# EPIC Partnership Opportunities

## Invest in the next generation of association leaders

Align your organization with CSAE's Emerging Professionals Initiative Committee – EPIC - and help emerging association professionals build relationships, practical skills, and confidence. Partnership combines visibility across the initiative with opportunities to connect at a launch gathering and three professional development programs via Zoom.

### Why emerging professionals matter

Associations need a strong pipeline of talent as experienced professionals approach retirement and new generations reshape membership. EPIC helps develop the people who will sustain association teams, programs, and leadership.

2030 retirement milestone. All baby boomers will be age 65 or older by 2030, according to the U.S. Census Bureau. This highlights the value of transferring knowledge and preparing future leaders. [1]

70% cite demographic change. In ASAE's 2024 workforce research, 70% of surveyed association executives identified changing demographics and boomer retirements as a driver of workforce shortages in the fields their associations represent. [2]

Younger members are already here. MGI's 2026 benchmarking findings report that Millennials account for 25% of association membership, up from 17% in 2017; Gen Z grew from 4% to 11%. Emerging association staff need skills and relationships to serve this changing membership. [3]

- Reach professionals across functions. EPIC welcomes association professionals with seven years or fewer in the industry, including people working in membership, marketing, meetings, education, government affairs, fundraising, operations, and technology.
- Support a lasting professional community. Your investment helps participants find peers, learn from experienced leaders, and develop skills they can bring back to their organizations.
- Align your brand with career growth. Your logo will appear alongside CSAE's emerging professional initiative, identifying your organization as a supporter of the association community's future.
- And, if you want to be seen as THE thought leader for association emerging professionals, become the founding title partner and have your organization's name in the logo!

### Why CSAE is a significant opportunity for your organization

CSAE connects 500+ members representing 250+ organizations, inside a community of more than 1,000 individuals. All of these associations will see and experience your leadership on behalf of emerging professionals, giving you an outstanding opportunity to seize a new market – and market position. EPIC offers targeted visibility within this broader association community through initiative promotion and recognition.

EPIC Planned Programming 2026/Early 2027

| Experience | Planned focus |
|---|---|
| EPIC Launch Event | Thursday, November 5, 2026 \| 3:00–5:00 p.m.<br>Denver Metro BOMA Office \| 216 16th St.<br>Community, networking, and participant input on future programming. |
| Three professional programs via Zoom | Practical career and leadership development with peer conversation and access to experienced association professionals. Topics and dates will be announced; participant input will shape the series. |

Zoom brings professionals together wherever they live and work. Potential topics include Association 101 and career pathways, communicating with leadership, and managing priorities. CSAE will confirm topics and speakers.

As the EPIC Committee launches, you will have an opportunity to be a part of creating the rest of the 2027 programming, including your involvement as a thought leader!

Choose your EPIC partnership

Both levels support the launch event and all three Zoom programs. Founding Title Partner recognition runs from October 2026 through December 2027; supporting partnerships run for one year. One founding title partnership and multiple supporting partnerships are available.

| Sponsor benefit | Founding Title Sponsor<br>*$4,500/$5,500 October 2026 – December 2027<br>One available | Supporting Sponsor<br>**$1,000/$1,500 One Year<br>Multiple available |
|---|---|---|
| Logo aligned with the EPIC initiative | Premier logo placement with “EPIC presented by [Organization]” recognition | Logo recognition as an EPIC Supporting Sponsor |
| CSAE and EPIC website recognition | Premier linked logo and brief organization profile | Linked logo |
| Launch and three Zoom programs<br>(More to be planned as EPIC progresses; become a Founding/Title Partner and be involved in the creation of EPIC and further programs throughout 2027.) | Premier logo on all EPIC materials for programming, events, communications, recognition from October 2026 – December 2027. Recognition on materials and verbal thanks at all EPIC experiences. | Logo on sponsor recognition materials and verbal thanks at all four experiences |
| Email and social promotion | Premier logo on designated EPIC event promotions; one dedicated sponsor thank-you post | Logo on designated EPIC event promotions; inclusion in a collective sponsor thank-you post |

