

NACAC

National Association for
College Admission Counseling



**NACAC Conference 2023
Sponsorship Opportunities**

**SEPTEMBER 21-23
BALTIMORE
CONVENTION CENTER**

For more information contact nacac@theygsgroup.com.

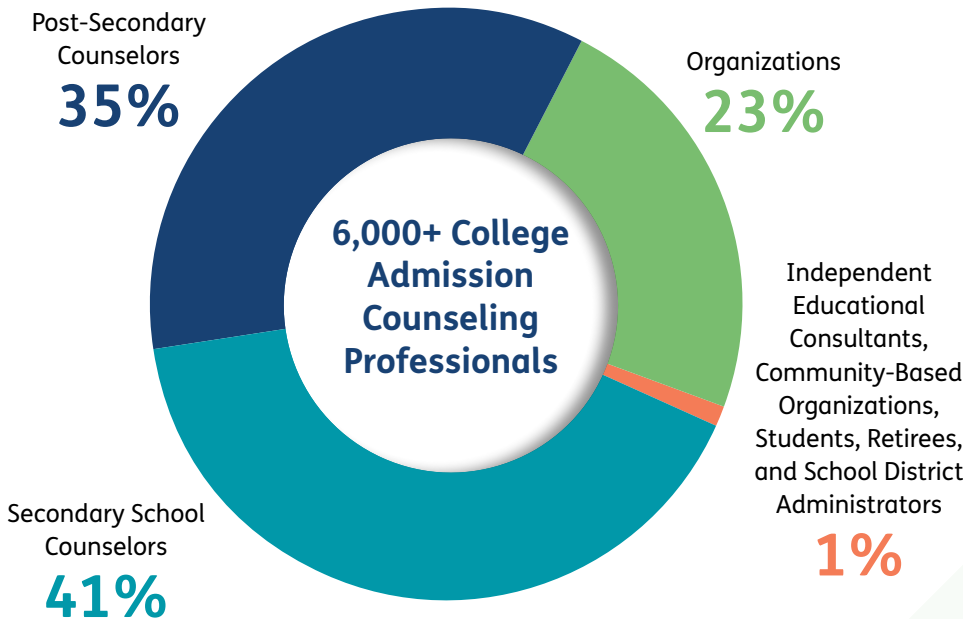
Where College Admission Counseling Professionals Unite

The college admission counseling profession is special, worthwhile, and passionate. Together, we create solutions as we adapt, pivot, and evolve. Collaborating with our partners helps provide innovative products and services to institutions around the world, ultimately fulfilling our shared vision of keeping students at the center of college admission. NACAC Conference 2023 will bring over 6,000 attendees from all college admission counseling arenas, in-person, to Baltimore to share best practices, inspirational ideas, cutting-edge research, and professional stories.

Increase your organization’s brand awareness by making an impact as a sponsor in Baltimore. NACAC Conference 2023 offers a variety of sponsorship opportunities, providing a level to meet every budget. Aligning sponsorship with your brand can help you meet your marketing goals and give your organization additional exposure to over 6,000 college admission counseling professionals.



Attendee Demographics



Sponsorship Benefits

Premium Sponsorships	Premier	Diamond	Platinum	Gold	General
Benefit(s)	\$100K +	\$75K–\$99K	\$50K–\$74K	\$25K–\$49K	\$15K–\$24K
Complimentary registrations	Eight (8)	Six (6)	Four (4)	Three (3)	Two (2)
Early Bird registration extension—eight (8) weeks prior to NACAC Conference 2023	✓	✓			
Logo recognition (with link) on ‘Our Sponsors’ page on NACAC Conference 2023 website*	✓	✓	✓	✓	✓
Logo recognition on official NACAC promotions include emails, website, social media, and onsite signage*	✓	✓	✓	✓	✓
Opportunity for a Premier Sponsor Spotlight page on NACAC Conference 2023 website	✓				
Full registration list with name, title, institution name, address, and registration type	✓	✓			
Opportunity for NACAC Broadcast Studio interview (5-10 minutes)	✓	✓	✓		
Email broadcast	Two (2) Pre- and-Post	Two (2) Pre- and-Post	One (1) Pre- or-Post		
Advertisement in <i>The Bulletin</i> (pre- and post-conference)	Two (2) Full-Size	One (1) Half-Size			
Advertisement in <i>The Journal</i> (post-conference)	Two (2) Full-Page**	One (1) Full-Page	One (1) Half-Page	One (1) Half-Page	
Ad retargeting package	100,000 impressions	50,000 impressions	25,000 impressions		

*If multiple opportunities were purchased, sponsorship will be recognized at the highest applicable tier.

