



NACAC CONFERENCE 2024  
**SPONSORSHIP  
OPPORTUNITIES**

20  
24

SEPTEMBER 26-28 | LOS ANGELES CONVENTION CENTER



80<sup>th</sup>  
Anniversary

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## NACAC SPONSORSHIP BENEFITS

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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 2024 will bring over 6,000 attendees from all college admission counseling arenas to Los Angeles 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 Los Angeles.





## SPONSORSHIP BENEFITS

<i>Premium Sponsorships</i>	<i>Premier</i>	<i>Diamond</i>	<i>Platinum</i>	<i>Gold</i>	<i>General</i>
<i>Benefits</i>	<i>\$100K+</i>	<i>\$75 - \$99K</i>	<i>\$50K - 74K</i>	<i>\$25K - \$49K</i>	<i>\$15K - \$24K</i>
Complimentary Registrations	Eight (8)	Six (6)	Four (4)	Three (3)	Two (2)
Early Bird registration extension - eight (8) weeks prior to NACAC Conference 2024	✓	✓			
Logo recognition (with link) on 'Our Sponsors' page on NACAC Conference 2024 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 2024 website	✓				
Full registration list with name, title, institution name, address, and registration type	✓	✓			
Email broadcast	Two (2) Pre- and Post	Two (2) Pre- and Post	One (1) Pre- or Post		
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	
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).*

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## THOUGHT LEADERSHIP AND EVENT SPONSORSHIPS

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### OPENING RECEPTION

**\$75,000**

The Opening Reception will take place in the evening on Thursday, Sept. 26 to officially welcome everyone to Los Angeles. Over 6,000 attendees will gather in the Expo Hall for hors d'oeuvres and cocktails while enjoying featured entertainment. This exclusive sponsorship includes premium bar placement, branded koozies, 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.



**SOLD**

## COUNSELORS' COLLEGE FAIR

**\$50,000**

The Counselors' College Fair is an opportunity for counselors attending NACAC Conference 2024 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**

The Closing Celebration offers NACAC Conference 2024 attendees a final opportunity to unwind and connect following the conclusion of the three-day event. This exclusive sponsorship includes branded cocktail napkins, entertainment introduction, VIP area, opportunity for a signature drink, and 100 drink tickets. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

## FIRST-TIME ATTENDEE ORIENTATION **\$30,000**

This event gives first-time attendees a guided tour of NACAC Conference 2024 activities. Sponsorship includes the opportunity to address the audience and welcome them to Los Angeles. More than 1,000 first-time attendees joined us in Baltimore. This sponsorship also includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

## RISING STAR AWARD

**\$25,000**

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.

## ACCESS COLLEGE FAIR

**\$25,000**

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 2023, 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 take place throughout NACAC Conference 2024. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.

# BRAND AWARENESS SPONSORSHIPS

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## MEET YOUR MATCH GAME

**\$30,000**

Back by popular demand, the Meet Your Match Game is returning to Los Angeles! 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 2025 Full Conference Package. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## HOTEL KEYCARDS

**\$30,000**

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.



## REGISTRATION AREA

**\$50,000**

Showcase your organization to NACAC Conference 2024 attendees through the entire registration process with this exclusive sponsorship. This sponsorship includes logo recognition on the official NACAC Conference 2024 registration pages, in attendee confirmation emails, signage in the registration area, and in marketing/attendee emails. The registration area is heavily trafficked and centrally located in the convention center. All attendees must check-in to receive their official badge that is required to attend all programming.



## LANYARDS

**\$30,000**

Badges and the accompanying lanyard with your organization's logo will be distributed at registration and attendees are required to wear them for all NACAC Conference 2024 programming. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## RIBBON BAR

**\$25,000**

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 2024 in Los Angeles. This sponsorship includes logo recognition on conference materials, signage, social media, and in marketing/attendee emails.



## NOTEPADS

**\$25,000**

All NACAC Conference 2024 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.

### HEADSHOT LOUNGE

**\$20,000**

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

**\$15,000**

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

**\$10,000**

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 Los Angeles.

### POCKET GUIDE

**\$10,000**

Have your organization's brand in the hands of every attendee from the moment they arrive in Los Angeles. Included in the official NACAC Conference 2024 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.

### EXPO POCKET GUIDE

**\$7,500**

This guide is a valuable resource to attendees as they explore the Expo Hall and network with 200+ exhibitors. This sponsorship includes logo recognition on the front of the co-branded guide and a featured listing highlighting where the sponsoring organization's booth is located.

**SOLD**

### TOTE BAG LOGO

**\$6,000**

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 2024 tote bag. This sponsorship also includes the opportunity to provide an additional insert.

### SCAVENGER HUNT

**\$3,000 (Multiple Opportunities)**

Returning to NACAC Conference 2024 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

**\$5,000**

Add a branded giveaway – business card holders, mints/gum/candy, calendars, keychains, and more to the official NACAC Conference 2024 tote bag.

### BAGGAGE CHECK

**\$5,000**

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

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### CHARGING STATION

**\$5,000 (Multiple Opportunities)**

Provide NACAC Conference 2024 attendees with a branded place to charge their devices while in the Los Angeles Convention Center. Branding at these highly sought-after areas includes on-site signage and in marketing/attendee emails.

### POST-EVENT SURVEY

**\$5,000**

Have your organization's logo featured in the NACAC Conference 2024 post-event survey that will be emailed to all attendees following the event in Los Angeles. This opportunity includes your logo and a click-through URL in all email reminders to attendees.



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## **DIGITAL BRAND AWARENESS**

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### MOBILE APP

**\$60,000**

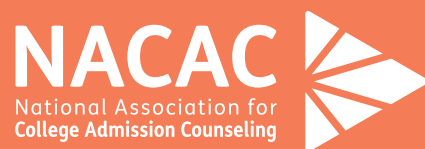
Have your brand in the hands of all NACAC Conference 2024 attendees! The mobile app will be available for Android, iPhone, and iPad via the app store. The mobile app is the one-stop-shop for attendees to access the conference schedule, networking events, and more. Sponsor benefits include a banner advertisement 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.

**SOLD**

### WI-FI

**\$50,000**

Provide NACAC Conference 2024 attendees with complimentary Wi-Fi that is available throughout the Los Angeles 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.



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