

# Association of College and University Auditors

## Strategic Partnership Prospectus

*Effective Dates:  
January 1, 2022-December 31, 2022*



## Table of Contents

- 3 [About ACUA](#)
- 3 [Partnering with ACUA](#)
- 4 [Core Values](#)
- 4 [Our Strategic Partners](#)
- 5 [Become a Strategic Partner Today!](#)
- 6 [Hosted Webinar Opportunities](#)
- 6 [Connect with Us!](#)
- 6 [Website Ad](#)
- 7 [Email Promotional Opportunities](#)
- 7 [Member Data Report](#)
- 8 [Corporate Access](#)
- 8 [Course Content Sponsorships](#)
- 9 [College & University Auditor Journal](#)
- 9 [News Brief](#)
- 9 [Kick Starters](#)

## About ACUA

The **Association of College and University Auditors (ACUA)** is a professional organization of audit, risk and compliance professionals from all over the globe. We strive to assist each other in continually improving the internal operations and processes of the individual institutions we serve through continued professional development and the sharing of experiences with friends and colleagues.

ACUA, founded in 1958, serves over 400 higher education institutions. Most of our member institutions are in the United States and Canada, however, the number of member institutions overseas continues to grow. Membership includes higher education schools of all sizes from community colleges to large university systems; both public and private.

## Partnering with ACUA

Since its incorporation in 1958, ACUA has been the primary resource for higher education auditing, regulatory compliance and risk management. As the specialized leader for higher education internal auditing, our partners invest in building a strong network within higher education. Partnering with ACUA equals a strong investment with:

- Nearly 2,000 individual members (95% in the US and 5% outside the continental US)
- Nearly 400+ public, private, and international institutions
- 1,200+ connections through Twitter, LinkedIn and Facebook Groups
- 600+ conference attendees throughout the year

Most members of ACUA are certified internal audit professionals that value industry knowledge, not only through our strong organizational comradery, but through our expertise gained through affiliated strategic partners and associations.

Contact ACUA today to develop a long-term partnership with you. Partnership features include:

- Year round brand and logo recognition
- Speaking opportunities
- Direct engagement with chief internal audit executives and their institutions
- Email and social media promotion

## Core Values

**ACUA takes pride** in building upon these core values not only with our members, but with our partners.

**INTEGRITY** – We uphold the highest ethical standards to maintain trust and credibility with colleagues, members, and the institutions we serve.

**OPEN SHARING OF KNOWLEDGE** – We openly collaborate and share experiences to be an indispensable resource for higher education knowledge exchange, best practices, and networking.

**MUTUAL TRUST AND FRIENDSHIP** – We create a strong support network built on mutual trust and friendships that last a lifetime.

**RESPECT** – We foster a culture of respect where everyone feels welcomed, included, and valued.

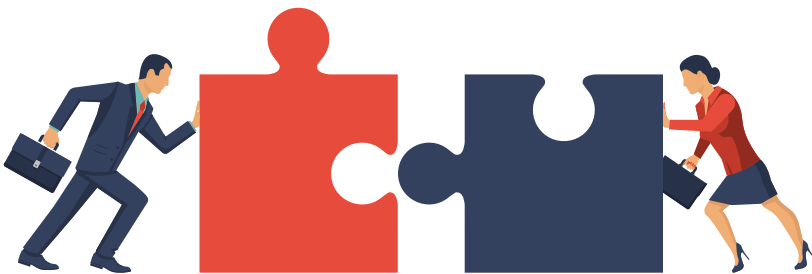
**COMMITMENT TO EXCELLENCE** – We are committed to being the ultimate resource for higher education internal audit training and resources.

**INNOVATION** – We embrace new ideas and creative approaches that drive positive change.

## Our Strategic Partners

ACUA values and understands the key roles our strategic partners play in enabling us to grow, year-round and create relationships with our members. It is our goal to grow and strengthen these partnerships with industry experts outside of our member institutions.

It is most important we continue to advance our services, together, ensuring the best content programming, services, and advancement in higher education internal auditing. We are truly grateful for your continued support.



## Become a Strategic Partner Today!

ACUA believes in proactively engaging its strategic partners in ways that are mutually beneficial for our members and our partners. We believe a keyway to accomplish this goal is through content – ACUA members are constantly seeking content, knowledge, and resources to help them in their jobs and in their institutions. We are looking to our partners to provide these tools in collaboration with ACUA and help to provide innovative, proactive resources in a timely way. Become a Strategic Partner today.

Strategic Partners Benefits!	Platinum \$25,000	Gold \$20,000	Silver \$10,000	Bronze \$5,000
<b>Hosted Webinars</b> <ul style="list-style-type: none"> <li>■ Promoted on ACUA.org, social media channels and in promotional emails</li> </ul>	✓ 2 /year	✓ 1/year		
<b>Social Media Mention</b>	✓	✓	✓	✓
<b>Complimentary 10x10 booth at AuditCon</b> (Or virtual equivalent)	✓	✓	✓	✓
<b>PLUS Discounts on Audit Interactive &amp; AuditCon Marketing Prospectuses</b> (See AuditCon Prospectus)	✓ 25%	✓ 15%	✓ 10%	
<b>Attendee Data Report</b> <ul style="list-style-type: none"> <li>■ Includes names and institutions or members and attendees.</li> </ul>	✓ 2/year	✓ 1/year		
<b>Corporate Access</b> Resources including: <ul style="list-style-type: none"> <li>■ ACUA's College &amp; University Journal</li> <li>■ Connect ACUA Topics Digest</li> <li>■ Online Member Directory Access</li> <li>■ Access to Member Benchmarking Study results</li> </ul>	✓			
<b>News Brief</b>	✓ 2/year	✓ 1/year		
<b>Two ACUA College &amp; University Auditor Journal Digital Ads per year</b>	✓			
<b>First-Opportunity to submit course content for consideration at Audit Interactive or AuditCon</b>	✓			

