

NACAC

Conference 2026



OCTOBER 8-10 | MINNEAPOLIS, MN

SPONSORSHIP OPPORTUNITIES



NACAC CONFERENCE 2026 SPONSORSHIP BENEFITS

For more information, contact: nacac@theYGSgroup.com

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

NACAC Conference 2026 is the leading event where more than 6,500 professionals from every corner of the college admission counseling field will convene in Minneapolis, Minnesota. 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 2026!



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 2026	✓	✓			
Logo recognition (with link) on Our Sponsors page on NACAC Conference 2026 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 2026 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 <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 on the first evening of the conference to officially welcome everyone to Minneapolis. Over 6,500 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 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 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.



COUNSELORS' COLLEGE FAIR

\$50,000 (Exclusive)

The Counselors' College Fair is an opportunity for counselors attending NACAC Conference 2026 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

FIRST-TIME ATTENDEE ORIENTATION

\$35,000 (Exclusive)

This event gives first-time attendees a guided tour of NACAC Conference 2026 activities. Sponsorship includes the opportunity to provide a chair drop, address the audience and welcome them to Minneapolis. More than 1,500 first-time attendees joined us in Los Angeles. This sponsorship also includes 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.

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.

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.

CONTENT TRACKS

\$7,500 (Multiple Opportunities)

Support NACAC's mission while aligning your organization with the most relevant and high-demand topics in college admission counseling. As a Content Track Sponsor, you'll be prominently recognized as the exclusive supporter of a themed series of education sessions attended by your target audience. As a Content Track Sponsor, your organization will receive branding on onsite signage, recognition in the mobile app, on session slides and online schedule as the exclusive track sponsor, and opportunities for visibility through session acknowledgments and select pre-conference promotions.

LOCAL COUNSELOR CONFERENCE EXPERIENCE

\$5,000

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 CELEBRATION

The Closing Celebration offers multiple ways to showcase your brand and engage with attendees in a high-energy and memorable setting. Sponsors can choose from custom-branded experiences, interactive entertainment elements, or meaningful recognition moments, all designed to connect your brand with the excitement and excellence of this signature conference event.

TOAST OF THE NIGHT

\$25,000 (Exclusive)

This sponsorship includes the opportunity to create and name a custom signature drink, branded cocktail napkins, prominent logo placement on bar signage, recognition in event marketing and on-site announcements.

SOUNDS OF THE CELEBRATION

\$10,000 (Exclusive)

This sponsorship includes prominent sponsor-branded signage around the DJ booth and dance floor, branded foam sticks for guest engagement, verbal recognition by the DJ during peak party hours, and logo inclusion in event promotional materials and on the event website.

SNAPSHOT SPONSOR

\$7,500 (Exclusive)

This sponsorship includes branding on both a traditional and 360-degree photo booth experience, co-branded logos on all photo strips and digital outputs, branded signage at the activation area, and the opportunity to provide branded props.



BRAND AWARENESS SPONSORSHIPS

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REGISTRATION

\$50,000 (Exclusive)

Position your organization at the forefront of the NACAC Conference 2026 by engaging with attendees from the moment they begin their registration for Minneapolis. 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.



PICKLEBALL COURT

\$40,000 (Exclusive)

Connect your brand with one of the nation's fastest-growing sports through this NEW Pickleball Court Sponsorship! Located in the exhibit hall and open during all exhibit hall hours, the court offers high visibility and dynamic engagement with both players and spectators. Your logo will be prominently displayed on the court surface, custom paddles, and surrounding barriers, ensuring constant brand exposure. As the sponsor, you'll also have the opportunity to collect leads directly from pickleball participants, transforming this high-energy, interactive experience into a powerful marketing and relationship-building opportunity.



MEET YOUR MATCH GAME

\$35,000 (Exclusive)

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

BRAND AWARENESS SPONSORSHIPS

HEADSHOT LOUNGE

\$30,000 (Exclusive)

Located in two areas of the Expo Hall, these spaces offer 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.

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 Minneapolis.

POCKET GUIDE

\$10,000 (Exclusive)

Have your organization's brand in the hands of every attendee from the moment they arrive in Minneapolis. Included in the official NACAC Conference 2026 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. Deadline for this opportunity is July 3rd, 2026.

NOTEPADS

\$25,000 (Exclusive)

All NACAC Conference 2026 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.



BRAND AWARENESS SPONSORSHIPS

NETWORKING BREAKS

\$7,500 (Multiple Opportunities)

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 INSERT

\$6,000 (Multiple Opportunities)

Add a branded giveaway – business card holders, calendars, keychains, and more to the official NACAC Conference 2026 tote bag.

