

# 2017 | NACAC NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

Promote your organization and increase your brand recognition with an audience of more than 7,500 counselors, admission professionals, and students at the 2017 National Association for College Admission Counseling (NACAC) National Conference, Sept. 14 – 16 in Boston.

Benefits provided at each level of sponsorship:

NATIONAL CONFERENCE SPONSOR BENEFITS	PLATINUM \$50,000+	GOLD \$25,000 – \$49,999	SILVER \$15,000 – \$24,999	BRONZE \$3,000 – \$14,999
Inclusion on hotel welcome letter given to attendees at check-in	X			
Push message sent to all attendees through mobile app	2	1		
Ad in <i>The Journal of College Admission Counseling</i> , distributed to 15,000 admission counseling professionals	Half-page (\$1,500 value)	Quarter-page (\$750 value)		
Opportunity to provide one marketing piece (maximum size of 8.5" x 11") OR promotional item given to each attendee at registration	X	X		
Company listing and recognition of support on NACAC's website	X	X	X	X
One-time use of NACAC's national conference email or mailing list	Pre- and post-show email broadcast (\$4,000 value)	Pre- or post-show email broadcast (\$2,000 value)	Mailing list, email broadcast discounted (\$1,000 value)	
Complimentary conference registration(s)	6 (\$2,190 value)	3 (\$1,095 value)	2 (\$730 value)	1 (\$365 value)
Recognition in pre- and post-conference issues of NACAC's online biweekly newsletter, distributed to 15,000 admission counseling professionals	Recognition +6 full page ads (\$1,100 value)	Recognition +1 full page ads (\$200 value)	Recognition	Recognition
Recognition in conference program book	Tabbed full page ad and logo (value \$2,250)	Full page, four-color ad and logo (value \$1,750)	Half-page, full-color ad and logo (value \$1,250)	Company logo
Recognition in conference program book with space for detailed, 100-word company description, contact information and logo	X	X		
Company logo displayed on a slide before the annual membership meeting slide show	X	X	X	X
Ribbon acknowledging support for exhibit booth staff	X	X	X	X
Recognition on meter board and exhibit hall entrance signage placed in high-traffic areas throughout the convention center	Premium recognition	X	X	X
Additional exhibit booth placement priority points – 1 for every \$1,000 spent	50	25–49	15–24	2–14



Want to move up to the next level of sponsorship?  
Donate the difference in cost to the  
**Imagine Fund**

## Platinum Level – Sponsorships Totaling \$50,000+

### Imagine Fund Scholarship – \$50,000

The scholarship goes directly to underserved college admission counseling professionals for professional development opportunities or special projects. Sponsors can present the scholarship at the conference general session and be recognized on stage.

### Shuttle Bus Service – \$50,000

Buses operate from early morning until evening, transporting attendees from their hotels to the convention center. Your ads—bus signage, head rests, and a DVD message—are seen by attendees (and many local consumers). Provide the graphics and NACAC provides the production, installation, and buses. (NACAC 2017 National Conference logo and dates must be incorporated in signage.)



## Gold Level – Sponsorships Totaling \$25,000 – \$49,999

### Professional Image Studio – \$40,000

Provide professional headshots to attendees who receive make-up and hair retouches, along with the final digital images. The sponsorship includes branded studio, exhibit hall signage, and booth placement near the image studio.

### Conference Padfolio – \$27,500

Given to all attendees at check-in, the padfolio cover features your logo. (NACAC logo and conference design must be featured.)

### Conference Social – \$25,000

This celebration is the close of the conference—a time for attendees to unwind and connect with friends. Event signage is included and branding opportunities include cocktail napkins, band introduction, VIP area, and logos printed on photo booth strips. Seventy-five complimentary drink tickets are included.

### Conference Wi-Fi – \$25,000

Get attendees online—at log in, they are directed to your sponsored splash page and then redirected to your company website. You are recognized in the event program and on signage. Choose the Wi-Fi password, pending contract date.

### Exhibit Hall Refreshment Breaks – \$25,000, Two Breaks included, Two Sponsorships Available

Treat attendees to beverages and snacks in the exhibit hall on Thursday and Friday. Each sponsorship includes two 30-minute breaks (Thursday or Friday). Your logo is included on cocktail napkins and signage, and you can include a branded food item.

### Mobile App – \$25,000

The NACAC Mobile App is downloaded by attendees so they can access conference information and planning tools before they arrive, as well as onsite. You receive a banner ad on the dashboard page, user metrics, and the ability to send two custom push messages to attendees during the event.

### Welcome Reception – \$25,000

Join NACAC in welcoming attendees with hors d'oeuvres and cocktails in the exhibit hall. The sponsorship includes premium bar placement, branded cocktail napkins, and 75 drink tickets. Your logo is included on signage.





## Silver Level – Sponsorships Totaling \$15,000 – \$24,999

### Counselors' College Fair – \$20,000

The Counselors' College Fair provides an opportunity for attendees to share information and network with representatives from more than 500 colleges and universities. The sponsorship includes a complimentary table top booth at the fair, a push message through the mobile app, signage at the event, and an email blast to the colleges and universities.