### Customized Strategic Packages are always available!

You set your budget, and we will set a plan with exposure to our members throughout the year. Please contact [Rachel Schuster](#), Associate Director, to customize options based on your budget today!

## And There's More!

**Want to host a specialized initiative?** Listed below are additional details on Strategic Partnership opportunities. We would like to work with you to customize your selection to meet your budget and marketing goals!

### Hosted Webinar Opportunities

ACUA's webinars feature training on current audit topics for the college and university audit community. These one-hour CPE webinars draw an average participation of 350 professionals. They are offered via a multimedia platform and include handouts, Q&A, polling, and evaluation questions. Each is recorded and archived in ACUA's content library for members to view at any time. ACUA looks forward to partnering with you on our next webinar! Webinar topics and scheduling are coordinated through the distance learning director. This opportunity is only offered to our Strategic Partners. For an additional cost, host a two-hour CPE webinar with a deep dive into a hot topic!

### Connect with Us #ACUAPartner

#### ACUA Social Media Mention

Take advantage of our social media following to promote your products, services, and/or events. A social media mention from ACUA to our members will provide a unique post showcasing your offerings.

---

#### Website Ad

#### ACUA Social Media

ACUA has over 1,200 social media followers!

**THE SPECIFICS:** One post with a mention will be made on the platform of your choice. This can include a photo, verbiage, or a combination of both.

#### Stay Connected!



SHARE



---

## Email Promotional Opportunities

With nearly 2,000 members around the world, connect with ACUA to email your:

- Upcoming Events
- Current Promotions and Specials
- New Products/Services
- Your Overall Brand!

**THE SPECIFICS:** Only one email may be sent per topic and/or event and only one topic or event per email. Email content may be up to 200 words and include a graphic with a link. The graphic must be no larger than 800 x 900 pixels. No HTML coding is permitted.

### INVESTMENT:

**Sponsor Content eBlast | \$2,500**

---

## Member Data Report

Exclusive to our **Platinum** and **Gold** Strategic Partners!

**This is one of the most sought-after benefits for our Strategic Partners, access to our member data. We regularly develop reports of our member data including:**

- Updated member contact list annually and by event depending on your package.
  - This will allow you to customize your webinars, articles and presentations based on member needs

**This data provides insight into our business and the needs of our members to assist you in tailoring your services.**

---

## Corporate Access

Exclusive to our **Platinum** Strategic Partners!

The single most exclusive benefit, Corporate Access! This access provides real insight into the daily topics, challenges, risks, and controls being discussed by our members. It also includes member only access to our website, where most of our member only content resides.

**Resources include:**

- *College & Auditor* Journal
- Connect ACUA Topics Digest
- Online Member Directory Access
- Access to Member Benchmarking Study results

---

## Course Content Sponsorships at Audit Interactive and AuditCon

Available on a first-come, first-served basis to our **Platinum** Strategic Partners!

ACUA is looking for program content collaborators for its AuditCon roundtables, bonus sessions and Audit Interactive Conference education tracks. Conferences are structured with various topics that range in fraud, compliance, information technology, data analytics, roundtables, and NCAA. Collaboration with partners who specialize in these fields is always a win-win scenario. Programming is planned several months in advance and subject to the approval of the Professional Education Committee. If you are interested in partnering with ACUA on an Audit Interactive or AuditCon track, we encourage you to reach us as soon as possible, as a limited number of opportunities are available.



---

## College & University Auditor Journal

Advertise in ACUA's Journal! (**Platinum Strategic Partners get two ads!**) The *College & University Auditor Journal* is issued online three times per year and emailed directly to all members. For additional costs, sponsor a print edition mailed to all institutional members!

For more information, please contact the ACUA Executive Office at [info@acua.org](mailto:info@acua.org) for ad specifications.

### Advertisement deadlines are as follows:

**September 1** (fall issue)

**December 1** (winter issue)

**May 1** (summer issue)

---

## News Brief

ACUA News Briefs are designed to be short, relevant content related to hot topics in the internal audit in higher education space. Partners provide the content introduction with links to resources or additional information on the partners website. Then ACUA will email the hot topic to our members, creating more topical resources for the membership and driving more traffic to your site.

**Craft relevant, timely content in a blog/RSS format | \$1,500 per post (limit 2)**

---

## Kick Starters

ACUA has a team of volunteers consistently gathering information on higher education risk areas and internal audit practices. ACUA Kick Starters help members plan and perform an audit in a higher education specific topic area. Each Kick Starter provides a summary of key risks and controls, audit tests, common audit findings, and more. Kick Starters are a great way to highlight your organizations research and partner with our members to further expand best practices directly to our members, on our website and with others in our community.