Services

13% Classified Professionals

325+ attendees | **62** colleges or districts represented



Conference Schedule

Tuesday, October 5

4:00–5:00 pm	Exhibitor setup

Wednesday, October 6

7:00–8:00 am	Exhibitor setup
8:00 am–5:00 pm	Exhibit hall open

Thursday, October 7

7:30 am–3:00 pm	Exhibit hall open
3:00 pm	Exhibitor breakdown





Sponsor and Exhibitor Packages

Exhibitor: $1,850

- Exhibit booth, includes electrical access and Wi-Fi
- 1 conference registration

Bronze: $2,750

Exhibitor-level benefits plus:

- 1 additional conference registration (total of 2)
- Refreshment break sponsorship (shared opportunity - up to 4 sponsors)
- General session speaking opportunity (1 minute)
- Digital ad
- Profile banner in conference app

Silver: $4,000

Bronze-level benefits plus:

- Conference reception sponsorship (shared opportunity - up to 4 sponsors)
- General session speaking opportunity (2 minutes)
- Recognition in conference attendee emails

Gold: $5,750

Silver-level benefits plus:

- Conference lunch sponsorship (shared opportunity - up to 4 sponsors)
- 1 additional conference registration (total of 3)
- General session speaking opportunity (3 minutes)
- Ad in conference attendee emails
- One push notification and digital card in the conference app
- Pre-conference attendee email list

Platinum: $8,500

Gold-level benefits plus:

- Double exhibit table (shared opportunity - up to 2 sponsors)
- Conference check-in area sponsorship
- 1 additional conference registration (total of 4)
- General session speaking opportunity (5 minutes)
- Branded item
- Logo included on conference app splash page
- Two push notifications in the conference app

All exhibitor and sponsor levels include the following benefits:

- 8’ x 10’ exhibit booth including 6’ table with draping and two chairs, electrical and Wi-Fi access.
- Bronze-level sponsors and above receive prominent exhibit booth placement based on level
- Customized app profile with external linking
- Post-conference attendee list with emails
- Opportunity to include a prize in the conference game drawing opportunity

Sponsorship Level Comparison

Levels	Platinum $8,500 (2 opportunities)	Gold $5,750 (3 opportunities)	Silver $4,000 (4 opportunities)	Bronze $2,750 (6 opportunities)	Exhibitor $1,850 (6 opportunities)
Conference registrations	4	3	2	2	1
Event sponsorship	Conference check-in area (shared opportunity)	Conference lunch (shared opportunity)	Conference reception (shared opportunity)	Refreshment break (shared opportunity)	N/A
General session speaking opportunity	5 minutes	3 minutes	2 minutes	1 minute	N/A
Digital advertising	Fullscreen	Fullscreen	½ screen	¼ screen	N/A
App profile banner	Yes	Yes	Yes	Yes	N/A
Conference email advertising – visibility in attendee email communications	Digital ad	Digital ad	Logo	N/A	N/A
App custom card	Yes	Yes	N/A	N/A	N/A
App push notification	2	1	N/A	N/A	N/A
App splash page visibility	Yes	N/A	N/A	N/A	N/A
Branded item	Yes	N/A	N/A	N/A	N/A

Add-ons

Conference bags | $1,500 - 1 opportunity - *must sign up for this opportunity by 9/1*

Branded breakfast on Thiursday, 10/7 | $1,000 - 1 opportunity

- 20-minute product demo or information session with projector and screen
- Signage
- Listing in the conference program
- One push notification in the conference app

Sponsor keynote address | $1,000 - 2 opportunities

- Acknowledgment during opening announcements
- Logo on welcome slides
- Logo featured on keynote address signage and in the conference program
- Push notification in conference app

POV camera | $500 - 1 opportunity

It's like disposable cameras, but way easier. Everyone scans a QR Code, snaps away, and every conference photo lands in a single gallery.

- Your logo is displayed on all event photos and the live slideshow

Sponsor our CCC student presenters | $750 per student

Support CCC student participation. Sponsorship covers student scholarships to present during a breakout session or as part of our student panel.

- Acknowledgment during opening announcements
- Logo on welcome slides
- Logo featured on student panel signage and in the conference program
- Push notification in conference app

Digital branding package | $1,000 ($1250 à la carte value)

- ¼ page digital ad on conference screens (à la carte $250)
- Customized profile in conference app (à la carte $250)
- Logo in publicity and attendee communications (à la carte $250)
- 1 social media post on LinkedIn (à la carte $250)
- Post-conference attendee list (à la carte $250)

Sponsor centerpieces with branding | $350

Pre-conference attendee list for one-time email | $250

Conference reception drink ticket packet | $200 for 10 tickets

We are here to help!

Should you find that your needs do not align with the sponsor options listed, please contact Lila Tavelli, Associate Director of Professional Development, at professionaldevelopment@rpgroup.org to discuss customization options and your budget.

Join Us as a Sponsor

Register your commitment for SSSC27.

For additional sponsorship information, visit the SSSC27 Sponsors and Exhibitors webpage.



Questions

Email Lila Tavelli, Associate Director of Professional Development, at professionaldevelopment@rpgroup.org.



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