

# 2023 GWI

Sponsorship Opportunities

Guiding  
the Way to  
Inclusion

NACAC 

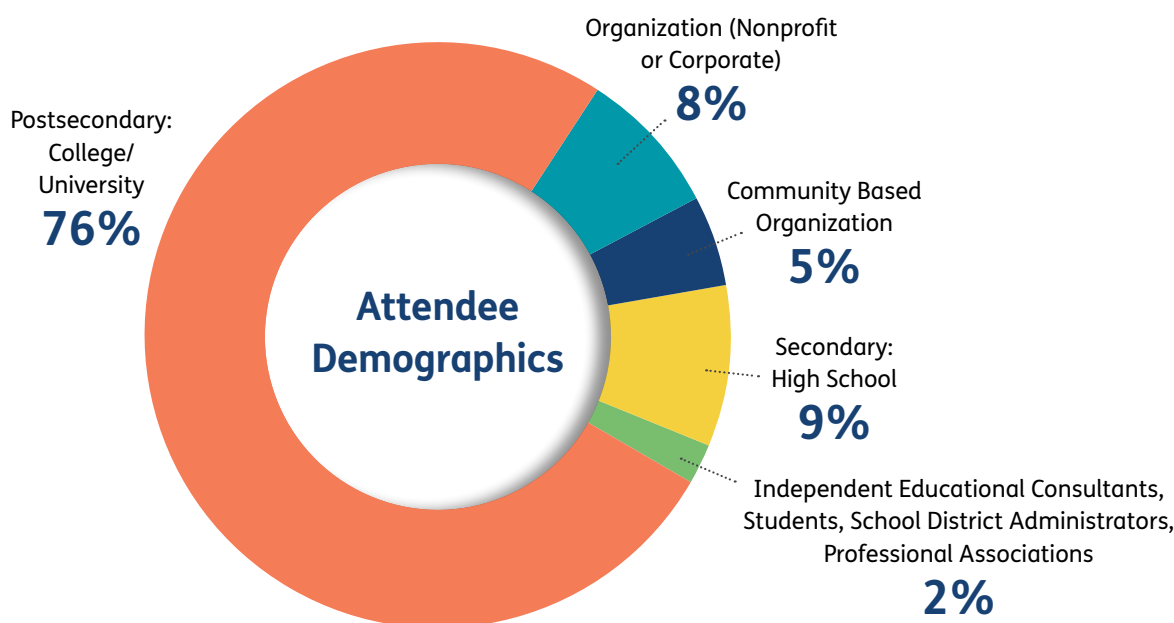
HORSESHOE LAS VEGAS | JULY 24-26

## Guiding the Way to Inclusion (GWI) 2023 Sponsorship Opportunities

NACAC’s Guiding the Way to Inclusion (GWI) Conference is aimed at secondary, postsecondary, and CBO college admission counseling professionals committed to championing the needs of diverse students within the college admission process. This year’s event will bring nearly 500 attendees, in-person, to the Horseshoe Las Vegas 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 Las Vegas. NACAC’s Guiding the Way to Inclusion (GWI) Conference 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 nearly 500 college admission counseling professionals.



<i>Premium Sponsorships Benefit(s)</i>	<i>Gold \$30K +</i>	<i>Silver \$20K–29K</i>	<i>Bronze \$10K–\$19K</i>
Complimentary registrations	3	2	1
Logo recognition (with link) on 'Our Sponsors' page on GWI Conference website*	✓	✓	✓
Logo recognition on official NACAC promotions including emails, website, social media and on-site signage*	✓	✓	✓
Opportunity for a 'Gold Sponsor' Spotlight page on GWI Conference website	✓		
Full registration list with name, title, institution name, address, and registration type	✓	✓	
GWI Conference 2023 Attendee Scholarship	One (1)	One (1)	
Advertisement in the GWI Conference 2023 On-Site Program	One (1) full-page	One (1) half-page	
Email broadcast	One (1) pre- or-post	One (1) pre- or-post	
Advertisement in <i>The Bulletin</i>	One (1) full-size	One (1) half-size	
Ad Retargeting Package	25,000 impressions	15,000 impressions	
Education Champion Distinction (\$1,500 value) with link to sponsor page	✓	✓	✓

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

## Thought Leadership and Events Sponsorships

### **Opening Reception – \$30,000**

The Opening Reception will take place on Sunday, July 23 to inaugurate NACAC's Guiding the Way to Inclusion 2023 Conference in Las Vegas. This event brings together over 500 college admission counseling professionals committed to championing the needs of diverse students within the college admission process. This sponsorship includes the opportunity for an executive from the sponsor's organization to address the audience, branded cocktail napkins, a signature cocktail, and the opportunity to bring a Step and Repeat to showcase your brand.

### **Closing Brunch Reception – \$30,000**

Close out NACAC's Guiding the Way to Inclusion 2023 Conference in Las Vegas as the Closing Brunch Reception Sponsor. This sponsorship includes the opportunity for an executive from the sponsor's organization to address the audience, branded cocktail napkins, a signature mimosa bar, and the opportunity to bring a Step and Repeat to showcase your brand.

## Digital Brand Awareness

### **GWI Conference 2023 Mobile App – \$25,000**

Be in the hands of all Guiding the Way to Inclusion 2023 Conference attendees. The mobile app will be available for Android, iPhone, and iPad via the app store. The mobile app is a one-stop-shop for attendees to network, access the program, and more! Your brand will be featured as the official sponsor within the mobile app and the sponsor will have the ability to send three (3) custom push notifications to all attendees.

### **Wi-Fi – \$10,000**

Provide Guiding the Way to Inclusion 2023 Conference attendees with complimentary Wi-Fi available throughout the event. In addition to the Bronze Sponsorship Benefits, the Wi-Fi sponsor will have the opportunity to select a custom password that all attendees will need to use to access the complimentary Wi-Fi.



## Additional Sponsorship Opportunities

### **Coffee Break – \$15,000**

Sponsor a 30-minute coffee break and reach 500 Guiding the Way to Inclusion 2023 Conference attendees. In addition to all “Bronze Sponsor” benefits, branding includes coffee sleeves with your organization’s logo.

### **Sponsored Breakout Room (Seven (7) Opportunities) – \$3,500**

Sponsor one of the seven breakout rooms during the Guiding the Way to Inclusion 2023 Conference and have your organization’s brand in front of attendees every day of programming. Branding includes recognition in each room prior to the session starting and in the program book.



### **Lanyards – \$3,000**

Lanyards with your logo will be distributed at registration and attendees are required to wear them at all Guiding the Way to Inclusion 2023 Conference activities.

### **Education Champion (Multiple Opportunities) – \$1,500**

Have your organization recognized as a “Education Champion” at the Guiding the Way to Inclusion 2023 Conference. Education Champion recognition includes:

- Recognition as an “Education Champion” on-site and on the GWI website
- Recognition as an “Education Champion” on Main Stage during NACAC Conference 2023 in Baltimore
- Digital Badge (created by NACAC) for use on company website
- Digital Badge links to NACAC webpage that displays its commitment to diversity, equity, and inclusion in college admission and education