NACAC Conference 2027

SEPTEMBER 23-25 | KANSAS CITY, MO

SPONSORSHIP OPPORTUNITIES











NACAC CONFERENCE 2027 SPONSORSHIP BENEFITS

For more information, contact: nacac@theYGSgroup.com

AMPLIFY YOUR BRAND AT THE PREMIER GATHERING OF COLLEGE ADMISSION COUNSELING PROFESSIONALS

NACAC Conference 2027 is the leading event where more than 6,000 professionals from every corner of the college admission counseling field will convene in Kansas City, Missouri. This dynamic three-day event brings together passionate leaders and innovators to exchange best practices, share cutting-edge research, and inspire the future of postsecondary access.

By partnering with NACAC, your organization aligns with a profession that is collaborative, mission-driven, and committed to making higher education accessible to all. Sponsorship provides a unique opportunity to showcase your brand, highlight your solutions, and connect directly with influential decision-makers.

With a wide range of sponsorship levels to fit every budget, you'll gain access to:

- Expanded visibility and enhanced branding opportunities.
- Increased lead generation and relationship-building.
- A lasting impression on a diverse audience of professionals shaping the future of higher education.

Don't miss the chance to elevate your organization's presence and impact at NACAC Conference 2027!





SPONSORSHIP BENEFITS

Premium Sponsorships	***Premier***	***Diamond***	***Platinum***	***Gold***	***General***
	$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 2027	✔	✔			
Logo recognition (with link) on Our Sponsors page on NACAC Conference 2027 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 2027 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- or post-conference		
Advertisement in *The Bulletin* (pre- and post-conference)	Two (2) Full-Size	One (1) Half-Size			
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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MAIN STAGE SESSION

$75,000 per session (Two (2) Available)

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 and an optional chair drop. 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.



CLOSING ADDRESS

$25,000 (Exclusive)

End the NACAC Conference on a high note by sponsoring the Closing Address, held on Saturday. This impactful session brings the community together one final time for a thought-provoking panel. Your organization will receive prominent visibility, including the opportunity to provide a chair drop and have a senior executive deliver a 60–90 second welcome or message to attendees at the start of the session.



COUNSELORS' COLLEGE FAIR

$12,500 (Multiple Opportunities)

The Counselors' College Fair is an opportunity for counselors attending NACAC Conference 2027 to meet with admission team members from nearly 500 colleges and universities in a college fair setting. This sponsorship includes a complimentary tabletop at the fair and 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 2027 activities. Sponsorship includes the opportunity to provide a chair drop, address the audience and welcome them to Kansas City . More than 1,500 first-time attendees joined us in Columbus. 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 a table at the Access College Fair, logo recognition on conference materials, signage, social media, and in marketing/ attendee emails.

RISING STAR AWARD

$25,000 (Exclusive)

This sponsorship offers a unique and prestigious opportunity to honor individuals and programs that exemplify excellence and dedication in supporting students through the transition to postsecondary education. Benefits include logo placement on award certificates, prominent recognition on the Main Stage, and the privilege for the sponsor to verbally recognize the winners during the Closing Address program. The package also features logo visibility across conference materials, onsite signage, social media, and in marketing and attendee emails, ensuring your brand is associated with achievement and excellence.

LOCAL COUNSELOR CONFERENCE EXPERIENCE

$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.

CLOSING RECEPTION

$15,000 (Exclusive)

The Closing Reception, held immediately following the Closing Address, offers sponsors an opportunity to connect with attendees featuring food, drinks, and prize giveaways. Sponsorship includes branded cocktail napkins, recognition during the Closing Address, event signage, DJ area branding with a live shoutout, and the opportunity to welcome attendees with a mascot or branded giveaway item. Sponsors will also be recognized in pre-event marketing, including a push notification and attendee email communications, such as a broadcast email and a dedicated email from NACAC.

BRAND AWARENESS SPONSORSHIPS

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REGISTRATION

$50,000 (Exclusive)

Position your organization at the forefront of the NACAC Conference 2027 by engaging with attendees from the moment they begin their registration for Kansas City . Your brand will gain early exposure with your logo featured in attendee confirmation emails, enhancing visibility and building recognition well before the event begins. Your presence will extend to the registration area, a high-traffic, centrally located hub in the convention center where your logo will be prominently displayed on signage and self-serve kiosks. Every attendee will pass through this area to check in and receive their official badge, required for all event programming.



MEET YOUR MATCH GAME

$35,000 (Exclusive)

Back by popular demand, the Meet Your Match Game is returning to Kansas City ! 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 2027 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 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.



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 2027 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-in to NACAC Conference 2027 in Kansas City . 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 offers attendees the opportunity to take a professional headshot while providing your brand with high visibility and engagement. As the sponsor, you'll have the ability to collect leads from participants, turning each interaction into a valuable connection. This sponsorship also includes logo recognition on conference materials, onsite signage, social media, and in marketing/attendee emails.