| Sponsor benefit | Founding Title Sponsor *$4,500/$5,500 October 2026 – December 2027 One available | Supporting Sponsor **$1,000/$1,500 One Year Multiple available |
|---|---|---|
| Welcome opportunity | Brief welcome at the launch and one Zoom program, coordinated with CSAE | Group acknowledgment by CSAE |
| Relationship building and Membership | Up to two representatives invited to the launch and each Zoom program.<br>For members, this includes one extended year of membership beyond your natural expiration date. For non-members, this includes two memberships for one year each. | One representative invited to the launch and each Zoom program.<br>For members, this includes one extended year of membership beyond your natural expiration date. For non-members, this includes one year of membership for one person. |
| Useful participant resource | Up to four relevant career or association-management resources shared with all CSAE members and EPIC participants, subject to CSAE approval. | Opportunity to suggest a relevant resource for CSAE consideration |
| Thought leadership | Invitation to speak at the launch event or up to two other events during the year. | — |
| Results and recognition | End-of-series participation and promotional summary | End-of-series participation and promotional summary |

*$4,500 for members and $5,500 for non-members.

Research sources

1 U.S. Census Bureau, 2023 — Baby boomer age milestone

2 ASAE, Association Workforce Challenges and Solutions, September 2024, p. 9

3 Marketing General, 2026 benchmarking findings — The Next Generation Is Here

Sources describe national demographics, workforce shortages in represented fields, and association membership trends; EPIC eligibility remains based on years in the profession.

EPIC Member Planning Committee




Abbey Aguirre | EPIC Co Chair
Executive Director, Executive Director, American Planning Association–Colorado, American Planning Association–Texas, American Reusable Textile Association, and the Independent Textile Rental Association through CraftSC
"xxxx"

Amelia Coniglio | EPIC Co Chair

Membership, Marketing and Communications Manager, Denver Metro BOMA

"I think the CSAE EPIC initiative is crucial to building the next generation of association professionals. As someone who is still relatively new to the industry, I'm interested in meeting the peers I will likely grow alongside in my career. I'm excited to strengthen our community of early professionals, establishing a space of support, development, and discovery."

Michael Hoehn | Board Liaison

Chief Operating Officer, Association of Cancer Care Centers (ACCC)

"The future of our industry — and a strong, vibrant Colorado association community — depends on welcoming emerging professionals and helping them build rewarding careers. Developing people is one of the most meaningful parts of leadership for me. Through EPIC, I'm excited to champion new professionals and help them access the relationships, opportunities and resources they need to succeed."

Rachel Coy

PR & Content Marketing Specialist, Obesity Medicine Association (OMA)

"As someone who is still early in my career, I am always looking for opportunities to connect with other young professionals, and this committee provides the perfect opportunity to do just that. Getting involved in an organization can feel intimidating as a young professional, but CSAE EPIC is helping to bridge that gap. I am excited to be part of something that is helping the next generation of association professionals find their place in the industry!"

Jack Murphy

Government Affairs Director, Colorado Nonprofit Association

"So often, professional development is built around the C-suite and established leaders. Through EPIC, CSAE is taking an innovative step to invest in association professionals earlier in their careers. By bringing together tailored trainings, cross-sector mentorship, and meaningful relationship-building opportunities, EPIC will help emerging professionals strengthen their leadership skills, navigate their careers, and build deeper connections within Colorado's association community."

Raven Refuerzo

Technical Programs Specialist, Society for Mining, Metallurgy & Exploration (SME)

“Associations bring people together to move industries forward and make a meaningful impact. EPIC is important to me because none of that happens without people willing to step up and carry it into the future. Our responsibility is as much about the people as it is about the work.”

Bailey Schmidt

Association Manager through Etherio

“As someone new to the association field, I’m excited that EPIC equips all emerging professionals with real connections, practical learning, and mentors who open doors. It turns early-career uncertainty into momentum and builds a true community.”

---

## Your investment makes participation possible

Support welcoming connections and practical learning while showing emerging professionals that your organization invests in their development. CSAE coordinates sponsor participation and program content.

## Become an EPIC sponsor

Contact Su Hawk, CSAE Executive Director, to reserve your partnership and coordinate recognition, logo files, and participation. shawk@csae.org

Connect with CSAE https://www.csae.org
EPIC Initiative https://www.csae.org/emerging-professionals-initiative-committee-epic-1