



# 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 corporate sponsor of NAACO, 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
- *The MACE* Newsletter

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 Master sponsorship levels.

### **Why Sponsor?**

Being a NAACO corporate sponsor will increase the scope of your market and the value to your company. Corporate sponsorship provides you with an opportunity to reach commencement, convocation, and ceremony decision-makers. Partner with the pioneering professionals to educate and inform your target audience on the newest products and services.

NAACO offers several sponsorship options with an array of valuable benefits to your company.

- PhD Level Sponsors: Receive an estimated \$30,000 in annual benefits
- Master Level Sponsors: Receive an estimated \$17,000 in annual benefits
- Bachelor Level Sponsors: Receive an estimated \$8,500 in annual benefits

**Sponsorship Term and Deadline:** The term of the sponsorship is August 1, 2020, to July 31, 2021.

### **Exhibitor – Conference benefits only**

\$3,500

For those who wish to only have a virtual exhibit booth, the package will include:

- Virtual booth with full contact company information for display.
- Ability to upload documents, links, videos.
- Access to all conference attendees to request one-on-one and Zoom meetings.
- Program listing.
- Participation in gamification.

## 2020–2021—NAACO Goes Virtual

The safety of NAACO members is of the utmost importance. Accordingly, the NAACO Board has voted that the 2021 Annual Conference will be 100 percent virtual. While we cannot meet in person, NAACO is committed to providing sponsors with robust opportunities both during the virtual event and throughout the year. Please see the offerings below to learn more about how NAACO will connect sponsors and members.

### New This Year! Commercial Corner Presentations.

**Commercial Corners** are live presentations that can feature your products or services and should focus on areas where your company can solve problems and fulfill the needs of commencement officers.

#### PhD & Masters Level

Commercial Corners are 20-minute live presentations built into the official program and with content totally determined by you. You should allow 5 minutes at the end for questions and answers.

#### Bachelors Level

10-minutes of a recorded message that will be available for on-demand viewing.

Levels of Participation	PhD	Master	Bachelor
	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$6,000</b>
<b>ANNUAL CONFERENCE BENEFITS</b>			
Opportunity to provide a two-minute “elevator pitch” prior to introducing a virtual keynote presentation or general session. <ul style="list-style-type: none"> <li>Messaging would include why you are a sponsor of NAACO, how you solve problems, and educational/general promotional information about your company.</li> </ul>	Yes		
Ability to reserve a private area/room to conduct business meetings or discussion. NAACO's virtual platform will allow sponsors to create one-on-one or group chats.	Yes	Yes	Yes
A virtual exhibit booth where you may upload information, links, and collateral.	Primary placement	Secondary placement	Tertiary placement
Complimentary conference registrations.	4	3	2
Electronic list of conference registrants with contact information.	Biweekly, starting six weeks out	Six and three weeks out	Three weeks out
Options to introduce virtual sessions.	3	2	1
Option to co-present a virtual educational session alongside a NAACO affiliate member.	Yes	Yes	Yes
Option to present Ignite! Sessions integrated in the conference program. (Presentations to include sponsor logo)	Yes	Yes	Yes
Participation in a virtual lightning round where you can give your “quick pitch” to attendees.	Yes	Yes	Yes
Pre-event training on how to use your virtual booth as well as how to schedule meetings with attendees.	Yes	Yes	Yes

<b>Levels of Participation</b>	<b>PhD</b>	<b>Master</b>	<b>Bachelor</b>
	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$6,000</b>
<b>CONFERENCE PROMOTIONS</b>			
Ability to participate in the virtual conference "swag bag," which can include virtual gift cards.	Yes		
Right of first refusal: NAACO plus sponsor co-branded promotional item (e.g., pens, notepads, masks, sanitizing gel); this item could be virtual (e.g., Grub Hub/Amazon gift card) or mailed to attendees.	Yes		
Promotional video to play during a break.	90 seconds	60 seconds	30 seconds
Conference-specific e-blasts.	Premier logo placement	Logo	Name
Advertisement in the on-demand downloadable conference delegate book.	Full page: outside back cover, inside front or back cover, far forward cover	½ page	¼ page
Placement on "Thank You to Our Sponsors" page on the conference platform.	Premier logo placement	Logo	Logo
Placement on Annual Conference page of NAACO website, hyperlinked to sponsor's website.	Premier logo placement	Logo	Logo
Promotional brochure.	Premier logo placement	Logo	Logo
Placement on PowerPoint slides on stage screen prior to welcome and keynote sessions.	Logo on single slide	Logo on shared slide	Logo on shared slide
Placement on event mobile app.	Logo	Logo	Logo
Participation in sponsor-related virtual games during the event.	Yes	Yes	Yes
<b>YEAR-LONG PROMOTION AND VISIBILITY</b>			
Prominent logo placement on NAACO website under "Proud Partners."	Yes		
Acknowledgment by moderator at beginning of each Hot Topics call.	Yes		
Option to co-present a Hot Topics call with a NAACO affiliate member.	Yes		
Logo with link on NAACO e-blasts template.	Primary placement	Logo	
Logo placement on NAACO website homepage with all sponsors.	Yes	Yes	Yes
<b>NAACO MACE Quarterly Newsletter</b>			
One featured article per year.	Yes		
Box advertisements.	Every edition	Two editions	
Included in "Thanks to Our Sponsors" footer in every edition.	Logo	Logo	Name only

<b>Levels of Participation</b>	<b>PhD</b>	<b>Master</b>	<b>Bachelor</b>
	<b>\$20,000</b>	<b>\$12,500</b>	<b>\$6,000</b>
<b>SPONSOR SPOTLIGHTS</b>			
Dedicated e-blast to NAACO members.	One per year	One 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 medial channels (with all sponsors).	Yes	Yes	Yes
<b>REGIONAL MEETINGS</b>			
Placement on intro hold image for Regional Meeting.	Yes		
Complimentary registrations for Regional Meeting.	Four per event	Three per event	Two per event
Sponsorship opportunities at Regional Meeting (when available).	Yes		
Option to provide branded promotional gift items at each Regional Meeting.	Yes	Yes	
Electronic list of registrants (including contact information) post-meeting to sponsors in attendance.	Yes	Yes	Yes
Verbal acknowledgment of sponsorship and level at the beginning of the meeting.	Yes	Yes	Yes

## Virtual FAQs

### How will I get to interact with attendees at my booth?

Attendees will be able to request appointments via the chat or Zoom feature of the platform.

### How will I receive leads?

You will be able to see through your platform login who has browsed in your booth or downloaded any information you posted.

### What kinds of materials can I upload?

You can upload almost any multimedia type, including documents, links, and videos.

### Will I have to “staff” my booth during the event? Will there be dedicated time to visit booths?

Yes, you should have staff available to answer any questions during the posted exhibit schedule, just as you would during an in-person event. The exhibit schedule will be provided to you.

### Will I get any analytics on how people interacted with my booth?

Yes, you will be able to see on your platform login who clicked into your booth and if they downloaded any files or viewed videos.

### Who sets up my booth?

You will have access to the virtual platform to upload your own materials and set up your own booth.

## How to Apply for a NAACO Corporate Sponsorship

To apply for a NAACO corporate sponsorship, please complete the online **NAACO Corporate Sponsorship Agreement**.

## How to Apply for a NAACO Conference Exhibitor Booth

Email **Barbara Bienkowski** to sign up for your booth today.

## Sponsorship Term and Deadline

The term of the sponsorship is August 1, 2020, to July 31, 2021.

## QUESTIONS?

If you have any questions about NAACO sponsorship opportunities, please contact **Barbara Bienkowski**.