



2022—23

**SPONSORSHIP
INFORMATION**



NAACO 2022-23 SPONSORSHIP INFORMATION

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

NAACO services collegiate and higher learning institution memberships located predominately in North America, with more than 1,000 affiliated representatives. We have a vibrant and engaged community of commencement and convocation professionals. We invite you to be part of our organization through a sponsorship.

As a corporate sponsor of NAACO, you'll have access to NAACO members throughout the year through the following channels:

- NAACO Website
- NAACO Social Media Channels
- Annual Conference
- Regional Events
- *The MACE* Newsletter

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
- Master's Level Sponsors
- Bachelor's Level Sponsors

All three provide excellent access to our members, and the benefits for each are on the following page. If there is a benefit you do not see but would be interested in, please let us know. Customized sponsorships are available.

- **SPONSORSHIP TERM:** The term of the sponsorship is August 1, 2022, to July 31, 2023.
- **SIGNING UP:** To lock in your sponsorship, please contact Brandon Lawrence at blawrence@naaco.org or (240) 801-3868

LEVELS OF PARTICIPATION	Ph.D.	Master's	Bachelor's
Cost	\$22,000	\$13,500	\$6,500
ANNUAL CONFERENCE			
2-Minute Elevator Sales Pitch	Yes		
Commercial Corner (Opportunity to Present Sales Pitch to Conference Attendees)	15 Minutes	10 Minutes	5 Minutes
Ability to Reserve a Private Area for Client Meetings (Must Reserve in Advance)	Yes		
Exhibit Space in the Corporate Showcase (Includes Draped Tables and Chairs)	3 Tables	2 Tables	1 Table
Complimentary Conference Registrations (Includes Access to Sessions)	4	3	2
Roster of All Opt-In Attendees and Contact Information	Biweekly, starting six weeks out	Six and three weeks out	Three weeks out
Complimentary President's Reception Registration	2	2	2
Opportunity to Introduce Concurrent Session (Order of Choice Determined by Sponsorship Level)	2	2	1
Opportunity to Present a Concurrent Session With a NAACO Member (Must Be Educational Session, Not a Sales Pitch. Member Must Submit Session During Call for Proposals.)	Yes	Yes	Yes
Branded Napkins (Co-Branded With NAACO) at One Breakfast Event	Yes		
Ability to Submit Promotional Video for the Conference Platform	Yes	Yes	Yes
Promotion in All Conference Emails Sent by NAACO (Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Advertisement in the Printed Conference Program (Exact Placement Determined by Sponsorship Level)	Full Page	Half Page	Quarter Page
Placement on "Thank You to Our Sponsors" Page on the Conference Delegate Book (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Placement on "Thank You to Our Sponsors" Page on the Virtual Platform (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Placement on Annual Conference Page of NAACO Website, Hyperlinked to Sponsor's Website (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Placement on Virtual Platform Hyperlinked to Sponsor's Website (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Sponsor Signage (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Placement on PowerPoint Slides on Stage Screen Prior to Welcome and Keynote Sessions (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Featured on Corporate Showcase "Game Card" (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes

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VIRTUAL TRADESHOW			
Ability to Present Content of Your Choosing Live to the Audience	15 Minutes	10 Minutes	5 Minutes
Listing on the Virtual Trade Show Website (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
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 (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Recorded Session Will Be Placed in NAACO's Video Library Through the Remainder of the Sponsorship Year	Yes		
YEAR-LONG BENEFITS			
Logo Placement on NAACO Website Under "Proud Partners" (Exact Placement Determined by Sponsorship Level)	Yes	Yes	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 (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Logo Placement on NAACO Website Homepage With All Sponsors (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
One Featured MACE Article per Year	Yes		
MACE Box Advertisements	Every Edition	2 editions/year	
Included in "Thanks to Our Sponsors" Footer in Every Edition of The MACE (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Dedicated E-Blast to NAACO Members (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Dedicated Promotion Through NAACO Social Media Channels	Once a Year	Once a Year	
Grouped E-Blast to NAACO Members (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Grouped Promotion Through Social Media Channels (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes

LEVELS OF PARTICIPATION	Ph.D.	Master's	Bachelor's
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REGIONAL MEETINGS			
Placement on Intro Hold Image for Virtual Event & Logo on PowerPoint for In-Person Meetings	Yes		
Complimentary Registrations	4 per meeting	3 per meeting	2 per meeting
Sponsorship Opportunities (When Available)	Yes		
Option to Provide Branded Promotional Gift Items	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

ANNUAL CONFERENCE EXHIBITING

Annual Conference Exhibit Table Option: **\$5,000**

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

IN-PERSON:

- One 6' draped table and chairs.
- Electronic list of conference registrants with contact information (post event).
- Two 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.

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.