



Corporate Sponsor Program





NAACO CORPORATE SPONSORSHIP PROGRAM

Thank you for your interest in becoming a sponsor of the North American Association of Commencement Officers (NAACO).

As the history of NAACO will attest, we have a vibrant and engaged community of commencement and convocation professionals. NAACO services collegiate and higher-learning institution memberships located predominately in North America with more than 1,000 affiliated representatives.

As a NAACO Corporate Sponsor, your company will receive visibility through marketing and communication efforts throughout the year including but not limited to the following outlets:

- NAACO Website
- NAACO Social Media Channels
- 2019 Annual Conference
- Regional Events
- MACE Newsletter
- Plus More.....

As a NAACO corporate sponsor, your company will be exposed to our large and growing membership, as well as to all visitors to the NAACO website. Additionally, your brand will be displayed prominently at our events, with opportunity for enhanced visibility and marketing benefits available at the PhD and Masters sponsorship levels.

Why Sponsor?

Increase the Scope of Your Market and Value to Your Company

Being a Corporate Sponsor of NAACO provides you with an opportunity to reach commencement, convocation and ceremony decision makers. Partner with the pioneering commencement professionals association to educate and inform your target audience on the newest products and services. NAACO offers several sponsorship options to increase mindshare in commencement.

A NAACO Sponsorship provides an array of valuable benefits to your company.

- *Ph.D. Sponsors = Receive an estimated \$30,000 in annual benefits*
- *Master's Sponsors = Receive an estimated \$17,000 in annual benefits*
- *Bachelor's Sponsors = Receive an \$8,500 in annual benefits*

PLEASE SEE BELOW FOR A FULL LIST OF SPONSOR BENEFITS AND COSTS

Sponsorship Term and Deadline: The term of the sponsorship is September 1, 2018 to August 31, 2019. The deadline to submit the completed sponsorship agreement is **October 1, 2018.**

Levels of Participation	Ph.D. Level	Master's Level	Bachelor's Level
	\$20,000	\$12,500	\$6,000
ANNUAL CONFERENCE BENEFITS			
Placement on Conference page of NAACO website with hyperlink to sponsor website	Logo (Premiere Placement)	Logo	Logo
Opportunity to provide a two-minute "elevator pitch" prior to introducing either a Keynote or General Session. Messaging to include: <i>Why you are a Sponsor of NAACO; How you Solve a Problem; Educational/General Promotional Information about Company</i>	Yes	No	No
Option to Co-present an Educational Session alongside a NAACO Affiliate Member	Yes	Yes	Yes
Conference Promotions			
<i>Conference specific e-blasts</i>	Logo (Premiere Placement)	Logo	No
<i>Promotional Brochure</i>	Logo (Premiere Placement)	Logo	Logo
<i>Save the Date Postcard</i>	Logo (Premiere Placement)	No	No
<i>Sponsor Signage</i>	Logo (Premiere Placement)	Logo	Logo
<i>Table Tent Signage at President's Reception</i>	Yes	No	No
<i>Branded napkins (co-branded w/NAACO) at one breakfast event</i>	Yes	No	No
NAACO plus sponsor co-branded promotional item (lanyards, pens, key cards, etc.)	Yes	No	n/a
Placement on event Mobile App	Logo (Premiere Placement)	Logo	Logo
Placement on hold slides on stage screen prior to welcome and keynote sessions	Logo on single page	Logo on shared page	Logo on shared page
Linear feet of exhibit space in Corporate Showcase (includes tables, drape and chairs)	30' x 10'	20' x 10'	10' x 10'
Priority selection of exhibit space location in the Corporate Showcase	First Priority	Second Priority	Third Priority
Feature placement of full-page advertisement in the Conference Delegate Book	1. Back Cover 2. Front Inside Cover 3. Back Inside Cover OR Far Forward	n/a	n/a
Advertisement in the conference delegate book	n/a	½ page	¼ page
Placement on "Thank you to our Sponsors" page in Conference delegate book	Logo (Premiere Placement)	Logo	Logo
Featured on Corporate Showcase "Game Card"	Yes	Yes	Yes
Complimentary Conference Registration (attend sessions, 3 days breakfast, 2 days lunch)	4	3	2
Complimentary Opening Night Reception Registration	4	3	2
Complimentary Night Out Event Registration	4	3	2
Invitation to the President's Reception	4	3	2
Option to present Ignite! sessions integrated in conference program. Presentations to include Sponsor Logo.	*Please see above benefit #2	2	1
Option to introduce sessions	3	2	1
Option to participate in Round Table "Speed Dating"	Yes	Yes	Yes
Exclusive Sponsor Ribbon	Gold	Peach	White
Electronic list of conference registrants with contact information	Yes (Bi-Weekly)	Yes (2)	Yes (1)
Access to reserve a private area/room to conduct business meetings or discussion.	Yes	No	No

Levels of Participation	Ph.D. Level	Master's Level	Bachelor's Level
	\$20,000	\$12,500	\$6,000
General Promotion and Visibility			
Prominent Logo placement on NAACO website homepage	Yes	No	No
Logo on footer of NAACO website homepage.	Yes	Yes	Yes
NAACO MACE Quarterly Newsletter			
Box Ad in each edition	Yes	No	No
Box Ad in two editions	No	Yes	No
Included in Thanks to Our Sponsors footer in each edition	Logo	Logo	Name
One featured article per year	Yes	No	No
Inclusion in lottery for featured article in one edition of the newsletter	n/a	Yes	Yes
Moderator notes "thanks to our sponsors" at start of each Hot Topics Call	Yes	No	No
Logo with link on NAACO eBlasts Template	Logo-Primary Placement	Logo	No
One Sponsor Spotlight per year			
Dedicated Email blast to NAACO members	Yes	Yes	No
Dedicated Promotion through NAACO Social Media Channels	Yes	Yes	No
Grouped Email blast (multiple sponsors) to NAACO members	No	No	Yes
Grouped Promotion (multiple sponsors) through NAACO Social Media Channels	No	No	Yes
Regional Meetings			
Complimentary registration for Regional Meetings	4	3	2
Table top display at each Regional Meeting	Yes	No	No
Provide branded promotional gift items at each Regional Meeting	Yes	Yes	No
Thanks to our sponsors signage	Yes	Yes	Yes
Other Benefits			
Option to receive sponsor invoice on quarterly basis (Aug 1, Nov 1, Feb 1, May 1)	Yes	Yes	n/a
NAACO Sponsor Logo	Yes	Yes	Yes
Call with NAACO staff to plan annual sponsorship benefits	Yes	Yes	Yes
Invitation to Participate in the CAC Committee	Yes	Yes	Yes

How to Apply for a NAACO Corporate Sponsorship

To apply for a NAACO Corporate Sponsorship, please complete the online sponsor agreement form at: [NAACO Corporate Sponsorship Agreement](#)

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QUESTIONS?

If you have any questions about sponsorship opportunities in NAACO, please contact Janice Carroll, NAACO Executive Director at jcarroll@naaco.org or (609) 269-2463.