



**SPONSORSHIP  
OPPORTUNITIES**

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## ABOUT GWI

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For more information, contact: [nacac@theYGSgroup.com](mailto:nacac@theYGSgroup.com)

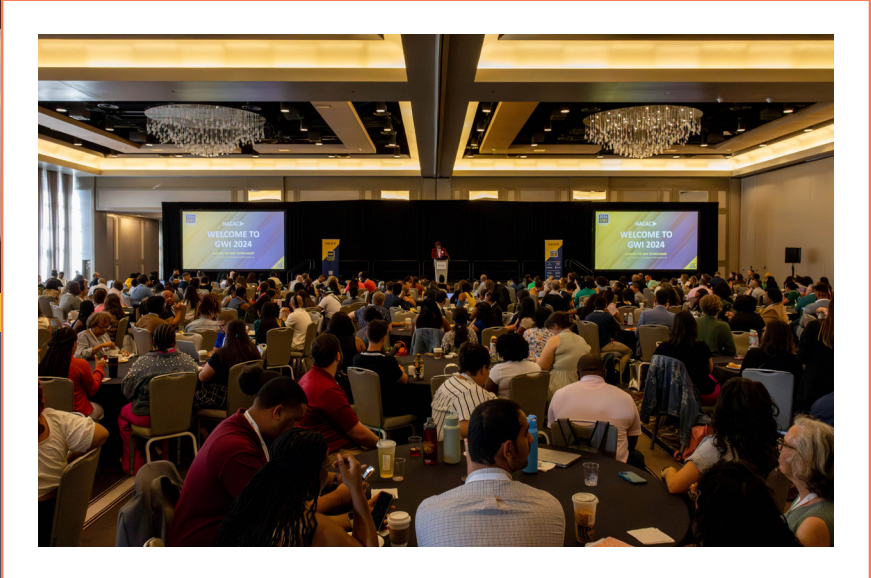
The National Association for College Admission Counseling (NACAC) represents more than 27,000 college admission counseling professionals, including college advisors, school counselors, and college admission officers. As such, we maintain a pivotal position at the juncture between secondary and postsecondary education. Our purpose is to open the higher education pipeline to a diverse population of students to promote equity in educational opportunity and to ensure that our workforce is prepared to meet the increasingly specialized, multicultural, global demands of the 21st century.

Nowhere is this purpose more evident than at our annual Guiding the Way to Inclusion (GWI) conference. The conference's intimate size — roughly 500 participants — lends itself to vast and thoughtful discussions about the profession, and the development of best practices for diversity, equity, and inclusion. Many past and present NACAC board members, presidents, board chairs, and other leaders have ascended to leadership by way of their participation at GWI. Equally importantly, GWI is the crucible for forging new, cutting-edge practices for removing barriers so the pipeline

from secondary to postsecondary education is wide open for all students who are interested. Lessons learned and connections made at GWI reach far beyond the conference's confines, as innovative practices and interpersonal connections developed there spread among institutions across the country each year.

***Supporting GWI is a hands-on, tangible way of helping to create a more educated, sophisticated, functional political and economic nation.***



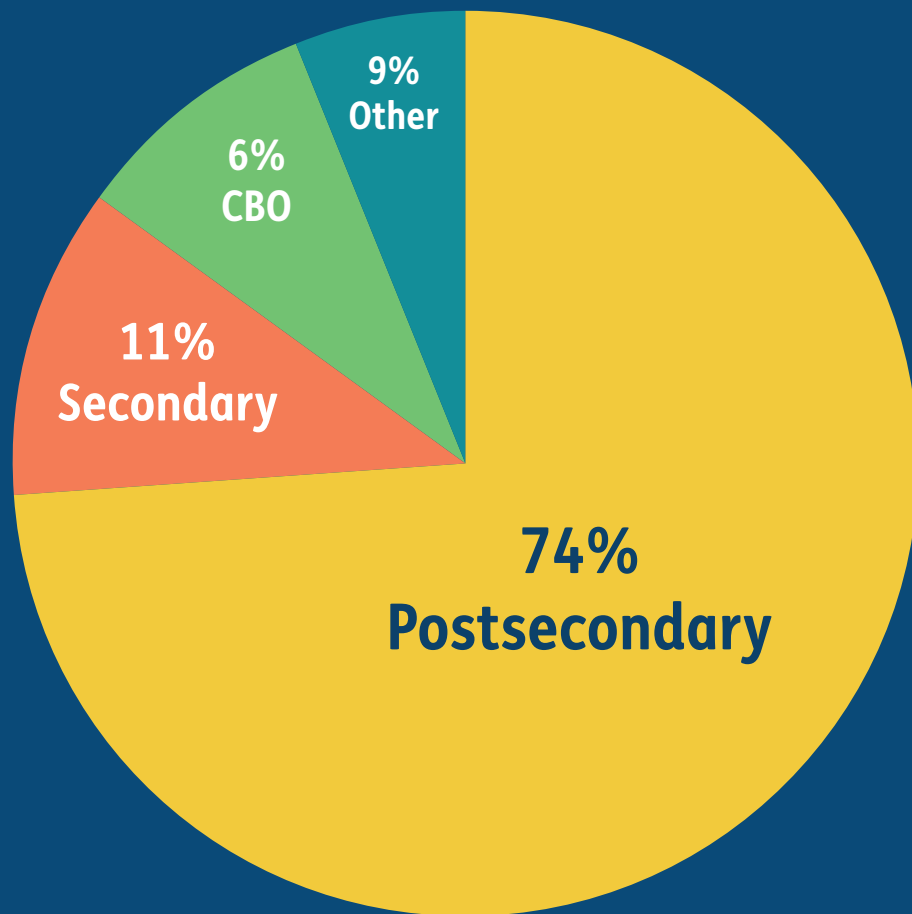


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# ATTENDEE DEMOGRAPHICS

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**74%** Postsecondary: College/University

**11%** Secondary: High School

**6%** Community Based Organization

**9%** Independent Educational Consultant, Organization, Student



There was a time in my career where I was at a crossroads, deciding whether or not I wanted to stay in the profession, and GWI was the turning point for [me] to decide that I do want to stay in the profession and there are people like me that can shape the profession.

