

# NACAC Conference 2025



SEPTEMBER 18-20 | COLUMBUS, OH

SPONSORSHIP OPPORTUNITIES



# NACAC CONFERENCE 2025 SPONSORSHIP BENEFITS

For more information, contact: [nacac@theYGSgroup.com](mailto: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 2025 will bring over 7,000 attendees from all college admission counseling arenas to Columbus, Ohio 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 Columbus.





## SPONSORSHIP BENEFITS

<b>Premium Sponsorships</b>	<b>Premier</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>	<b>General</b>
	\$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 2025	✓	✓			
Logo recognition (with link) on Our Sponsors page on NACAC Conference 2025 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 2025 website	✓				
Full registration list with name, title, institution name, address, and registration type	✓	✓			
Email broadcast	Two (2) pre- and post-conference	Two (2) pre- and post-conference	One (1) pre- and post-conference		
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	
Mobile app push notifications	Three (3)	Two (2)	One (1)		
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

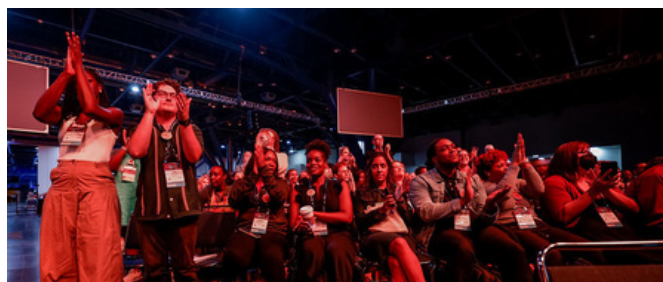
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## OPENING RECEPTION

**\$75,000 (Exclusive)**

The Opening Reception will take place in the evening on Thursday, Sept. 18 to officially welcome everyone to Columbus. Over 7,000 attendees will gather in the Expo Hall for hors d'oeuvres and cocktails while enjoying featured entertainment. This exclusive sponsorship includes premium bar placement, a branded giveaway, 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.



## COUNSELORS' COLLEGE FAIR

**\$50,000 (Exclusive)**

The Counselors' College Fair is an opportunity for counselors attending NACAC Conference 2025 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.

## CLOSING CELEBRATION

**\$50,000 (Exclusive)**

As the Closing Celebration Sponsor, your brand receives high-impact visibility throughout the event. This includes logo placement on specialty drink tickets, cocktail napkins, bar signage, and branded photo booths with your logo featured on all photo strips and digital outputs. You'll also have the opportunity to name a signature drink! A VIP balcony area with private bar and seating is reserved for your use, allowing you to host select guests. Additional branding includes dancefloor foam sticks to further enhance your presence.

## RISING STAR AWARD

**\$25,000 (Exclusive)**

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.

## FIRST-TIME ATTENDEE ORIENTATION

**\$35,000 (Exclusive)**

This event gives first-time attendees a guided tour of NACAC Conference 2025 activities. Sponsorship includes a 60-90 second opportunity to address the audience and welcome them to Columbus. More than 1,500 first-time attendees joined us in Los Angeles, California for NACAC Conference 2024. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

## ACCESS COLLEGE FAIR

**\$25,000 (Exclusive)**

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 2024, 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 will take place throughout NACAC Conference 2025. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



# BRAND AWARENESS SPONSORSHIPS

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## PICKLEBALL COURT

**\$50,000 (Exclusive)**

Elevate your brand with this NEW Pickleball Court Sponsorship opportunity! Connect your brand to one of the fastest-growing sports in the country! Your logo will be prominently displayed on the court, customized paddles, and barriers around the court providing high visibility to both players and spectators during the conference. The court will be in the exhibit hall and open during all exhibit hall hours.



## REGISTRATION

**\$50,000 (Exclusive)**

Showcase your organization to NACAC Conference 2025 attendees through the entire registration process (online and on site). The registration area is heavily trafficked and centrally located in the convention center. All attendees must check in to receive their official badge, which is required to attend all programming. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## MEET YOUR MATCH GAME

**\$35,000 (Exclusive)**

Back by popular demand, the Meet Your Match Game is coming to Columbus! 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 2026 Full Conference Package. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## HOTEL KEYCARDS

**\$35,000 (Exclusive)**

Have your organization's brand on the hotel room key cards as the exclusive sponsor. Attendees 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.



## LANYARDS

**\$35,000 (Exclusive)**

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 2025 programming. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## RIBBON BAR

**\$25,000 (Exclusive)**

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 into NACAC Conference 2025 in Columbus. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

# BRAND AWARENESS SPONSORSHIPS

## NOTEPADS

**\$25,000 (Exclusive)**

Conference 2025 attendees will receive a branded notepad with your organization's logo. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

## HEADSHOT LOUNGE

**\$25,000 (Exclusive)**

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.