### Registration Area – \$20,000

Every conference attendee, speaker, exhibitor, and special guest passes through the registration area. Your company name/logo and booth number are displayed on signage and printed attendee badges; and you receive a complimentary insert in the conference padfolio.

### Student Video Scholarship – \$20,000

Eleventh and 12th grade students attending high schools in the counties surrounding the city of Boston are invited to enter a college-planning-related essay contest. They can win scholarships from \$1,000 – \$5,000. Sponsorship benefits include recognition at the award ceremony and conference signage.

### Hotel Keycards – \$16,500

Hotel guests receive cards at check-in and use them throughout their stay. Your custom artwork is included on each card. (Artwork is subject to NACAC's final approval and varies by hotel.)

### Lanyards – \$16,500

Add your logo to attendee lanyards given out at registration. Attendees must wear these to enter the conference.

### Water Bottles and Water Machines – \$16,500

Add your logo to the reusable water bottles distributed to attendees at registration. Included is the option to add your logo to all exhibit hall water coolers.

### Counselors' Preview Day Luncheon – \$15,000

The sponsorship exposes you to up to 100 secondary counselors from the Boston area, including a 15-minute speaking opportunity and option to include a branded giveaway on seats.

### Meet Your Match Game – \$15,000

The Meet Your Match (MYM) game is a big hit with attendees. To play, they wear a button that includes your logo (included in their registration materials) and search for other attendees with the matching number.

### NACAC Step Challenge Benefiting the Imagine Fund - \$15,000

Conference attendees pledge to take a 50,000 step challenge over the length of the conference. Sponsorship includes recognition on challenge website, challenge wristbands, and milestone ribbons distributed at sponsors' booths, a post-conference email broadcast included.



## Bronze Level – Sponsorships Totaling \$3,000 – \$14,999

### Chief Enrollment Officers' (CHIEF) Forum Pre-conference Program – \$12,500

This program addresses the most salient topics in higher education for senior-level enrollment officers. The sponsorship includes a 15-minute presentation to this audience (pending NACAC approval).

### Pens – \$11,000

Conference pens, given to every attendee, feature artwork of your choosing.

### Conference Notepads – \$11,000

Conference notepads include company logo and contact information.

### Access College Fair (ACF) – \$10,000

The Access College Fair provides an opportunity for attendees to share information and network with representatives from college access organizations. Sponsorship will allow all CBOs to exhibit for free. The sponsorship includes a table top exhibit, a push message on the mobile app, and signage at the event.

### Adhesives: Window/Door Clings – \$10,000, Exclusive – \$15,000

Your company logo and booth number appears in many locations throughout the convention center (upon approval by venue). The exclusive includes escalator wraps.

### Admission Middle Management Institute Pre-conference Program – \$10,000

A unique professional development opportunity for college admission mid-level leaders (3–7 years), this program encourages exchange of insight for mutual professional advancement. Sponsorship includes 10–15 minute presentation to discuss goods or services (pending NACAC approval).

### Directing a Dynamic College Counseling Pre-conference Program – \$10,000

This program supports college counseling department directors and supervisors, aspiring directors, and veteran counselors in the acquisition of essential tools, resources, and knowledge. Sponsorship includes 10–15 minute presentation to discuss goods or services (pending NACAC approval).

### Fitness Activities Benefiting the Imagine Fund – \$10,000, Includes two activities

Choose two different activities (yoga, boot camp, zumba, kickboxing) to be held on Thursday and Friday morning. Sponsorship includes brief remarks at event, signage, optional branded giveaway/fitness items and push message through the mobile app.

### International Pre-conference Program – \$10,000, Two available

This program gives counselors and admission officers the necessary foundational skills and basic knowledge to recruit, counsel, and advise international students more effectively. There will be two separate sponsored tracks—one for counseling and one for admission—that feature programming for the high school counselor audience and the college admission audience. Program sponsorship includes a 10–15 minute presentation to discuss goods or services (to be approved by NACAC international staff), sponsorship signage, and recognition on printed pre-conference program schedule.

### International Pre-Conference Reception – \$5,000

Private reception for the international pre-conference attendees. Attendees will receive one drink ticket and light hors d'oeuvres. Sponsorship includes welcome remarks, sponsor signage, recognition on printed pre-conference program schedule, and sponsor-branded cocktail napkins.

### Exhibit Hall Aisle Signs – \$7,500

As the exclusive sponsor, more than 10 aisle signs that include your company logo and booth number are hung in the exhibit hall.

### NACAC Ribbon Wall – \$5,000

After checking in at registration, attendees will have the opportunity to add a variety of ribbons to their badge. Sponsorship includes logo placement on the ribbon bar signage, as well the option to customize one ribbon.

### Rising Star Award – \$3,000

Honor individuals and programs that exemplify excellence and dedication to serving the needs of students in the postsecondary transition by sponsoring the award winners and one representative from each winning program. The sponsorship provides the award, an individual NACAC and regional affiliate membership, and conference registration. As a sponsor, you will be recognized at the event.



