



College Fairs Sponsorship Opportunities

Premium Sponsorship	Title	Gold	Silver	Bronze	Supporter
Price	\$72,000	\$36,000	\$19,000	\$4,000	\$2,000
Description	Deliverables below apply for all fairs for the chosen season (unless otherwise noted).	Deliverables below apply for up to ten (10) fairs for the chosen season (unless otherwise noted).	Deliverables below apply for up to five (5) fairs for the chosen season (unless otherwise noted).	Deliverables below apply for one (1) fair (unless otherwise noted).	
Recognition as Title Sponsor of all NACAC College Fairs	✓				
Pre- or post-fair email sent to all registered attendees (max of 19 emails)	✓	✓	✓		
Advertisement in the Locator - printed map given to all attendees*	Half page	Half page	Quarter page	Company logo	
Logo recognition (with link) on 'Our Sponsors' page on NACAC College Fairs website and on event signage	✓	✓	✓	✓	
Opportunity to collect leads	✓	✓	✓	✓	
Sponsors receive a table within the College Advising Center	✓	✓	✓	✓	
Logo placement on the attendee barcode scanners	✓	✓	✓		
Virtual College Fair sponsorship		✓	✓	Discounted rate on Virtual College Fair sponsorships	
Present a sponsor workshop at live college fairs**	Select up to five (5) - Purchase additional for \$500	Select up to three (3) - Purchase additional for \$750	Select one (1) - Purchase additional for \$750	Purchase for \$1,000	
Promotional item placed at materials pickup***	✓	✓	✓	✓	
Ad retargeting package***	100,000 impressions	50,000 impressions	30,000 impressions	15,000 impressions	

Logo placement on
attendee barcode

\$2,000

For in-person fairs, the student barcodes have staying power. These can either be printed by the attendee or they can be electronically (sent by email and text). Add your sponsors graphics, logos, and messaging barcode.

Virtual College
Fairs Sponsorship

\$1,500

Logo recognition in high-traffic locations throughout the Virtual College Fairs platform!

Virtual Workshop- \$750

*Advertisements in the Locator are contingent on timely arrival of ad artwork

**Audio/visual costs associated with the presentation are the responsibility of the sponsor

***All assets needed at least 1 week prior to event

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[Schedule a meeting](#)

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