NACAC’S NATIONAL CONFERENCE
Where College Admission Professionals Unite!

For 75 years, the NACAC National Conference has been the premiere professional development opportunity for the college admission profession. It’s a three-day gathering of leaders and future leaders of the profession.

In a 2019 post-conference survey, 73% of attendees report they are responsible for purchasing decisions or influence purchasing recommendations.

SPONSORSHIP OPPORTUNITIES
Promote your organization and increase your brand recognition with an audience of over 7,000 counselors, admission professionals, and students at the national conference, Sept. 24 – 26, in Minneapolis. For more information, contact Megan LaVine at mlavine@nacacnet.org or 703.299.6845.

2019 Sponsors
Platinum
Gold

For 7,000+ attendees will head to Minneapolis this year—and we want to help you reach them.

Secondary Counselors: 36%
Postsecondary Counselors: 37%
Organizations: 22%
IECs: 3%
Other: 3%
### Benefits provided at each level of sponsorship:

<table>
<thead>
<tr>
<th>NATIONAL CONFERENCE SPONSOR BENEFITS</th>
<th>PLATINUM $50,000+</th>
<th>GOLD $25,000 – $49,999</th>
<th>SILVER $15,000 – $24,999</th>
<th>BRONZE $3,000 – $14,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion on hotel welcome letter given to attendees at check-in</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Push message sent to all attendees through mobile app</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad in <em>The Journal of College Admission</em>, distributed to 15,000 admission counseling professionals</td>
<td>Full-page ($4,120 value)</td>
<td>Half-page ($2,575 value)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to include an insert in the conference tote bag given to each attendee at registration</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in conference program book</td>
<td>Two full-page ads and logo (value $2,250)</td>
<td>Full page, ad and logo (value $1,750)</td>
<td>Half-page, ad and logo (value $1,250)</td>
<td>Company logo</td>
</tr>
<tr>
<td>Company listing and recognition of support on NACAC’s conference website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>One-time use of NACAC’s national conference mail list or email broadcast</td>
<td>Pre- and post-show email broadcast ($4,000 value)</td>
<td>Pre- or post-show email broadcast ($2,000 value)</td>
<td>Direct mail list or email broadcast discounted ($1,000 value)</td>
<td></td>
</tr>
<tr>
<td>Complimentary conference registration(s)</td>
<td>6 ($4,770 value)</td>
<td>3 ($3,285 value)</td>
<td>2 ($1,590 value)</td>
<td>1 ($795 value)</td>
</tr>
<tr>
<td>Recognition in pre- and post-conference issues of NACAC’s digital biweekly newsletter, distributed to 15,000 admission counseling professionals</td>
<td>Recognition +6 ads ($1,100 value)</td>
<td>Recognition +1 ad ($200 value)</td>
<td>Recognition</td>
<td>Recognition</td>
</tr>
<tr>
<td>Recognition at Opening General Session</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor ribbons acknowledging support for exhibit booth staff</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Recognition on meter board and exhibit hall entrance signage placed in high-traffic areas throughout the convention center</td>
<td>Premium recognition</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Additional exhibit booth placement priority points – 1 for every $1,000 spent</td>
<td>50</td>
<td>25–49</td>
<td>15–24</td>
<td>2–14</td>
</tr>
</tbody>
</table>

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**Move up to the next sponsorship level!**

Donate the difference in cost to NACAC’s Imagine Fund, which provides college admission counselors financial assistance to attend professional development opportunities or to implement a new school program. Contact mlavine@nacacnet.org for more information.
National Conference Sponsorship Opportunities

Platinum Level: Sponsorships Totaling $50,000+

Imagine Fund Scholarship – $50,000
Scholarships go directly to underserved college admission counseling professionals for professional development opportunities or special projects that directly benefit students. Sponsors present at the conference general session and are recognized on stage.