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 2026 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 Minneapolis Convention Center. The sponsor can also provide a giveaway to attendees within this area. Branding includes logo recognition onsite and in marketing/attendee emails.



EXCLUSIVE EXHIBITOR OPPORTUNITIES

SCAVENGER HUNT

\$3,500 (Multiple Opportunities)

Returning to NACAC Conference 2026 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 programming. This opportunity is available to exhibitors only.

MEETING SPACE

\$1,500 (Multiple Opportunities)

Meeting spaces are available for purchase to give your team a secluded, professional environment to host client meetings, staff check-ins, or strategic conversations during the NACAC Conference. These spaces offer a convenient alternative to noisy common areas, located close to the action but set apart for privacy and productivity. Each space can be reserved by the day or for the full conference. Price is per day.

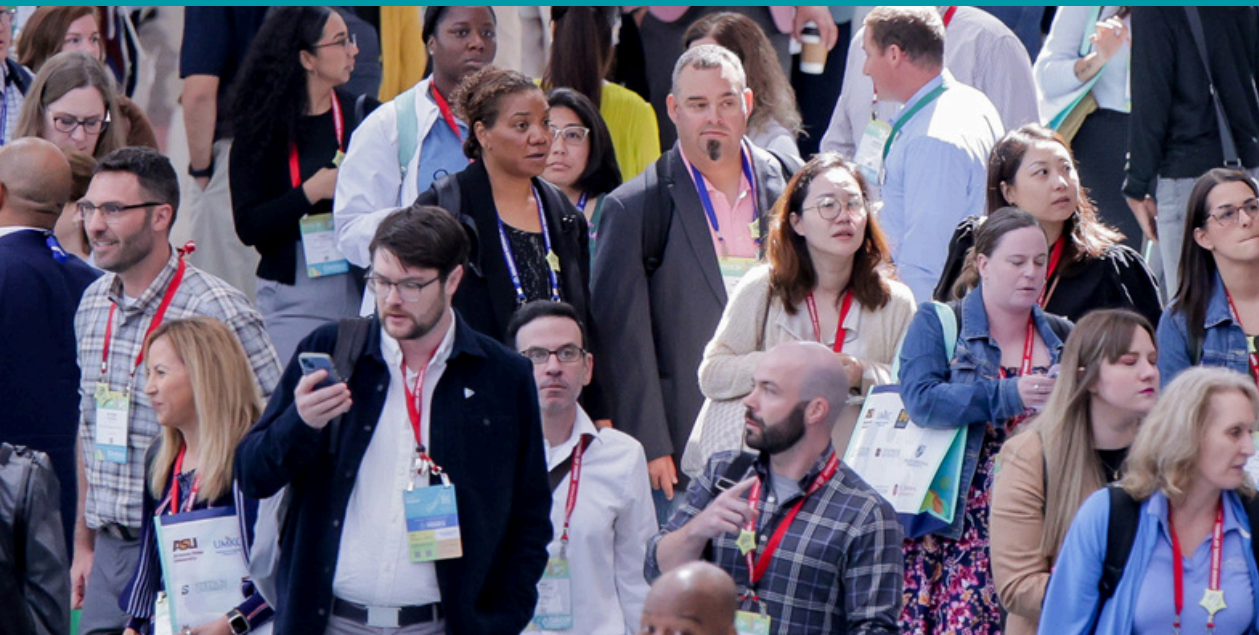
VISIBILITY PACKAGES (MULTIPLE OPPORTUNITIES)

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

For more information, contact: nacac@theYGSGroup.com



MOBILE APP

\$60,000 (Exclusive)

Put your brand in the hands of every NACAC Conference 2026 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.

WI-FI

\$60,000 (Exclusive)

Provide NACAC Conference 2026 attendees with complimentary Wi-Fi that is available throughout the Minneapolis 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.

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 Minneapolis 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 2026
- 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.

CHIEF

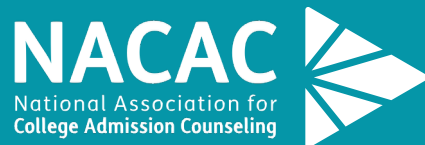
\$25,000 (Exclusive)

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.

PRECONFERENCE BUNDLE

\$40,000 (Exclusive)

Own the conversation before the conference officially begins by becoming the Exclusive Preconference Workshop Sponsor! By sponsoring all three NACAC preconference workshops — CHIEF, AMMI, and Leading. Place yourself in front and center of enrollment leaders, decision-makers, and rising stars in the field. CHIEF Happy Hour social included.



For more information, contact:
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