



**SPONSORSHIP
OPPORTUNITIES**

ABOUT GWI

For more information, contact: nacac@theYGSgroup.com

The National Association for College Admission Counseling (NACAC) represents more than 28,000 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 Impact (GWI) conference. The conference's intimate size — over 300 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.

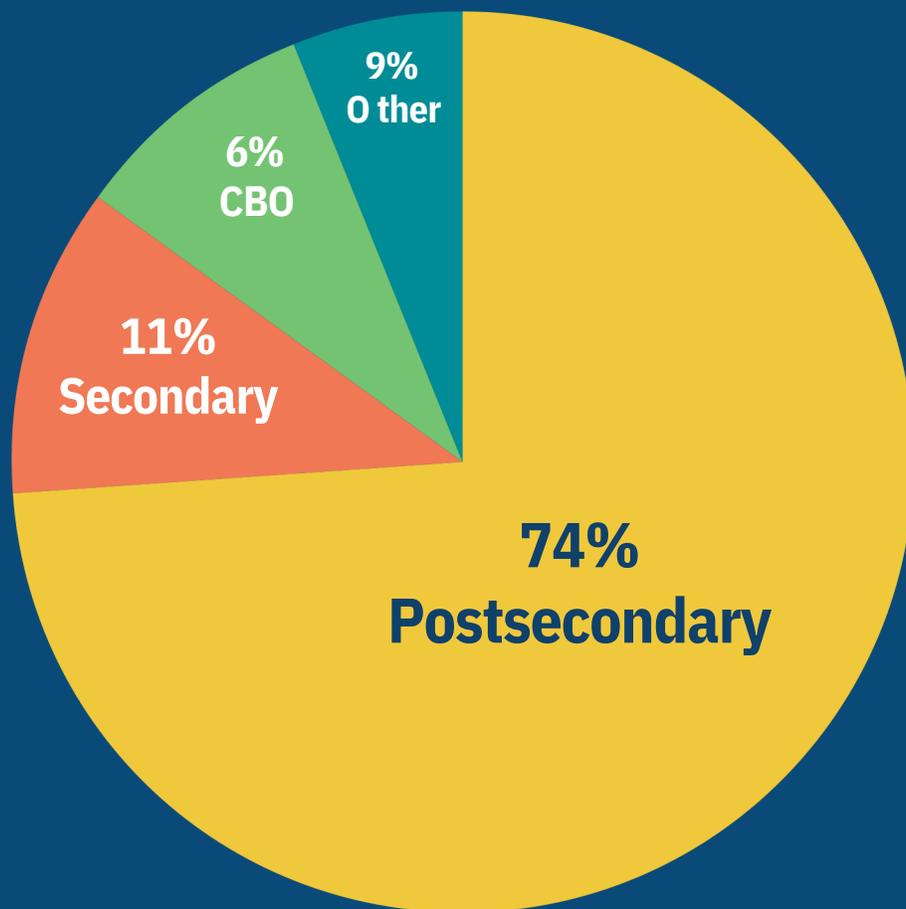
Supporting GWI is a hands-on, tangible way of helping to create a more educated, sophisticated, functional political and economic nation.





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*



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 *Interim Dean of Admission Austin College*

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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.

STRATEGIC LEADERSHIP INSTITUTE

\$7,500

Sponsorship includes logo recognition at the pre-conference workshop with a 60-90 second speaking opportunity to address the crowd. Option to add a Happy Hour for \$5,000 (one (1) drink ticket per attendee and light refreshments).

REGISTRATION

\$7,500

Engage with attendees from the moment they begin their registration for GWI. Your brand will gain early exposure with your logo featured in attendee confirmation emails and registration pages, enhancing visibility well before the event begins. Your presence will extend to the registration area, a high traffic, centrally located hub on-site where your logo will be prominently displayed on signage. Every attendee will pass through this area to check in and receive their official badge.

FIRST TIMERS' ORIENTATION

\$5,000

This event gives first-time attendees a look at GWI 2026 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 2026 in DC.

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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 2026 programming.

NOTEPADS

\$5,000

All GWI 2026 attendees will receive a branded notepad with your organization's logo as they check in for the event in DC.

MOBILE APP

\$5,000

Have your brand in the hands of all GWI 2026 attendees! The mobile app is the official one-stop-shop for attendees to access the GWI 2026 schedule, networking events, and more.

TOTE BAG LOGO

\$5,000

Have your organization's brand featured on the outside of the official GWI 2026 tote bag that will be given out to over 300 attendees as they arrive in DC.

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.

Premium Sponsorships	Gold	Silver	Bronze	Education Champion
	\$7,500	\$5,000	\$3,000	\$1,500
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 2026 in Minneapolis, MN	✓	✓	✓	✓

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.

WEBSITE ADVERTISING

\$1,500

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

EMAIL BROADCAST

*(Pre- or Post-Event) **

\$300

DIRECT MAIL LIST*

\$150

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



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