Gold Level: Sponsorships Totaling $25,000 – $49,999

Conference Social – $25,000
This celebration at the close of the conference is a time for attendees to unwind and connect with friends. Branding opportunities include: cocktail napkins, band introduction, VIP area, signature drink, bar signage, branded giveaways, and a social media filter. Seventy-five complimentary drink tickets are included.

Conference Wi-Fi – $25,000
Get attendees’ attention online. Sponsorship includes a custom login splash page as well as signage with the Wi-Fi network and password, to be placed throughout the convention center. Choose the Wi-Fi password, pending contract date.

Welcome Reception – $25,000
Join NACAC in welcoming attendees with hors d’oeuvres and cocktails in the exhibit hall. The sponsorship includes featured entertainment, premium bar placement, branded koozies, a branded food item, 75 drink tickets, and conference signage.

Mobile App – $25,000
The NACAC Mobile App is downloaded by attendees so they can access conference information and planning tools before they arrive as well as on-site. Includes a banner ad on the dashboard page, user metrics, and the ability to send two custom push messages to attendees during the conference.
Silver Level: Sponsorships Totaling $15,000 – $24,999

Counselors’ College Fair – $20,000
The Counselors’ College Fair provides an opportunity for attendees to share information and network with representatives from more than 500 colleges and universities. The sponsorship includes a complimentary tabletop booth at the fair, a push message through the mobile app, signage at the event, and an email blast to attendees.

Registration Area – $20,000
Every conference attendee, speaker, exhibitor, and special guest passes through the registration area. A DJ will help liven the crowd and your school or company mascot is invited to attend and take pictures with attendees. Sponsor’s name/logo will be displayed on signage. A complimentary insert in the conference tote bag is included.

Branded Café – $18,000
The café will be located in the exhibit hall and will be named for your school or company (“Company X Café”). You will have the opportunity to customize a hanging banner and treat attendees to light refreshments; a $3,000 food and beverage credit is included. Sponsorship includes rental of three massage chairs. Sponsor-branded giveaways can be passed out at the café entrance or at tables. One complimentary email broadcast or mobile app push message is included.

Privacy Pods – $16,500
New! Host private or quiet meetings during the conference in a privacy pod designed to hold up to four people each. Pods will be placed in the exhibit hall or another high traffic area of the convention center. Sponsorship includes exterior branding of all pods, conference signage, and the exclusive use of one pod for the duration of the conference. One complimentary email broadcast is included.

Hotel Keycards – $16,500
Hotel guests receive cards at check-in and use them throughout their stay. Your custom artwork is included on each card. Artwork is subject to NACAC’s final approval and varies by hotel. NACAC’s logo and design will be featured on the back of the cards.

Lanyards – $16,500
Add your logo to attendee lanyards given out at registration. Attendees must wear badges/lanyards for all conference activities.

Water Bottles – $16,500
Add your logo to the reusable water bottles distributed to attendees at registration.

Counselors’ Preview Day Catering – $15,000
Reach up to 100 secondary counselors from the Twin Cities area. Sponsorship includes a 15-minute speaking opportunity over lunch and the option to include a branded giveaway for attendees.

Meet Your Match Game – $15,000
The Meet Your Match game is always a big hit with attendees! Attendees will wear a button that includes a number and your logo and search for other attendees with the matching number. Attendees will come to the NACAC booth and/or your booth to be scanned to win prizes.

Chief Enrollment Officers’ (CHIEF) Forum Preconference Program – $15,000
This program addresses the most salient topics in higher education for senior-level enrollment officers. The sponsorship includes a 15-minute presentation to program attendees (pending NACAC approval).
Bronze Level: Sponsorships Totaling $3,000 – $14,999

**Convention Center Branding – $13,000**
Your design will be featured in high-traffic areas of the convention center. Options include escalator wraps, window/carpet clings, banners, and more!

**Tech Lab Sponsorship – $13,000**
Sponsorship includes signage on the outside perimeter of the Tech Lab, which accommodates 75–100 attendees, for duration of conference. The sponsorship includes the opportunity to host one educational session for up to one hour on a designated day, with a boxed lunch for up to 75 attendees included. Your session will be promoted online, in the program book, and in the mobile app.

