



COUNCIL OF COLLEGE AND MILITARY EDUCATORS

Serving the Military and Veteran Community

2027 PARTNERSHIP & SPONSOR OPPORTUNITIES

BUILD THE FUTURE. EXPAND YOUR IMPACT.

Building Tomorrow's Military-Connected Workforce

COLLABORATE. INNOVATE. LEAD.

FEBRUARY 22-25, 2027

Gaylord National Resort & Convention Center

National Harbor, Maryland

PARTNER WITH PURPOSE

Create visibility. Build relationships. Move the mission forward.

Partnership With Purpose

Building Our Legacy. Empowering the Future.

A message from Desiree K. Butts, CCME President, 2026-2027

Dear Prospective Partner,

It is an honor to invite you to partner with the Council of College and Military Educators. As CCME enters its 53rd year, we remain grounded in more than five decades of service while preparing our community to lead through rapid changes in education, technology, policy, and the workforce.

CCME has long served as a trusted convener for military, government, academic, nonprofit, and industry leaders who share a commitment to the educational and career success of military-connected learners. Your partnership helps us strengthen access to education, credentials, career pathways, professional development, and the resources that support servicemembers, veterans, military spouses, and their families.

My commitment to this mission is deeply personal. As the daughter of a Navy and Air Force veteran and an Air Force brat, I grew up understanding how education can create opportunity and prepare military families for life's transitions. My father used his GI Bill benefits to earn both his undergraduate and graduate degrees, while my mother dedicated her career to supporting military families through Family Support Centers and Transition Assistance programs.

Sponsorship is more than visibility. It is an investment in CCME scholarships, year-round professional development, and the special events and learning experiences we create for symposium attendees. Your support also allows our community to preserve the legacy of military voluntary education while advancing innovation, collaboration, mentorship, and advocacy.

We invite you to join us at the 2027 CCME Professional Development Symposium at the Gaylord National Resort & Convention Center in National Harbor, Maryland. Together, we can expand opportunity, strengthen the military-connected workforce, and build a future worthy of those who serve.

With appreciation,

Desiree K. Butts

PRESIDENT, 2026-2027

Council of College and Military Educators

PARTNER WITH CCME

Build visibility. Create impact.

Strengthen the community that serves.

Move the Mission Forward

For more than 50 years, the Council of College and Military Educators has connected the people and organizations shaping military-connected education, workforce development, credentialing, student support, and lifelong learning.

Your partnership creates opportunity.

Stand beside a trusted mission—and in front of the leaders who can turn commitment into action.

A community ready to connect



Recent CCME audience snapshot. Categories may overlap.

Why organizations choose CCME

- 1 REACH DECISION-MAKERS**
Build relationships across military and veteran education, government, workforce, nonprofit, and industry communities.
- 2 SHOWCASE SOLUTIONS**
Put programs, services, technology, and expertise before an audience committed to better learner outcomes.
- 3 STRENGTHEN REPUTATION**
Demonstrate authentic commitment to education, career readiness, wellness, talent, and community impact.
- 4 CREATE MOMENTUM**
Extend visibility through CCME communications, digital engagement, and year-round professional development.

SEVEN WAYS TO LEAD

Find the right level of impact

Every partnership creates a meaningful connection to CCME's mission. Higher levels unlock deeper access, visibility, and thought leadership.

LEVEL	INVESTMENT	EST. VALUE	REGS.	EXHIBIT TABLE	OPPORTUNITIES AVAILABLE
COMMANDER	\$75,000	\$110,000+	8	PREMIUM	1
CAPITOL	\$50,000	\$72,000+	5	PREMIUM	1
LIBERTY	\$25,000	\$38,000+	4	PREMIUM	2
MONUMENT	\$15,000	\$21,000+	3	PREMIUM	2
HARBOR	\$10,000	\$14,000+	2	PREMIUM	2
ADVOCATE	\$7,500	\$11,000+	2	PREMIUM	3
AMBASSADOR	\$5,000	\$7,000+	1	PREMIUM	3

14 TOTAL SPONSORSHIP OPPORTUNITIES | EVERY LEVEL INCLUDES A PREMIUM EXHIBIT TABLE

EVERY SPONSORSHIP INCLUDES:

A PREMIUM EXHIBIT TABLE + PREFERRED EDUCATION FAIR PLACEMENT

Sponsors receive a preferred spot at the CCME Education Fair, coordinated with our Washington, D.C. partners, plus registrations, recognition, and level-specific benefits.