**Sponsor(s) will receive one (1) full-page add in two different seasons (i.e. Fall and Spring).

Thought Leadership and Events Sponsorships

Opening Reception – \$75,000

The Opening Reception will take place on Thursday evening to inaugurate NACAC Conference 2023 in Baltimore! This event brings together over 6,000 college admission counseling professionals for hors d'oeuvres and cocktails in the Expo Hall, which includes featured entertainment, premium bar placement, branded koozies, 100 drink tickets, recognition on the NACAC Conference 2023 website, in conference materials, on-site signage, social media, and in marketing/attendee emails.



Main Stage Session – \$75,000 per session

Main Stage Session sponsorships are each unique; they include the opportunity for an executive from the sponsor's organization to address the largest audience during the event. The sponsor will also have the opportunity to have a 60 second video shown during Main Stage. These sponsorships are an excellent venue for an organization to share their views and perspectives on the future direction of college admission counseling. Sponsors will be recognized on the NACAC Conference 2023 website, in conference materials, on social media, on-site signage, and in marketing/attendee emails.

Closing Celebration – \$75,000

The Closing Social offers attendees an opportunity to unwind and connect one last time at NACAC Conference 2023. Branding includes cocktail napkins, band/entertainment introduction, VIP area, opportunity for a signature drink, bar signage, 100 drink tickets, and recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Counselors' College Fair – \$50,000

The Counselors' College Fair (CCF) is an opportunity for counselors attending NACAC Conference 2023 to meet with admission team members from over 500 colleges and universities in a college fair setting. This sponsorship includes a complimentary tabletop booth at the fair, recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

First-Time Attendee Orientation – \$30,000

This event gives first-time attendees a guided tour of NACAC Conference 2023 activities. Sponsorship includes the opportunity to address the audience, recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails. There were over 1,200 first-time attendees in Houston!

Access College Fair – \$25,000

This event provides networking opportunities for college access organizations and postsecondary admission officers. Branding includes recognition on the conference website, in conference materials, on social media, and in marketing/attendee emails.

Continues

Thought Leadership and Events Sponsorships *Continued*

Rising Star Award – \$25,000

Honor individuals and programs that exemplify excellence and dedication to serving the needs of students in the transition to postsecondary education by sponsoring the program award winners and one individual recipient from each of the 23 affiliates. Sponsor has the opportunity to participate at the awardee lunch, attended by up to 69 affiliate leaders and current NACAC board members. There will also be an opportunity for a group photo with all affiliate and NACAC leaders along with the Rising Star Award recipients. Sponsor will participate in content creation for professional development of affiliate leaders. Branding includes logo on awardee certificates and main stage acknowledgement, as well as recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Brand Awareness Sponsorships

Broadcast Studio – \$50,000

Located in the Expo Hall, the NACAC Broadcast Studio features live video interviews with NACAC members, organizations, and other stakeholders vital to NACAC’s mission and continued work. Branding includes recognition on the conference website, in conference materials, on social media, within the Broadcast Studio footprint on-site and online, and in marketing/attendee emails.



Registration Area – \$30,000

Showcase your organization to event attendees as they begin their NACAC Conference 2023 experience in Baltimore! The registration area is heavily trafficked and centrally located in the Convention Center. Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.



Headshot Lounge – \$30,000

Located in the Expo Hall, this space will provide professional headshots to NACAC Conference 2023 attendees. Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Lanyards – \$30,000

Badges and accompanying lanyard with your logo will be distributed at registration and attendees are required to wear them at all conference activities. Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Continues

Brand Awareness Sponsorships *Continued*

Meet Your Match Game – \$25,000

Back by popular demand, the Meet Your Match Game is returning to Baltimore! Attendees wear a button that includes a number and your organization’s logo. They’ll search for other attendees with a matching number and come to the NACAC booth to be scanned to win prizes such as a NACAC Conference 2024 Full-Conference Package (includes registration, travel, and accommodations). Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.



