



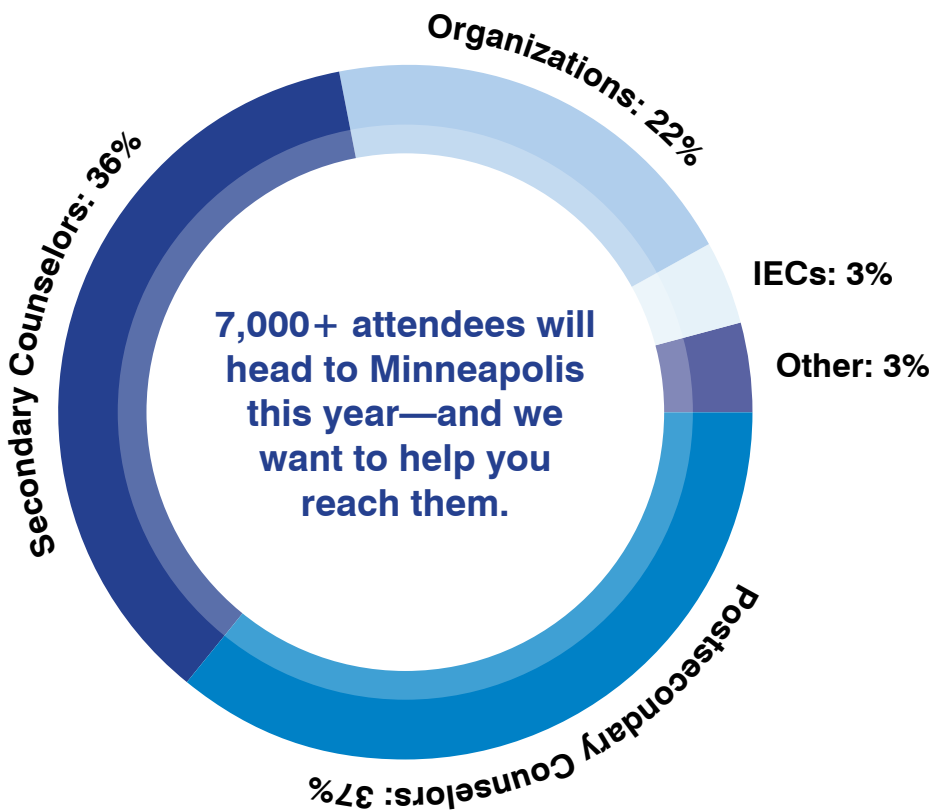
**NACAC**  
**National**  
**Conference**  
 Minneapolis | 2020

# 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](mailto:mlavine@nacacnet.org) or 703.299.6845.

## 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.

### 2019 Sponsors

#### Platinum



#### Gold



and many more...

## Benefits provided at each level of sponsorship:

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

### 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](mailto: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.