## EXPO HALL AISLE SIGNS

**\$25,000 (Exclusive)**

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.

## DAILY EMAILS

**\$20,000 (Exclusive)**

The Daily Email Sponsor is a high-visibility opportunity to showcase your brand in the official daily emails sent to all conference attendees everyday of the conference. Your sponsorship includes a branded header, a featured banner ad, an optional CTA button to drive engagement, and recognition in the email footer keeping your brand front and center throughout the attendee experience.

## STEP & REPEAT

**\$15,000 (Exclusive)**

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 Columbus.

## POCKET GUIDE

**\$10,000 (Exclusive)**

Have your organization's brand in the hands of every attendee from the moment they arrive in Columbus. Included in the official NACAC Conference 2025 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.





# BRAND AWARENESS SPONSORSHIPS

## TOTE BAG LOGO

**\$6,000 (Multiple Opportunities for Member Colleges and Universities)**

This exclusive opportunity for member colleges and universities features your school's logo on the outside of the official NACAC Conference 2025 tote bag. This sponsorship also includes the opportunity to purchase an additional insert for \$1,000.

## DIGITAL BILLBOARD

**\$6,000 (Multiple Opportunities)**

Get your branding in front of thousands of attendees with a prime spot-on digital billboards. As a digital billboard sponsor, your brand will be displayed in high-traffic areas through the Columbus Convention Center, ensuring maximum visibility for your brand. With dynamic, eye-catching visuals, this sponsorship offers a unique opportunity to engage your target audience on the go.

## SCAVENGER HUNT

**\$3,500 (Multiple Opportunities)**

Returning to NACAC Conference 2025 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.

## TOTE BAG INSERT

**\$6,000 (Multiple Opportunities)**

Add a branded giveaway – business card holders, calendars, keychains, and more to the official NACAC Conference 2025 tote bag.

## BAGGAGE CHECK

**\$5,000 (Exclusive)**

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

## SOLUTIONS SHOWCASE

**\$2,850 (Multiple Opportunities)**

Spotlight your products, technology, and expertise through a Solutions Showcase session! These 45-minute exhibitor presentations are the perfect platform to showcase your cutting-edge solutions, share recruitment strategies, and position your brand as an industry leader. By participating, you'll directly engage with attendees, driving awareness and generating leads while highlighting the best practices that set you apart. Presentations will be featured on Thursday, Friday, and Saturday as part of the Expo Hall's educational programming. This opportunity is available to exhibitors only.







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## **DIGITAL BRAND AWARENESS**

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## MOBILE APP

**\$60,000 (Exclusive)**

Have your brand in the hands of all NACAC Conference 2025 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.

## WI-FI

**\$60,000 (Exclusive)**

Provide NACAC Conference 2025 attendees with complimentary Wi-Fi that is available throughout the convention center in Columbus. 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.



# PRECONFERENCE WORKSHOPS

## All workshop sponsors receive:

- 15-minute sponsor message at the beginning of the workshop
- Acknowledgment in session promotional materials
- Contact information for participants who opt in to receive information from the Workshop sponsors
- Opportunity to host one (1) Industry Insights webinar in 2025
- Continued 'right-of first-refusal' selection priority for 2026 Workshop

### AMMI

**\$8,000**

The Admission Middle Management Institute (AMMI) offers a unique and impactful professional development experience designed specifically for mid-level professionals in the field of college admission. This program supports rising leaders as they navigate the complex challenges of middle management while preparing for senior-level roles.

AMMI equips participants with the tools, strategies, and confidence needed to lead effectively within their offices and institutions!

Enhance your sponsorship with an optional Happy Hour Social — flexible packages available!

### LEADING

**\$8,000**

As the landscape of college admission continues to evolve, so too does the role of college counseling. Leading a Dynamic College Counseling Program (Leading) is designed to empower counseling professionals with the tools, insights, and resources needed to navigate this ever-changing environment. This program supports participants in strengthening their leadership skills and enhancing their impact within their school and beyond.

Enhance your sponsorship with an optional Happy Hour Social — flexible packages available!

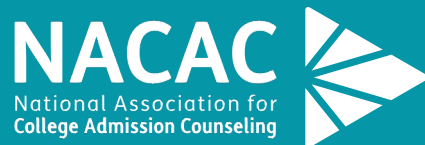
### CHIEF

**\$35,000**

The Chief Enrollment Officers' Forum (CHIEF) is a premier gathering that explores the complex and evolving role of senior admissions leaders. The forum provides a unique platform for these leaders to collaborate and exchange insights on the critical challenges they face in shaping the future of enrollment management.

#### Happy Hour Social (Included):

- 2 drink tickets/person (up to 75 attendees)
- Option to increase drinks and room capacity
- Branded napkin
- Logo recognition on promotional materials
- Logo recognition on event sign



***For more information, contact:***  
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