Ribbon Bar – \$25,000

After checking in at registration, every conference attendee will have the opportunity to add a variety of ribbons to their badge. Sponsorship includes a branded ribbon bar, on-site signage, the option to customize a ribbon, and one-on-one time with attendees. Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Expo Hall Golf Cart Sponsorship – \$20,000

Promote your brand on highly visible golf carts that will run on the main cross aisle of the expo floor. These carts will pick-up and drop off NACAC Conference 2023 attendees at designated spots in the Expo Hall. Branding includes recognition on on-site signage, the golf carts, on social media, and in conference materials and in marketing/attendee emails.

Notepads – \$15,000

All NACAC Conference 2023 attendees will receive branded notepads with your organization’s logo in the official conference tote bag. Branding includes recognition on the conference website, in conference materials, on-site signage, on social media, and in marketing/attendee emails.

Digital Brand Awareness

NACAC Conference 2023 Mobile App – \$60,000

Be in the hands of all NACAC Conference 2023 attendees. The mobile app will be available for Android, iPhone, and iPad via the app store. The mobile app is the one-stop-shop for attendees to access educational sessions, the conference schedule, networking events, and more! Your brand will receive a banner ad on the dashboard page, recognition on the conference website, in conference materials, on social media, and in marketing/attendee emails. The sponsor will also have the ability to send two (2) custom push messages to attendees during the event.



WiFi – \$50,000

Provide attendees with complimentary WiFi available throughout the Convention Center. Sponsorship includes a custom login splash page with your logo, branding on conference materials, on-site signage, on social media, and in marketing/attendee emails. The WiFi sponsor will have the opportunity to select a custom password.



Advertising Opportunities

Conference Tote Bag Insert – \$5,000

Add your branded giveaway—business card holders, mints/gum/ candy, calendars, keychains, pens, and more to our NACAC Conference 2023 tote bag. Reach all 6,000+ attendees as they check-in in Baltimore.

Conference Tote Bag Logo Placement – \$5,000

This exclusive opportunity for member colleges and universities gives you the opportunity to have your school name/logo featured on the outside of the NACAC Conference 2023 tote bag with an option to include an additional insert.

Retargeting Ads – \$2,000-\$5,000

Deliver your message with display banners to target college admission counseling professionals across the web to generate leads and increase brand awareness.

How does it work? College admission counseling professions visit either nacacnet.org or nacacconference.org. From there, site visitors can view and click your banner ad on websites across the internet resulting in new prospects directed back to your website. Please note that the price varies by package.

Solutions Showcase – \$2,750

Book an exhibitor presentation for the conference! Your 45-minute session will be held in the Exhibit Hall within the Solutions Showcase Booth, with seating for approximately 75 conference attendees.

Solutions Showcase presentations offer in-depth information about specific vendor products, technology, recruiting, best practices, and branding.

Ten presentation timeslots are available on a first come, first served basis. Cost is \$2,750 per presentation. The presentation details will be included on the conference website, in the mobile app, in attendee emails, and on-site signage.



Direct Mail List – \$1,000

Direct mail lists include the following information for all conference attendees who have opted in to receive conference related information from third parties: attendee name, title, institution name, mailing address, and registration type for easy sorting. There is an option to purchase either a pre- or post-conference list.

Email Broadcast – \$2,000

Reach NACAC Conference 2023 attendees either pre- or post-conference with an email broadcast. Please note that email lists are not provided directly to the advertiser. NACAC will send the HTML formatted email broadcast on your behalf.

Exhibitor Interview Opportunity – \$1,000

Showcase your products and services on display during NACAC Conference 2023 during a pre-recorded 30-second exhibitor interview. This is a tremendous opportunity to bring qualified college admission counseling professionals to your booth for an even more successful event.



1050 N. Highland Street, Suite 400
Arlington, VA 22201
p. 703.836.2222 or 800.822.6285
f. 703.243.9375
www.nacacnet.org