**Learn Booth Sponsorship – $13,000**
Sponsorship includes signage on the outside perimeter of the Learn Booth, which accommodates 75-100 attendees, for duration of conference. The sponsorship includes the opportunity to host one educational session for up to one hour on a designated day, with a boxed lunch for up to 75 attendees included. Your session will be promoted online, in the program book, and in the mobile app.

**Student Video Scholarship – $12,000**
High school and community college students in the Twin Cities area are invited to enter a video essay contest. Winners are awarded scholarships ranging from $1,000 to $5,000. Sponsorship benefits include conference signage as well as recognition at the award ceremony and in promotion of the scholarship to thousands of students/counselors (pending contract date).

**CHIEF Happy Hour – $12,000**
New! The CHIEF preconference program will conclude at 5 p.m. on Wednesday, Sept. 23, and a happy hour at the convention center will immediately follow. Mix and mingle with this audience and CHIEF alumni. Two drink tickets, light hors d’oeuvres, and the opportunity to pass out a branded giveaway are included. Conference signage and one email broadcast to the CHIEF audience is included.

**Conference Notepads – $11,000**
Conference notepads include company logo.

**Digital Conference Session Signs – $10,000**
Digital signs will be outside the conference session rooms for the duration of conference. The sponsorship includes a designated branding area at bottom of signage including your logo, booth number, and a message. An email broadcast to attendees is included with this sponsorship.

**NACAC Ribbon Wall – $10,000**
After checking in at registration, attendees will have the opportunity to add a variety of ribbons to their badges. Sponsorship includes logo placement on the ribbon bar signage, as well the option to customize one ribbon.

**Access College Fair (ACF) – $10,000**
The Access College Fair provides an opportunity for attendees to share information and network with representatives from college access organizations. Sponsorship allows all CBOs to exhibit for free. The sponsorship includes a tabletop exhibit, a push message on the mobile app, and signage at the event.

**Admission Middle Management Institute Preconference Program – $10,000**
A unique professional development opportunity for college admission mid-level leaders (3–7 years), this program encourages exchange of insight for mutual professional advancement. Sponsorship includes 10–15 minute presentation to discuss goods or services (pending NACAC approval).
**Bronze Level: Sponsorships Totaling $3,000 – $14,999**

**Leading a Dynamic College Counseling Preconference Program – $10,000**
This program supports college counseling department directors and supervisors, aspiring directors, and veteran counselors in the acquisition of essential tools, resources, and knowledge. Sponsorship includes a 10-15 minute presentation to discuss goods or services (pending NACAC approval).

**Global Hub – $10,000**
Includes a boxed lunch for 75 attendees, the opportunity to host a session, and the option to include a branded giveaway. Signage placed outside the room features your logo and exhibit booth number.

**Cycle Studio Workout Benefiting the Imagine Fund – $8,000**
New! Join your fellow attendees at a local cycle studio for a 45-minute workout on Thursday or Friday morning, with proceeds benefiting the Imagine Fund! Sponsorship includes brief remarks, up to three bikes for staff, the option to pass out branded giveaways, inclusion on all promotion of the event (pending contract date), and an email broadcast to all conference attendees before or after the conference.

**Cell Phone Charging Area – $8,000**
Help attendees recharge their devices at the conference! Your company name, logo, and booth number will be featured on the cell phone charging area, placed in a high-traffic area of the convention center.

**Exhibit Hall Aisle Signs – $7,500**
As the exclusive sponsor, more than 10 aisle signs that include your company logo and booth number are displayed in the exhibit hall.

**Conference Tote Bag – $5,000 – 20 opportunities available**
Your company name/logo will be featured on the front of the conference tote bag (pending NACAC approval).

**Earbuds – $5,000**
This is a great opportunity for your school logo to appear on the earbuds distributed to all attendees. Earbuds will be used for all sessions at the Learn Booth, Tech Lab, Career Hub, Global Hub, exhibitor presentations, and during two concurrent sessions. The sponsorship includes one complimentary email broadcast.

