



CORPORATE SPONSORSHIP PROGRAM 2021-2022





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 the opportunity for enhanced visibility and marketing benefits available at the Ph.D. 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 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.

- Ph.D. 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, 2021, to July 31, 2022.

Exhibitor – Conference benefits only

\$5,500

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

Virtual:

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

In-Person:

- One 6' draped table and chairs.
- Electronic list of conference registrants with contact information (post event).
- 2 complimentary conference registrations.
- Option to co-present an educational session alongside a NAACO affiliate member:
 - The affiliate member must submit during the call for presentations.
 - Sessions are not to be sales pitches.
- Invitation to the Speaker & Volunteer Reception.

2021-2022—NAACO Moving to Hybrid Programming

After the overwhelming success of our virtual conference in 2021, the NAACO board has decided to move forward with creating a hybrid annual conference in 2022 to allow attendees to participate either online or in-person. Additionally, NAACO will be offering more virtual educational events throughout the year. As a result, the increased benefits to sponsors will be the following:

Virtual Platform Presence

NAACO understands that staffing an in-person conference and a virtual conference simultaneously can be challenging. Therefore, during the in-person event, the virtual audience does not have the expectation of a live online requirement. However, depending upon level of sponsorship, benefits will include:

- Logo on the conference platform/app.
- Ability to submit short on-demand videos.
- Company listing and detailed information.
- Any Commercial Corners will be recorded and posted to the site for replay.

Fall Virtual Trade Show

To help our sponsors better connect with our virtual audience, we will be holding a separate virtual trade show on November 10, 2021. This event is designed to be educational, but also allows sponsors to showcase their products and services to our audience.

Commercial Corners Moving In-Person

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. This session began in a virtual environment and are moving to in-person this year. Slots will be limited due to scheduling.

- Ph.D. & Master's Level—20 minutes live
- Bachelor's Level—10 minutes live

Levels of Participation	Ph.D.	Master	Bachelor
	\$22,000	\$13,500	\$6,500
ANNUAL CONFERENCE BENEFITS			
Opportunity to provide a two-minute “elevator pitch” prior to introducing a keynote presentation or general session. <ul style="list-style-type: none"> Messaging would include why you are a sponsor of NAACO, how you solve problems, and educational/general promotional information about your company. 	Yes		
Ability to reserve a private area for client meetings.	Yes		
Exhibit space in the Corporate Showcase (includes draped tables and chairs).	3 tables	2 tables	1 table
Complimentary conference registrations	4	3	2
Complimentary Opening Night Reception registration - unlimited	Yes	Yes	Yes
Complimentary Night Out Event Reception registration	4	3	2
Complimentary Speaker & Volunteer Reception registration - unlimited	Yes	Yes	Yes
Complimentary President's Reception registration	2	2	2
Electronic list of conference registrants with contact information, provided they have opted in.	Biweekly, starting six weeks out	Six and three weeks out	Three weeks out
Option(s) to read opening script to introduce sessions.	3 sessions	2 sessions	1 session
Option to co-present an educational session alongside a NAACO affiliate member. <ul style="list-style-type: none"> The affiliate member must submit during the call for presentations. Sessions are not to be sales pitches. 	Yes	Yes	Yes
CONFERENCE PROMOTIONS			
Branded napkins (co-branded with NAACO) at one breakfast event.	Yes		
Ability to submit promotional video for the conference platform.	90 seconds	60 seconds	30 seconds
Conference-specific e-blasts sent by NAACO.	Premier logo placement	Logo	Name
Advertisement in the printed conference program and 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 delegate book.	Premier logo placement	Logo	Logo

Levels of Participation	Ph.D.	Master	Bachelor
	\$22,000	\$13,500	\$6,500
Placement on "Thank You to Our Sponsors" page on the virtual platform.	Premier logo placement	Logo	Logo
Placement on annual conference page of NAACO website hyperlinked to sponsor's website.	Premier logo placement	Logo	Logo
Placement on virtual platform hyperlinked to sponsor's website.	Premier logo placement	Logo	Logo
Sponsor signage	Premier logo placement	Logo	Logo
Placement on PowerPoint slides on stage screen prior to welcome and keynote sessions.	Logo on single side	Logo on shared slide	Logo on shared slide
Featured on Corporate Showcase "Game Card"	Yes	Yes	Yes
VIRTUAL TRADE SHOW—NEW THIS YEAR—November 10, 2021			
Ability to present content of your choosing live to the audience.	20-minute session	15-minute session	10-minute session
Listing on the virtual trade show website.	Primary	Secondary	Tertiary
Opt-in attendee list sent one week after event.	Yes	Yes	Yes
Inclusion in promotional emails for the event sent out by NAACO with all sponsors included.	Primary	Secondary	Tertiary
Recorded session will be placed in NAACO's video library through the remainder of the sponsor year.	Yes	Yes	Yes
YEAR-LONG PROMOTION AND VISIBILITY			
Prominent logo placement on NAACO website under "Proud Partners."	Yes		
Acknowledgment by moderator at beginning of each Hot Topic call with logo on opening slide.	Yes		
Option to co-present one Hot Topic 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
NAACO MACE Quarterly Newsletter			
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
SPONSOR SPOTLIGHTS			
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

Levels of Participation	Ph.D.	Master	Bachelor
	\$22,000	\$13,500	\$6,500
Grouped promotion through social media channels (with all sponsors).	Yes	Yes	Yes
REGIONAL MEETINGS			
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 of those who opted in) post-meeting to sponsors in attendance.	Yes	Yes	Yes
Verbal acknowledgment of sponsorship and level at the beginning of the meeting.	Yes	Yes	Yes

How to Apply for a NAACO Corporate Sponsorship

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

Sponsorship Term and Deadline

The term of the sponsorship is August 1, 2021, to July 31, 2022.

QUESTIONS?

If you have any questions about NAACO sponsorship opportunities, please contact:

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