

NACAC
Conference 2024



THE
COURAGE
WITHIN

Los Angeles, CA ● September 26-28

SPONSORSHIP OPPORTUNITIES



80th
Anniversary

NACAC SPONSORSHIP BENEFITS

For more information, contact: nacac@theYGSgroup.com

INCREASE YOUR BRAND VISIBILITY AT THE PREMIER EVENT FOR COLLEGE ADMISSION COUNSELING PROFESSIONALS

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 solutions to institutions around the world, ultimately fulfilling our shared vision of making postsecondary education accessible to all.

NACAC Conference 2024 will bring over 6,000 attendees from all college admission counseling arenas to Los Angeles to share best practices, inspirational ideas, cutting-edge research, and professional stories.

The event offers a variety of sponsorship opportunities, providing a level to meet every budget. Don't miss out on making an impression across the three-day event and explore how sponsorship can help your organization expand its network, increase lead generation efforts, enhance branding opportunities, and make an impact in Los Angeles.



SPONSORSHIP BENEFITS

Premium Sponsorships	Premier	Diamond	Platinum	Gold	General
Benefits	\$100K+	\$75 - \$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 2024	✓	✓			
Logo recognition (with link) on 'Our Sponsors' page on NACAC Conference 2024 website*	✓	✓	✓	✓	✓
Logo recognition on official NACAC promotions including emails, website, social media, and onsite signage*	✓	✓	✓	✓	✓
Opportunity for a Premier Sponsor Spotlight page on NACAC Conference 2024 website	✓				
Full registration list with name, title, institution name, address, and registration type	✓	✓			
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 of College Admission</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 are purchased, sponsorship will be recognized at the highest applicable tier.

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



THOUGHT LEADERSHIP AND EVENT SPONSORSHIPS

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OPENING RECEPTION

\$75,000

The Opening Reception will take place in the evening on Thursday, Sept. 26 to officially welcome everyone to Los Angeles. Over 6,000 attendees will gather in the Expo Hall for hors d'oeuvres and cocktails while enjoying featured entertainment. This exclusive sponsorship includes premium bar placement, branded koozies, 100 drink tickets, and logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



MAIN STAGE SESSION

\$75,000 per session (Multiple Opportunities)

Main Stage session sponsorships include the opportunity for an executive from the sponsor's organization 60-90 seconds to address the largest audience during the event. The sponsor will also have the opportunity for a 60-second video shown during Main Stage. This sponsorship is an excellent opportunity to show support of NACAC members and the college admission counseling profession. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD



COUNSELORS' COLLEGE FAIR

\$50,000

The Counselors' College Fair is an opportunity for counselors attending NACAC Conference 2024 to meet with admission team members from nearly 500 colleges and universities in a college fair setting. This sponsorship includes a complimentary tabletop booth at the fair, a welcome banner, and logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD

CLOSING CELEBRATION

\$50,000

The Closing Celebration offers NACAC Conference 2024 attendees a final opportunity to unwind and connect following the conclusion of the three-day event. This exclusive sponsorship includes branded cocktail napkins, entertainment introduction, VIP area, opportunity for a signature drink, and 100 drink tickets. This sponsorship also includes logo recognition on conference materials, signage, 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 2024 activities. Sponsorship includes the opportunity to address the audience and welcome them to Los Angeles. More than 1,000 first-time attendees joined us in Baltimore. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD

RISING STAR AWARD

\$25,000

This sponsorship is a tremendous opportunity to honor individuals and programs that exemplify excellence and dedication to serving the needs of students in the transition to postsecondary education. Benefits include logo recognition on the award certificates and recognition on Main Stage. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

ACCESS COLLEGE FAIR

\$25,000

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

LOCAL COUNSELOR CONFERENCE EXPERIENCE (LCCE)

\$5,000 (Multiple Opportunities)

NACAC is proud to support local public school counselors by providing complimentary conference registration through the Local Counselor Conference Experience. In 2023, NACAC was able to work with sponsors to support 150+ professionals. This is a great opportunity to align your organization's brand with this cause. This sponsorship includes logo recognition on conference materials, signage, social media, in marketing/attendee emails, and recognition on Main Stage.

