



# Corporate Sponsorship 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
- Annual Conference
- Regional events
- MACE newsletter
- Plus more.....

*Your company will also 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 Ph.D. and Master's 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 \$31,000 in annual benefits*
- *Master's Sponsors = Receive an estimated \$18,000 in annual benefits*
- *Bachelor's Sponsors = Receive an estimated \$9,000 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 August 1, 2019 to July 31, 2020.

<b>Levels of Participation</b>	Ph.D. Level	Master's Level	Bachelor's Level
	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$6,000</b>
<b>ANNUAL CONFERENCE BENEFITS</b>			
Opportunity to provide a <b>two-minute "elevator pitch"</b> prior to introducing either a keynote presentation or general session. Messaging would include: <i>Why you are a sponsor of NAACO, how you solve a problem; and educational/general promotional information about company</i>	Yes		
Ability to reserve a private area/room to conduct business meetings or discussion.	Yes		
Exhibit space in Corporate Showcase (includes tables, drape and chairs)	30' x 10'	20' x 10'	10' x 10'
Complimentary conference registration (attend sessions, 3 days breakfast, 3 days lunch). Each registration also includes: <ul style="list-style-type: none"> <li>• Complimentary Opening Night Reception registration</li> <li>• Complimentary Night Out Event registration</li> <li>• Invitation to the President's Reception</li> </ul>	4	3	2
Electronic list of conference registrants with contact information	Bi-Weekly	2	1
Option to introduce sessions	3	2	1
Option to co-present an educational session alongside a NAACO affiliate member	Yes	Yes	Yes
Option to present Ignite! sessions integrated in conference program. (Presentations to include sponsor logo)	Yes	Yes	Yes
Option to participate in Round Table "Speed Dating"	Yes	Yes	Yes
<b>Conference Promotions</b>			
Table tent signage at President's Reception	Yes		
Branded napkins (co-branded with NAACO) at one breakfast event	Yes		
Right of first refusal: NAACO plus sponsor co-branded promotional item (such as pens, key cards, notepads, etc.)	Yes		
Conference specific e-blasts	Logo (Premiere Placement)	Logo	
Advertisement in the conference delegate book	Premium Full-Page Placement on Either: Back Cover, Front Inside Cover, Back Inside Cover, Far Forward	½ page	¼ page
Placement on "Thank You to Our Sponsors" page in conference delegate book	Logo (Premiere Placement)	Logo	Logo
Placement on <a href="#">Annual Conference page</a> of NAACO website with hyperlink to sponsor website	Logo (Premiere Placement)	Logo	Logo
Promotional brochure	Logo (Premiere Placement)	Logo	Logo
Sponsor signage	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
Placement on event mobile app	Logo	Logo	Logo
Featured on Corporate Showcase "Game Card"	Yes	Yes	Yes

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<b>Year-Long Promotion and Visibility</b>			
Prominent logo placement on <a href="#">NAACO website homepage</a> under "Proud Partners"	Yes		
Acknowledgement by moderator at beginning of each Hot Topics Call	Yes		
<b>*NEW*</b> Option to co-present a Hot Topics Call with a NAACO affiliate member	Yes		
Logo with link on NAACO e-blasts template	Logo-Primary Placement	Logo	
Logo placement on <a href="#">NAACO website homepage</a> with all sponsors	Yes	Yes	Yes
<b>NAACO MACE Quarterly Newsletter</b>			
One featured article per year	Yes		
Box advertisements	Every Edition	Two Editions per Year	
Included in "Thanks to Our Sponsors" footer in every edition	Logo	Logo	Name Only
<b>Sponsor Spotlights</b>			
Dedicated e-blast to NAACO members	1 Per Year	1 Per Year	
Dedicated promotion through NAACO social media channels	1 Per Year	1 Per Year	
Grouped e-blast to NAACO members (with all sponsors)	Yes	Yes	Yes
Grouped promotion through social media channels (with all sponsors)	Yes	Yes	Yes
<b>Regional Meetings</b>			
Table-top display at each Regional Meeting	Yes		
<b>*NEW*</b> Sponsorship opportunities at Regional Meetings (when available)	Yes		
Option to provide branded promotional gift items at each Regional Meeting	Yes	Yes	
Complimentary registrations for Regional Meetings	4 Per Event	3 Per Event	2 Per Event
<b>*NEW*</b> Electronic list of conference registrants with contact information after event ( <i>only for events attended by sponsor</i> )	Yes	Yes	Yes
Logo placement on sponsor signage	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](#)

## Sponsorship Term and Deadline:

The term of the sponsorship is August 1, 2019 to July 31, 2020.

## Questions?

If you have any questions about sponsorship opportunities in NAACO, please contact NAACO Headquarters at [info@naaco.org](mailto:info@naaco.org) or (877) 622-2606.