Visibility at Every Level

Every partner receives a respected presence within the CCME community. Use this matrix to compare the access, recognition, and thought-leadership benefits available at each level.

BENEFIT	AMBASSADOR	ADVOCATE	HARBOR	MON.	LIBERTY	CAPITOL	CMDR.
PREMIUM EXHIBIT TABLE	✓	✓	✓	✓	✓	✓	✓
PREFERRED EDUCATION FAIR PLACEMENT	✓	✓	✓	✓	✓	✓	✓
Complimentary Registrations	1	2	2	3	4	5	8
Website Recognition	✓	✓	✓	✓	✓	✓	✓
Mobile App Listing	✓	✓	✓	✓	✓	✓	✓
Sponsor Signage	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	-	-	✓	✓	✓	✓	✓
Sponsored Educational Session	-	-	-	-	✓	✓	✓
General Session Recognition	-	-	-	-	-	✓	✓
Keynote Introduction	-	-	-	-	-	✓	✓
CCME Webinar Opportunity	-	-	-	-	-	-	✓
Featured Newsletter Article	-	-	-	-	✓	✓	✓
Executive Interview Feature	-	-	-	-	-	-	✓

INCLUDED AT EVERY SPONSOR LEVEL

A premium exhibit table and a preferred spot at the CCME Education Fair coordinated with our Washington, D.C. partners.

Exclusive Symposium Opportunities

Place your organization at the center of connection, celebration, convenience, and professional engagement. These opportunities are limited and available on a first-confirmed basis.

SCHOLARSHIP & AWARDS GALA**\$35,000**

Includes 5-7 minutes of sponsor remarks; celebrates achievement.

PRESIDENT'S RECEPTION**\$30,000**

Includes 5-7 minutes of sponsor remarks; aligns with leadership.

MILITARY-CONNECTED STUDENT RECEPTION**\$20,000**

Includes 5-7 minutes of sponsor remarks and learner engagement.

REGISTRATION SPONSOR**\$20,000**

Welcome every attendee at a critical first touchpoint.

MOBILE APP**\$15,000**

Power the digital hub attendees use throughout the event.

WI-FI**\$15,000**

Keep the community connected across the symposium.

PODCAST STUDIO**\$15,000**

Support timely thought leadership and shareable content.

HEADSHOT STUDIO**\$10,000**

Deliver a useful professional asset attendees take home.

BREAKFAST SPONSOR**\$10,000**

Create an energizing start and a natural connection point.

CHARGING LOUNGE**\$10,000**

Offer comfort, convenience, and extended brand exposure.

COFFEE BREAK SPONSOR**\$7,500**

Fuel conversations during high-traffic networking breaks.

WELCOME BAGS**\$7,500**

Put your brand into every attendee's hands.

NOTEBOOK & PEN SPONSOR**\$5,000**

Become part of every note, insight, and idea.

CO-BRANDED LANYARDS**\$5,000**

Gain visible recognition throughout the symposium.

INCLUDED WITH EVERY SPONSORSHIP OPPORTUNITY

Signage, website recognition, and recognition throughout the symposium.

Your sponsorship dollars support CCME scholarships, professional development sessions, and special events created for symposium attendees.

Exhibit Table Opportunities

A DEDICATED PLACE TO CONNECT

Put your organization in the room

Stand-alone standard and premium tables offer a dedicated symposium presence. Fourteen premium tables remain available to exhibitors, while the other fourteen are reserved for sponsors.

STANDARD EXHIBITOR TABLE

\$2,200

Dedicated standard exhibit location

17 TABLES AVAILABLE

PREMIUM EXHIBITOR TABLE

\$3,750

Includes one complimentary registration

14 TABLES AVAILABLE

Why exhibit at CCME 2027?