SPECIAL INTEREST GROUP (SIG) MEETINGS

\$5,000 (Multiple Opportunities)

NACAC's Special Interest Groups nurture the growing diversity in our association by providing "micro" communities within which members can network and add value to their overall membership experience. SIG Meetings take place throughout NACAC Conference 2024. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

BRAND AWARENESS SPONSORSHIPS

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MEET YOUR MATCH GAME

\$30,000

Back by popular demand, the Meet Your Match Game is returning to Los Angeles! All attendees will receive a button that includes a number and your organization's logo. They'll search for other attendees with a matching number to win prizes such as a NACAC Conference 2025 Full Conference Package. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



HOTEL KEYCARDS

\$30,000

Have your organization's brand on the hotel room key cards of over 6,000 attendees as the exclusive sponsor. All attendees staying at one of the officially contracted hotels will receive a key card upon arrival featuring your organization's logo. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



REGISTRATION AREA

\$50,000

Showcase your organization to NACAC Conference 2024 attendees as they begin their experience in Los Angeles. The registration area is heavily trafficked and centrally located in the convention center. All attendees must check-in to receive their official badge that is required to attend all programming. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



LANYARDS

\$30,000

Badges and the accompanying lanyard with your organization's logo will be distributed at registration and attendees are required to wear them for all NACAC Conference 2024 programming. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



RIBBON BAR

\$25,000

Located in the registration area, every attendee will have the opportunity to add a variety of ribbons to their badge. Sponsorship includes a branded ribbon bar, the option to customize a ribbon, and one-on-one time with attendees as they check-in to NACAC Conference 2024 in Los Angeles. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



NOTEPADS

\$25,000

All NACAC Conference 2024 attendees will receive a branded notepad with your organization's logo in the official tote bag. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD**HEADSHOT LOUNGE****\$20,000**

Located in the Expo Hall, this space will provide attendees with the opportunity to take a professional headshot. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD**EXPO HALL AISLE SIGNS****\$15,000**

Have your organization's brand on every aisle sign in the Expo Hall. These highly visible signs are co-branded with NACAC and used to guide attendees during Expo hours. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD**STEP & REPEAT****\$10,000**

Have your college or university's logo featured prominently on a Step & Repeat alongside NACAC's branding in a heavily trafficked area of the Convention Center. This is a great place for attendees to capture a photo of themselves while on site in Los Angeles.

SOLD**POCKET GUIDE****\$10,000**

Have your organization's brand in the hands of every attendee from the moment they arrive in Los Angeles. Included in the official NACAC Conference 2024 tote bag, the pocket guide includes important information on education sessions, maps of the convention center, and more. Your logo will appear on the front of the co-branded guide.

SOLD**TOTE BAG LOGO****\$6,000**

This exclusive opportunity for member colleges and universities gives you the opportunity to have your school's logo featured on the outside of the official NACAC Conference 2024 tote bag. This sponsorship also includes the opportunity to provide an additional insert.

TOTE BAG INSERT**\$5,000**

Add a branded giveaway – business card holders, calendars, keychains, and more to the official NACAC Conference 2024 tote bag.

POST-EVENT SURVEY**\$5,000**

Have your organization's logo featured in the NACAC Conference 2024 post-event survey that will be emailed to all attendees following the event in Los Angeles. This opportunity includes your logo and a click-through URL in all email reminders to attendees.

BAGGAGE CHECK**\$5,000**

Have your organization's logo appear in a convenient location within the Los Angeles Convention Center. The sponsor can also provide a giveaway to attendees within this area. Branding includes logo recognition on-site and in marketing/attendee emails.

SCAVENGER HUNT**\$3,000 (Multiple Opportunities)**

Returning to NACAC Conference 2024 is the Scavenger Hunt. To be eligible to win several prizes, attendees must visit each location on their card throughout the event. This is a great opportunity to have your booth featured as a stop for attendees. This sponsorship includes logo recognition on the official card with your booth number.