**Donnell Wiggins**

*Associate VP of Strategic Enrollment Management  
and Dean of Admission  
University of Dayton*



When attendees leave the conference, they become empowered, they find mentorship, their connection, and their tribe. To see the amount of attendees GWI has saved and kept within the profession from a retention standpoint is one of the most special components of the conference.

**John Hollemon**

*Director of Diversity, Equity, and Inclusion  
NACAC*



If they believe in transformation versus transaction; if they believe in the future — of not just the country, but the world — because education is important and opening the door for millions of students in the future is why they need to come to GWI. To be transformed, to transform others, and learn how to lead and serve.

**Beverly Henry Wheeler**

*Regional Director of Admissions  
Hendrix College*

# SPONSORSHIP OPPORTUNITIES

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## AWARD PRESENTATION

*Two (2) Opportunities*

**\$7,500**

Sponsorship includes the opportunity for your organization to recognize the award winners and includes a 60-90 second speaking opportunity to address the crowd.

## WELCOME RECEPTION

**\$7,500**

Have your organization's brand featured at the official Welcome Reception at GWI 2025 in Atlanta. This opportunity includes a 60-90 second speaking opportunity to welcome attendees to the event.

## KEYNOTE SPONSORSHIP

**\$7,500**

Sponsorship includes logo recognition at the Keynote Presentation and the opportunity to address the crowd for up to 60-90 seconds.

## HOTEL KEYCARDS

**\$5,000**

Have your organization's brand on the hotel room key cards of over 500 attendees as the exclusive sponsor. This is a great opportunity to get in front of attendees as all main programming takes place in the hotel.

## NOTEPADS

**\$5,000**

All GWI 2025 attendees will receive a branded notepad with your organization's logo as they check in for the event in Atlanta.

## FIRST TIMERS' ORIENTATION

**\$5,000**

This event gives first-time attendees a look at GWI 2025 and how to maximize their time at the event. Sponsorship includes the opportunity to address the audience for up to 60-90 seconds and a branded ribbon recognizing them as a first-time attendee.

## RIBBON WALL

**\$5,000**

Sponsorship includes a branded ribbon wall, the option to customize a ribbon, and one-on-one time with attendees as they check in to GWI 2025 in Atlanta.

## MOBILE APP

**\$5,000**

Have your brand in the hands of all GWI 2025 attendees! The mobile app is the official one-stop-shop for attendees to access the GWI 2025 schedule, networking events, and more.

## LANYARDS

**\$5,000**

Badges and the accompanying lanyard with your organization's logo will be distributed at registration and attendees are required to wear them for all GWI 2025 programming.

## COFFEE BREAK

**\$5,000**

Fuel meaningful connections by sponsoring a Coffee Break! Your brand will be prominently featured at a refreshment station where attendees gather to recharge and network. This sponsorship includes branded signage at the coffee station and recognition in event materials.



<b>Premium Sponsorships</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Education Champion</b>
	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Complimentary registrations	Three (3)	Two (2)	One (1)	
Education session*	✓			
Full registration list with name, title, institution name, address, and registration type	✓			
One (1) six-foot tabletop exhibit	✓	✓		
Pre- or post-event email sent to all registered attendees	Pre and Post	Pre or Post	Post Event	
“Education Champion” distinction and benefits	✓	✓	✓	✓
Logo recognition on official NACAC promotions including emails, social media, and the mobile app	✓	✓	✓	✓
Logo recognition (with link) on Our Sponsors webpage on GWI website and logo on event signage	✓	✓	✓	✓
Digital badge (created by NACAC) for use on company website	✓	✓	✓	✓
Recognition as an Education Champion on Main Stage at NACAC Conference 2025 in Columbus, Ohio	✓	✓	✓	✓

*\* Must be submitted during the Call for Proposal Process*

### **DEI Advocate**

**\$3,500**

Gain prominent recognition as a DEI Advocate with your name featured on event signage and marketing for GWI and HBCU Advance, a special highlight on the NACAC Conference 2025 Main Stage and DEI track in Columbus, OH, plus an exclusive NACAC designed Digital Badge to showcase on your company website.

### **WEBSITE ADVERTISING**

**\$1,500**

Leaderboard ad on the GWI homepage, the go-to destination for attendees and education professionals.

### **TOTE BAG LOGO**

**\$1,500 (multiple opportunities) or \$5,000 (exclusive)**

Have your organization’s brand featured on the outside of the official GWI 2025 tote bag that will be given out to nearly 500 attendees as they arrive in Atlanta.

### **EMAIL BROADCAST**

**(Pre- or Post-Event) \* \$300**

### **EDUCATION CHAMPION**

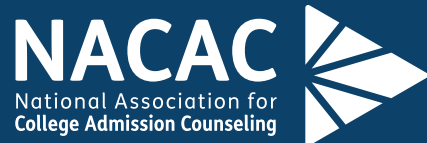
**\$1,500**

This is a great opportunity to promote your organization as an Education Champion and align your brand with NACAC’s commitment to diversity, equity, and inclusion in college admission and education.

### **DIRECT MAIL LIST\***

**\$150**

*\*Please note that these are only available to current sponsors.*



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