



4CPD SPONSORSHIP PROGRAM

2026 Annual Conference

October 14–16, 2026

Mt. San Antonio College • Walnut, California

www.4cpd.org

Sponsorship Levels

Welcome, Friend!

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. Since 1980, 4CPD has served as a statewide resource and professional association. 4CPD creates collaborative learning opportunities for professional development practitioners in the CCC system to foster innovation, knowledge transfer, and to amplify equity at each college.

Our annual gathering of professional development practitioners from across the state is a highly anticipated, engaging, and energetic exchange of intellectual capital. Attendees are those poised to advocate for the methods and resources that will improve outcomes for all employees in the California Community Colleges, ensuring student success. **This makes the 4CPD Annual Conference a unique and powerful opportunity for our sponsors.**

To continue the success of this event, we are seeking sponsors who share our commitment to advancing the professional growth and development of community 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.

Sincerely,

The 4CPD Board

Sponsorship Levels

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

This year's conference will be held October 14–16, 2026, at Mt. San Antonio College in the beautiful city of Walnut, California.

If you have any questions or would like to discuss how your organization can play a pivotal role in supporting the 4CPD Conference, don't hesitate to get in touch with us at info@4cpd.org. We hope you can join us and look forward to working with you!

Sponsorship Levels

Friend Sponsor	\$250
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- Organization name listed on the conference website under the “Thank You” section.
- Organization name listed under “Thank You to Our Sponsors” on a revolving slide deck shown during conference sessions and breaks.
- Organization name listed on a “Thank you to our Sponsors” post on the organization’s LinkedIn channel before and after the conference.

Connection Sponsor*	\$500
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- All the benefits of the Friend Sponsor level
- Organization logo added to the conference website under the “Thank You” section.
- Dedicated slide acknowledging sponsor shown on a slideshow during all sessions and breaks (provided by sponsor)*

**To maintain our 501(c)(3) compliance, please ensure your slide focuses on acknowledgment (e.g., your logo, website, mission statement, contact information, how your brand supports California Community Colleges, and/or a "Proud to Support 4CPD" message) rather than advertising. Per IRS guidelines, slides must avoid qualitative claims (like "the best" or "top-rated"), price-point mentions, or specific "calls to action" that encourage a commercial purchase.*

Outreach Sponsor <i>(Limited to 6 Sponsors)</i>	\$1,000
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- All benefits of the Connection Sponsor level
- Exhibitor table for the entire conference (conference attendance not included)
- Insertion of promotional materials or flyers in conference attendee packets (supplied by the sponsor by deadline)
- Organization logo and name featured in conference-related emails distributed to all registered attendees

Inspiration Sponsor *(Limited to 4 Sponsors)*

\$3,000

- All benefits of the Outreach Sponsor level
- Verbal recognition by 4CPD Board Members at the Opening Session
- Upgraded exhibitor table to a premium central location — the highest-traffic area of the conference
- One conference registration, including full access to all sessions and networking opportunities
- Additional placement of two sponsor-supplied signs at the conference venue (apart from the exhibitor table)
- Pre-conference attendee contact list
- Featured in a dedicated multi-post social media series celebrating your organization's investment in professional development

Leadership Excellence Sponsor *(Limited to 2 Sponsors)*

\$5,000

- All benefits of the Inspiration Sponsor level
- Formal introduction by a 4CPD Board Member at the Opening General Session, plus a 3-minute opportunity to address conference attendees on behalf of your organization**
- Two conference registrations, including full access to all sessions and networking opportunities
- Organization name and logo prominently featured on the 4CPD 2026 Conference website, all conference-related emails, and printed conference materials
- Recognition as a Title Sponsor in all 4CPD conference printed materials
- Dedicated feature article spotlighting your organization's history and contribution to the 4CPD conference published in 4CPD's post-conference communication and distributed to our statewide network.
- Personalized letter of recognition from the 4CPD Board of Directors

***The Sponsor's 3-minute address is intended for the acknowledgment of the partnership and the sharing of mission-aligned information and must be in alignment with IRS Qualified Sponsorship rules. See the end of this document for additional information and helpful ideas on how to use your 3-minutes within this framework.*

****Your 3-Minute 4CPD Stage Moment as a Leadership Excellence Sponsor**

The Sponsor’s 3-minute address is intended for the acknowledgment of the partnership and the sharing of mission-aligned information. In accordance with IRS Qualified Sponsorship rules, this address shall focus on the Sponsor's identity, location, and general support for the field or California Community College system, rather than qualitative promotional claims, comparative advertising, or price-point marketing.

To ensure your message resonates with our attendees and aligns with non-profit compliance standards, we suggest focusing remarks on the following "Impact Pillars":

- **The "Why":** Why does your organization believe in the mission of 4CPD and/or California Community Colleges?
- **The "Vision":** What is one major trend or challenge in professional development or community college see and work to solve with your organization?
- **The "Invitation":** Invite attendees to your booth to share their stories or challenges with you.

A Note on Compliance: To maintain our 501(c)(3) status, we ask that you avoid specific pricing mentions, comparative "sales" language (e.g., "we are better than X"), or direct calls to purchase products from the stage. Our audience responds best to **partnership** and **shared goals!**

2026 Conference Timeline

April 27	Call for Proposals Opens
July 1	Early Bird Registration Opens
July 8	Call for Proposals Closes
August 3	General Registration Opens
September 14	Late Registration Opens
October 14–16	CONFERENCE! — Mt. San Antonio College, Walnut, CA

Contact Us



Board of Directors

INFO@4CPD.ORG

www.4cpd.org