DIGITAL BRAND AWARENESS

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MOBILE APP

\$60,000

Have your brand in the hands of all NACAC Conference 2024 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 the conference schedule, networking events, and more. Sponsor benefits include a banner advertisement on the dashboard page and two (2) custom push notifications to attendees during the event. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SOLD

WI-FI

\$50,000

Provide NACAC Conference 2024 attendees with complimentary Wi-Fi that is available throughout the Los Angeles Convention Center. Sponsorship includes a custom login splash page with your logo and the opportunity to select a custom password. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



THE COURAGE WITHIN
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PRECONFERENCE WORKSHOP SPONSORSHIP OPPORTUNITIES

For more information, contact: nacac@theYGSgroup.com

NACAC'S POPULAR PRECONFERENCE WORKSHOPS WILL BE RETURNING TO LOS ANGELES AT NACAC CONFERENCE 2024. THESE WORKSHOPS ARE ONE TO ONE-AND-A-HALF DAY PROGRAMS BEGINNING WEDNESDAY, SEPT. 25 AND CONCLUDING ON THURSDAY, SEPT. 26.

SOLD

CHIEF ENROLLMENT OFFICERS' FORUM (CHIEF)

\$35,000

This workshop delves into the varied demands of admission leaders for innovative and sustainable strategies that achieve institutional goals. This workshop is geared toward Chief Enrollment Management Officers and those aspiring to take the next step in their professional career.

STRATEGIC DATA MANAGEMENT FOR ENROLLMENT LEADERS (STRATEGIC DATA)

\$15,000

This workshop provides mid- to senior-level admission professionals with the information and background knowledge to develop data analysis and strategic leadership skills.

THE FUTURE OF GLOBAL MATCH: EMPOWERING COLLEGE ADMISSION COUNSELING PROFESSIONALS (GLOBAL MATCH)

\$15,000

This workshop has two strands – one for counselors and the other for enrollment professionals. This course is designed for participants to gain actionable insights to enhance their effectiveness in working with international students.

ADMISSION MIDDLE MANAGEMENT INSTITUTE (AMMI)

\$15,000

This popular workshop has long been an essential step in the professional development of high-performing admission professionals. Targeting mid-level admission professionals, this workshop challenges participants with content suggested as essential to successful growth trajectory in their career.

LEADING A DYNAMIC COLLEGE COUNSELING PROGRAM (LEADING)

\$10,000

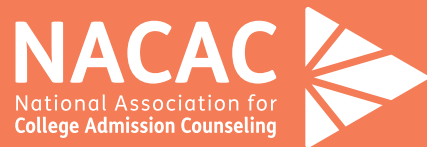
This intensive workshop is designed to support professionals in the acquisition of essential tools, resources, and knowledge pertaining to the industry. College counseling professionals, regardless of title, will learn how to lead their program and facilitate change from any position.

SPONSORSHIP BENEFITS

Sponsorship	CHIEF	Strategic Data	Global Match	AMMI	Leading
	SOLD				
Benefits	\$35,000	\$15,000	\$15,000	\$15,000	\$10,000
Complimentary Registrations	Five (5)	Four (4)	Four (4)	Four (4)	Three (3)
15-minute sponsor message at the beginning of workshop	✓	✓	✓	✓	✓
Logo recognition on official NACAC promotions including emails, website, social media, and signage	✓	✓	✓	✓	✓
Full registration list with name, title, institution name, address, and registration type	✓	✓	✓	✓	✓
Happy Hour Social	✓				
Opportunity to purchase 'Happy Hour Social' for \$10,000*		✓	✓	✓	✓
NACAC Conference 2024 'Gold' Sponsor Benefits	✓				
NACAC Conference 2024 'General' Sponsor Benefits		✓	✓	✓	
Continued 'right of first refusal' for 2024	✓	✓	✓	✓	✓

***Optional 'Happy Hour Social' includes:**

- Two (2) drink tickets per person (up to 75 attendees)
- Option to increase drinks and room capacity.
- Branded napkins.
- Logo recognition on promotional materials and event signage.



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