

For over 50 years, the Council of Independent Colleges in Virginia, Inc. (CICV) has been the leading advocate for non-profit, private higher education in Virginia. We proudly serve as an essential voice at the Virginia State Capitol, championing initiatives like the Tuition Assistance Grant (TAG), which currently provides \$5,125 annually per eligible undergraduate student. Thanks to our advocacy and the generous support of our partners, over 150,000 students across our 28 member colleges benefit from an exceptional education, characterized by small class sizes, modern facilities, innovative programs, and highly marketable degrees. Our collaborative efforts, such as our health benefits consortium and multi-employer pension plan, offer cost savings and operational efficiencies to members, ensuring their sustainability and continued success.

Notwithstanding our past accomplishments, the landscape of higher education is rapidly evolving. Rising costs, changing enrollments, and increasing demand for competitive programs present new challenges that require us to adapt. Meeting these challenges is critical, but with your support, we can continue to make a difference. Therefore, we invite you to join us as a **2025 Strategic Business Partner**, which is more than v. Your business can play a pivotal role in strengthening Virginia's entire nonprofit private college sector. Your investment will enable CICV's essential services, such as data analysis and advocacy.

Building on feedback from our existing partners, we offer an enhanced benefits package with strategic access points for 2025. Details of this new package can be found in the enclosed table. Thank you for your ongoing commitment to our colleges and universities. We truly value your ideas and look forward to collaborating with you to further our mission. Please do not hesitate to reach out if you have any questions or thoughts on how we can enhance this partnership.



Christopher K. Peace, Esq.
President



Over 50 years of service to
28-member schools

BECOME A 2025
STRATEGIC BUSINESS
PARTNER



Strategic Business Partner Program Overview

Why Become a CICV Strategic Business Partner?

UPDATED 11.15.24

Our partnership provides unique opportunities to engage directly with institutional decision-makers. Based on feedback from current partners, CICV enhanced its 2024 program to better align with business sector priorities. These enhancements include more flexible options and offerings that foster immediate and long-term beneficial relationship-building. CICV is committed to facilitating this strategic initiative and leveraging the collective power of our member institutions. Together, we can create a lasting impact!

How to Become a Strategic Business Partner

To become a Strategic Business Partner for 2025, please email CICV President Chris Peace at chris@cicv.org with the selected partner level. If your company has never been a corporate sponsor or if your sponsorship has lapsed, please share a reference from a CICV member. The new partnership plan year begins January 1, 2025. Applications are reviewed and approved by the CICV President. Upon approval, you will receive an invoice for your sponsorship and work to finalize your benefits.

Program Disclaimer

Strategic Business Partnerships are not considered endorsements or exclusive relationships.



Private College Impact in Virginia

28,291

DIRECT, INDIRECT & INDUCED JOBS

\$2.0B

IN ASSOCIATED WAGES AND BENEFITS

\$4.6B

IN OVERALL ECONOMIC OUTPUT

CICV VISION

To be the leading advocate for Virginia's nonprofit, accredited independent colleges and universities, empowering them to provide exceptional, accessible, and affordable educational opportunities and contribute to the growth and success of students to impact our Commonwealth.

2025 Levels & Benefits

	\$2,500 COUNCIL CHAMPION	\$5,000 DEAN'S CIRCLE <small>Up to 6 AVAILABLE</small>	\$10,000 PRESIDENT'S CIRCLE <small>ONLY 1 AVAILABLE</small>
Website Recognition Listing with logo and profile on the updated CICV website	✓	✓	✓
Print Advertising Prominent listing on sponsor signage at all events	✓	✓	✓
Email Communication Customized email distribution to CICV professional Listservs	✓ One email per year, upon request of partner	✓ Two emails per year, upon request of partner	✓ Four emails per year, upon request of partner
Participant Lists Access to the participant list at least 24 hours in advance of the professional conferences attending		✓	✓
College Professionals' Conference (Admissions, Technology, CFO/HR) Luncheons Opportunity for two (2) to attend	✓ Invitation for one (1) conference	✓ Invitation for one (1) conference	✓ Invitation for two (2) conferences
College Professionals' Conference (Admissions, Technology, CFO/HR) Receptions/Dinners Opportunity for two (2) to attend	✓ Invitation for one (1) conference	✓ Invitation for one (1) conference	✓ Invitation for two (2) conferences
College Professionals' Conference (Admissions, Technology, CFO/HR) Exhibit Tables Opportunity to exhibit at each of the professional events	✓	✓	✓
College Professionals' Conference (Admissions, Technology, CFO/HR) Presentations Opportunity to present on an educational topic		✓ Based on availability, schedule to be arranged with CICV President	✓ Based on availability, schedule to be arranged with CICV President

2025 Levels & Benefits

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College Professionals' Conference (Admissions, Technology, CFO/HR) Meal Sponsor w/ Recognition Opportunity to be recognized at one (1) of the conferences		✓ Lunch or reception recognition (non-exclusive)	✓ Exclusive dinner sponsor
Present an Educational Webinar Content delivery to a special Listserv audience selected w/ CICV President		✓ Two (2) 15-minute sessions or One (1) 30-minute session	✓ One (1) 30-minute session
Presidents' Annual Meeting Presentation Opportunity to present an educational topic on September 23 rd or 24 th . 2025 location is Hollins University.		✓ Based on availability, schedule to be arranged with CICV President	✓ Based on availability, schedule to be arranged with CICV President
Presidents' Annual Meeting Reception/Dinner Opportunity for two (2) to attend September 23 event at Hollins University.			✓
Spring Reception/Dinner with CICV Presidents Opportunity for two (2) to attend May 12 th event at Randolph-Macon College.			✓
First Right of Refusal Exclusive opportunity to renew			✓

