



SPONSORSHIP OPPORTUNITIES

KCTCS provides a platform to market to local, regional, and statewide audiences within the Commonwealth of Kentucky. Kentucky's most recent 2020 census estimates its population at roughly 4.5 million. KCTCS is the Commonwealth's largest postsecondary institution with 16 colleges and more than 70 campuses with an annual headcount of more than 100,000 for credit students.

KCTCS is also Kentucky's largest provider of workforce and online education. Through partnerships with business and industry, KCTCS aligns its programs to meet the needs of local employers. Our colleges are united in their commitment to making life better for our students, communities, and the citizens of Kentucky. Since the creation of KCTCS, we have served nearly one million Kentuckians.

Key areas of emphasis include increased access to postsecondary education and educational attainment, community and economic development, workforce education and training, adult education and literacy, agriculture and rural development, nursing and allied health professions, emerging technologies and high-growth, high-wage occupations, online education, global partnerships and international education, firefighter and emergency medical professionals, and homeland security education and training. For more information, consult our website at www.kctcs.edu

Pursuant to KRS 45A.097 the Kentucky Community and Technical College System (KCTCS) hereby announces the availability of an unlimited number of opportunities for the provision of sponsorships for KCTCS and its colleges:

- Kentucky Community & Technical College System Office
- Ashland Community & Technical College
- Big Sandy Community & Technical College
- Bluegrass Community & Technical College
- Elizabethtown Community & Technical College
- Gateway Community & Technical College
- Hazard Community & Technical College
- Henderson Community College
- Hopkinsville Community College
- Jefferson Community & Technical College
- Madisonville Community College
- Maysville Community & Technical College

- Owensboro Community & Technical College
- Somerset Community College
- Southcentral Kentucky Community & Technical College
- Southeast Kentucky Community & Technical College
- West Kentucky Community & Technical College

The 16 comprehensive two-year colleges include the rural and non-rural Kentucky areas. The over 70 campuses also include multiple surrounding towns and counties respective to each of our 16 colleges. For more information on each specific college and physical location, consult our website at <https://systemoffice.kctcs.edu/our-colleges/index.aspx>.

KCTCS provides a driving force of innovation in the Commonwealth of Kentucky, helping create hundreds of millions of dollars in economic impact. Annual events within the KCTCS attract hundreds of guests through its facilities that encompass over 8.0 million square foot strategically located throughout Kentucky.

The Kentucky Community & Technical College System displays a reputation that conveys excellence in educational, social, healthcare, cultural, community and economic development. As such, the KCTCS brand has significant value for both the KCTCS community and for external entities seeking to partner with KCTCS and/or its colleges.

KCTCS recognizes that many of its activities and programs provide potential sources of revenue or non-financial benefits through the creation of private-sector partnerships and sponsorship opportunities. It's also important to recognize that, as a public institution, KCTCS' reputation and brand must be protected, and that activities and organizations associated with KCTCS and its colleges must align with our mission and pursuit of excellence and inclusiveness. KCTCS has the right to and will refuse sponsorship from unacceptable sources, or entities wishing to communicate an unacceptable message.

Opportunities to promote may include but are not limited to the ability to set up educational or information displays, wear identifying insignia or logo for the organization, social media and digital inclusion and/or placement of approved temporary banners. Organizations seeking to sponsor must be in good standing.

The sponsorship development program is managed by the KCTCS Office of Administration Services and in cooperation with the Department of Procurement to Payment and the Office of Marketing Services. The Superlative Group is the exclusive sponsorship broker for KCTCS and is responsible for development of sponsorship agreements and sponsorship activation management.

All current or future sponsorship marketing agreements, inclusive of extensions and renewal of grandfathered agreements, must be communicated to, reviewed by and approved by the Office of Administrative Services.

Any exceptions to the sponsorship policy must have prior approval from the Vice President of Administrative Services. Such exceptions will be considered on a case-by-case basis. The sponsorship development program does not apply to non-college entities seeking support or funding from the college. Outgoing sponsorship and advertising opportunities are managed by colleges per our business policies and procedures on a case-by-case basis.

SUBMISSION OF OFFER

Interested parties shall reply with a written proposal that indicates their interest in this opportunity.

Potential sponsors will be evaluated to determine the “best value” for the Commonwealth of Kentucky as described in KRS 45A.070(3) as follows:

- 1) Financial value to KCTCS. Finance value may be monetary, trade, or in-kind; and
- 2) Enhancement of the KCTCS student, faculty and staff experience.

An entity that has a business or regulatory relationship with KCTCS, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to KCTCS. An award of sponsorship shall not constitute an official endorsement of a particular company by KCTCS.

For more information or to submit a proposal, contact:

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Rationale

KCTCS has instituted a sponsorship program to:

- Create added value for the institution and its colleges and communities and ensure the college system is realizing the maximum opportunity from every sponsorship agreement.
- Maintain a repository of all sponsorships to avoid legal conflicts or agreements that devalue the institution. Colleges entering into independent sponsorship agreements without prior approval from the KCTCS Vice President of Administrative Services or his/her designee may violate existing, system-wide contracts or sponsorship agreements.
- Protect KCTCS from misrepresentation of its name and harm to its reputation; and safeguard the integrity of the KCTCS brand. This includes protection of our students by vetting companies that want to directly market to our campus community; and ensuring sponsorship partners align with KCTCS and its values.
- Provide guidance to colleges and programs; help prevent conflict-of-interest issues; and ensure compliance with KCTCS policies.