1

DIRECT ACCESS

Meet military and veteran education leaders, institutional decision-makers, government representatives, and mission-aligned partners.

2

SOLUTION VISIBILITY

Demonstrate programs, technology, services, credentials, and resources to an audience focused on learner and workforce outcomes.

3

RELATIONSHIP BUILDING

Create meaningful conversations throughout the symposium and extend connections beyond the exhibit hall.

4

LIMITED AVAILABILITY

Seventeen standard and fourteen premium tables are available to stand-alone exhibitors. Fourteen additional premium tables are reserved for sponsors. Early commitment provides the strongest selection.

PREMIUM TABLE INVENTORY IS SPLIT EVENLY

Fourteen premium tables support sponsors and fourteen are available to stand-alone exhibitors.

Focused Opportunities

STARTING AT \$500

Targeted visibility. Measurable reach.

Begin with one placement or add a focused campaign to an existing partnership.

SOCIAL-MEDIA SPOTLIGHT**\$500**

One dedicated, mission-aligned organic sponsor post designed for easy resharing.

NEWSLETTER SPONSOR PLACEMENT**\$1,000**

Logo, approved headline, up to 75 words, and one linked call to action.

WEBINAR VISIBILITY PACKAGE**\$1,500**

Recognition before, during, and after one designated webinar.

SYMPOSIUM BREAK-SLIDE ROTATION**\$2,250**

One approved 16:9 sponsor slide shown in nine scheduled break rotations.

CCME 360° VISIBILITY PACKAGE**\$2,450**

All four focused opportunities in one coordinated campaign—a \$5,250 combined value.

Communication results sponsors can see

6,007

EMAIL SENDS

5,718

DELIVERIES

2,280

OPENS

892

CLICKS

RECENT CCME NEWSLETTER: 52% OPEN RATE • 447 CLICKS

An audience that actively engages with CCME content.

Placement Details

WEBINAR VISIBILITY PACKAGE

\$1,500

- Before: Logo recognition in one designated promotional email or invitation.
- During: Logo on an opening or closing slide plus one brief host acknowledgment.
- After: Logo recognition in one designated attendee follow-up email.
- Reporting: Available delivery, open, and click results plus live-recognition confirmation.
- Scope: Promotional recognition only; no speaking role, attendee data, educational session, or content control.

NEWSLETTER SPONSOR PLACEMENT

\$1,000

- Placement: Logo, approved headline, up to 75 words, and one linked call to action.
- Timing: Schedule before the symposium or after an event to sustain momentum.
- Reporting: Available issue-level delivery, open, and click results.
- Scope: A designated placement—not the Featured Newsletter Article benefit.

SYMPOSIUM BREAK-SLIDE ROTATION

\$2,250

- Frequency: One approved slide shown during nine scheduled break rotations.
- Creative: Sponsor-supplied 16:9 slide with concise message, URL, and optional tested QR code.
- Scope: Does not include exhibit space, registrations, app listing, signage, or general-session recognition.

SOCIAL-MEDIA SPOTLIGHT

\$500

- Post: One organic sponsor spotlight on a primary CCME social channel.
- Amplification: Published post link and suggested resharing language.
- Scope: One campaign-specific post, separate from ongoing recognition at Harbor level and above.



COUNCIL OF COLLEGE AND MILITARY EDUCATORS

Serving the Military and Veteran Community

MAXIMIZE YOUR VISIBILITY

LET'S BUILD THE FUTURE TOGETHER.

Your support helps CCME connect military-connected learners with education, credentials, career pathways, wellness resources, professional networks, and opportunities that can change lives.

01

SELECT

Identify your preferred partnership level, exclusive opportunity, focused placement, or combination.

02

CONFIRM

Connect with CCME to verify availability, benefits, deadlines, and activation details.

03

ACTIVATE

Submit approved assets and begin building visibility with the CCME community.

SPONSORSHIP INQUIRIES

CCME President

president@ccmeonline.org | ccmeonline.org

SECURE YOUR OPPORTUNITY EARLY

and help CCME build tomorrow's military-connected workforce.