Dear Prospective Partner,

For 55 years, the Council of Independent Colleges in Virginia, Inc. (CICV), known as Virginia Private Colleges, has championed nonprofit private higher education across the Commonwealth.

We invite your company to join our work as a 2027 Strategic Business Partner, building relationships with the leaders of our 28 member colleges and universities while supporting their continued success.

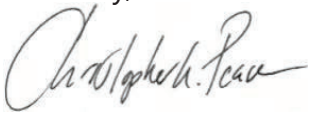
CICV combines public policy advocacy with practical collaboration. Our work at the Virginia State Capitol has helped strengthen the Tuition Assistance Grant, which provides eligible undergraduate students $5,250 annually toward tuition. Through shared services, including our health benefits consortium and multi-employer retirement plan, we help institutions manage costs and direct more resources toward their missions.

As colleges navigate rising costs, enrollment pressures, and changing workforce needs, strong business partnerships are increasingly valuable. Our members need partners who understand their priorities and bring useful expertise, responsive service, and practical solutions.

The enclosed 2027 Strategic Business Partner prospectus outlines opportunities to engage with college leadership, increase your company's visibility, and connect your capabilities with institutional needs. Participation offers a foundation for lasting relationships and demonstrates your commitment to the students, institutions, and communities our members serve.

We welcome the opportunity to discuss how a partnership can advance your business goals and strengthen Virginia's private colleges. Thank you for considering joining us in the year ahead.

Sincerely,



Christopher K. Peace, Esq., President
chris@cicv.org





More than 50 years of service to 28 member schools



Program Overview

Why Become a CICV Strategic Business Partner?

Our partnership provides unique opportunities to engage directly with institutional decision-makers. Based on feedback from current partners, CICV enhanced its program to better align with business sector priorities. These enhancements include more flexible options and offerings that foster immediate and long-term 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 2027, 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 partnership plan year runs January 1, 2027 – December 31, 2027. The CICV President reviews and approves applications. Upon approval, you will receive an invoice for your sponsorship and work to finalize your benefits.

Program Disclaimer

Strategic Business Partnerships are not endorsements or exclusive relationships.



Virginia Impact

39,871

AWARDED DEGREES & AWARDS (2024)

$161M

2024 COHORT ANNUAL IMPACT



Virginia Private Colleges

2027 Strategic Business Partnership Prospectus

2027 Levels & Benefits	$3,000 COUNCIL CHAMPION Unlimited	$6,000 DEAN'S CIRCLE 8 available	$12,000 PRESIDENT'S CIRCLE 2 available
Visibility & Recognition			
Website Recognition *Listing with logo and profile on the CICV website*	✓	✓	✓
Print Advertising *Prominent listing on sponsor signage at all events*	✓	✓	✓
NEW **Digital Partner Spotlight** *Featured post on CICV's social channels & website, tagged for resharing*	✓ 1x / year, upon request	✓ 2x / year, upon request	✓ 4x / year, upon request
NEW **Strategic Partner Digital Badge** *Downloadable "2027 CICV Strategic Partner" badge for partner's site & email signature*	✓	✓	✓
NEW **Recognition Presidents' Annual Meeting** *Named acknowledgment from the podium*	✓	✓	✓
NEW **Loyalty Recognition** *"X-Year Partner" badge on website listing for 5+ year renewals*	✓	✓	✓
Communication & Content			
Email Communication *Customized email to CICV professional listservs*	✓ 1 / year, upon request	✓ 2 / year, upon request	✓ 4 / year, upon request
NEW **Guest Content Contribution** *Byline article or feature shared via CICV listserv*	✓ 1 short piece/year, upon request	✓ 2 pieces/year, upon request	✓ Quarterly piece, upon request
Present an Educational Webinar *Content delivery to a special listserv audience, selected w/ CICV President.*		✓ One 15-min session, upon request	✓ Two 15-min sessions or one 30-min session, upon request
Access & Relationships			
Participant List: *Access to list at least 24 hours in advance of conferences attended*	✓	✓	✓
NEW **Personal Introduction** *CICV President makes a direct introduction to relevant member-college contacts*	✓ 1 introduction/year, upon request	✓ Up to 3 introductions/year, upon request	✓ Ongoing, as opportunities arise, upon request

2027 Levels & Benefits	**$3,000** **COUNCIL CHAMPION** Unlimited	**$6,000** **DEAN'S CIRCLE** 8 available	**$12,000** **PRESIDENT'S CIRCLE** 2 available
Conference & Event Engagement			
College Professionals' Conference — Luncheons *Opportunity to engage with attendees in a relaxed setting*	✓ 2 invitations	✓ 2 invitations	✓ 4 invitations
College Professionals' Conference — Receptions/Dinners *Opportunity to engage with attendees in a relaxed setting*	✓ 2 invitations	✓ 2 invitations	✓ 4 invitations
College Professionals' Conference — Professional Presence *Opportunity to display a promotional roll-up at the two summer conferences*	✓	✓	✓
College Professionals' Conference — Presentations *Opportunity to present on an educational topic*		✓ Based on availability, upon request	✓ Based on availability, upon request
College Professionals' Conference — Meal Sponsor w/ Recognition *Opportunity to be recognized at one of the conferences*		✓ Lunch sponsor (non-exclusive)	✓ Exclusive evening event sponsor
Presidents' Annual Meeting — Presentation *Fall 2027 (September 21-22, Roanoke College)*		✓ Based on availability	✓ Based on availability
Presidents' Annual Meeting — Reception/Dinner *For two, Fall 2027 (September 22-22, Roanoke College)*			✓
Spring Reception/Dinner with CICV Presidents *Spring 2027 (May 10, Southern Virginia University)*			✓ 2 invitations
Renewal & Flexibility			
First Right of Refusal — Exclusive *Exclusive opportunity to renew as President's Circle partners*	*Exclusive opportunity to renew as President's Circle partner*		✓