**International Seminar – $5,000**
This program gives college admission counseling professionals the necessary skills and basic knowledge to work with international students more effectively. Program sponsorship includes a 10–15 minute presentation to discuss goods or services (subject to approval by NACAC), sponsorship signage, and recognition on the printed preconference program schedule.

**Social Media Scavenger Hunt – $5,000**
Attendees are encouraged to take pictures in and around the convention center in Minneapolis and post to social media! Sponsorship includes a branded hashtag that must be used on all entries, choice of one photo op (exhibitor booth, CCF booth, or other), one push notification on the mobile app, and inclusion of all contest promotion (pending contract date).

**Sponsored Refreshment Break – $5,000 – Four opportunities available**
Host a happy hour and treat your guests to a beverage in the exhibit hall café, a popular destination for attendees between educational sessions! The sponsorship includes 100 drink tickets, branded cocktail napkins, promotion of the event in the conference mobile app and program book, and one complimentary email broadcast.

**Conference Tote Bag Insert – $5,000 – Five opportunities available**
Add your branded giveaway—business card holders, mints/gum/candy, calendars, keychains, pens, etc.—to our conference tote bag, distributed to all attendees. (The sponsor is responsible for the cost of the branded items and shipping to the convention center. All items must be approved by NACAC.)

**Rising Star Award – $3,000**
Honor individuals and programs that exemplify excellence and dedication to serving the needs of students in the postsecondary transition by sponsoring the award winners and one representative from each winning program. The sponsorship covers the cost of the award plaque, an individual NACAC and regional affiliate membership, and conference registration. As a sponsor, you will be recognized at the event.
Sponsor Agreement and Application

CONTACT INFORMATION

COMPANY NAME (exactly as it should appear on all materials)

WEBSITE (exactly as it should appear in print materials)

CONTACT PERSON

TITLE

ADDRESS

CITY    STATE  ZIP

PHONE

EMAIL

SPONSORSHIP SELECTION

ITEM/EVENT | COST

$ |

$ |

$ |

$ |

TOTAL $ |

PAYMENT INFORMATION

☐ Send invoice (payment must be received by May 18, 2020)

☐ This form and check enclosed (make check payable to National Association for College Admission Counseling; payment due by May 18, 2020)

Payment for sponsorship must be received by May 18, 2020. Failure to make payment by the aforementioned deadline will result in the cancellation of the sponsorship, and if the company is exhibiting, it will be prohibited from setting up until payment is made. Until payment is received, the company’s future participation in NACAC conferences and meetings could be affected. Cancellations must be made in writing. Companies canceling on or after May 18, 2020, will be held responsible for the total cost of the sponsorship. No refunds will be made after May 18, 2020.

TERMS

RIGHT TO REFUSE SPONSOR: NACAC shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with NACAC, or those who desire to assume control of an event through advertising.

MATERIAL PRODUCTION: NACAC will select the materials and manage the production process of each item. NACAC will work with the sponsor to provide item proofs during production. Please note, some proof review time-frames will require single day turnaround.

FIRST RIGHT OF REFUSAL: By contracting for the aforementioned item for the 2020 NACAC National Conference, NACAC will reserve the sponsor opportunity for the company listed on this contract until Dec. 2, 2020. As of Dec. 3, 2020, NACAC will offer remaining sponsorship opportunities on a first-come, first-serve basis to any interested party.

DISCLAIMER: The relationship between NACAC and the sponsoring organization of an event or event-related item do not represent exclusive agreements between NACAC and the specific organization, nor do they suggest that NACAC endorses the programs, products or services of the organization.

ACCEPTANCE

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

SIGNATURE    DATE

RETURN THE ENCLOSED APPLICATION AND A HIGH-RESOLUTION LOGO (PREFERABLY EPS) FORMAT, TO:

Megan LaVine, Director of Sponsorships and External Relations
p 703.299.6845 | mlavine@nacacnet.org