BRAND AWARENESS SPONSORSHIPS

NOTEPADS

$25,000 (Exclusive)

All NACAC Conference 2027 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.

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.

STEP & REPEAT

$15,000 (Exclusive)

Have your college or university logo featured prominently on a Step and 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 Kansas City .

NETWORKING BREAKS

$10,000 (Exclusive)

Sponsor one of NACAC's high-traffic networking breaks and put your brand at the center of attendee engagement. These refreshment breaks give attendees a chance to relax, recharge, and connect between sessions—offering prime opportunities for casual interaction and memorable brand exposure. Sponsorship includes branded signage at break stations throughout the expo hall, with the option to provide branded napkins, cups, or other approved items.

TOTE BAG LOGO

$6,000 (Multiple Opportunities)

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 2027 tote bag. This sponsorship also includes the opportunity to purchase an insert for $1,000.

BAGGAGE CHECK

$5,000 (Exclusive)

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

TOTE BAG INSERT

$6,000 (Multiple Opportunities)

Add a branded giveaway – business card holders, calendars, keychains, and more to the official NACAC Conference 2027 tote bag.



EXCLUSIVE EXHIBITOR OPPORTUNITIES

SPONSORED THOUGHT LEADERSHIP SESSION
$7,000 (Multiple Opportunities)

Elevate your brand and position your organization as an industry leader through a sponsored session in the official conference education program. This 60-minute opportunity allows you to share insights, research, and expertise with a highly engaged audience in a dedicated learning environment. Promoted alongside core conference sessions and included in on-demand content, this premium offering helps build credibility, influence decision-makers, and extend your visibility beyond the event.

OPENING RECEPTION
$7,000 (Multiple Opportunities)

The Opening Reception will take place on the first evening of the conference to officially welcome everyone to Kansas City. Over 6,000 attendees will gather in the Expo Hall for hors d'oeuvres and cocktails while enjoying featured entertainment. This sponsorship includes logo recognition at each bar, 50 drink tickets to drive traffic to your booth, and logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

SCAVENGER HUNT
$3,500 (Multiple Opportunities)

Returning to NACAC Conference 2027 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.

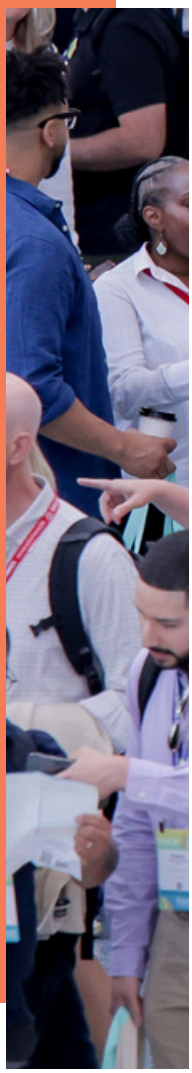
SOLUTIONS SHOWCASE
$3,000 (Multiple Opportunities)

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 programing. This opportunity is available to exhibitors only.



VISIBILITY PACKAGES (MULTIPLE OPPORTUNITIES)

Level	***Premier***	***Engage***	***Essential***
Email Broadcast	One (1)	One (1)	
Direct Mail List	One (1)	One (1)	One (1)
Push Notification	One (1)		One (1)
Retargeting or Geofencing	Retargeting (90,000 Impressions) or Geofencing (40,000 Impressions)	Retargeting (30,000 Impressions) or Geofencing (20,000 Impressions)	Retargeting (30,000 Impressions) or Geofencing (20,000 Impressions)
Cost	**$7,500**	**$5,000**	**$3,800**



DIGITAL BRAND AWARENESS

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WI-FI

$60,000 (Exclusive)

Provide NACAC Conference 2027 attendees with complimentary Wi-Fi that is available throughout the Kansas City 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.

MOBILE APP

$40,000 (Exclusive)

Put your brand in the hands of every NACAC Conference 2027 attendee! The official mobile app, available for Android, iPhone, and iPad, is the go-to resource for the conference schedule, networking events, exhibitor listings, and more. As the exclusive Mobile App Sponsor, your brand will be featured on the opening splash page, with a banner advertisement on the dashboard and two custom push notifications sent to attendees during the event. This high-visibility package also includes logo recognition on conference materials, onsite signage, social media, and in marketing communications, including three dedicated emails promoting the mobile app to attendees.

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 every day 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.

DIGITAL BILLBOARDS

$6,000 (Multiple Opportunities)

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

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 2027
- Continued 'right-of first-refusal' selection priority for 2027 Workshop

AMMI

$8,000 (Exclusive)

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.

LEADING

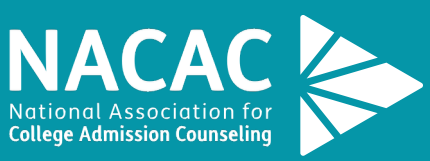
$8,000 (Exclusive)

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 communities and beyond.

ENROLLMENT LEADERSHIP FORUM

$25,000 (Exclusive)

The Enrollment Leadership Forum (ELF) 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.



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