



2024-25 SPONSORSHIP INFORMATION



NAACO 2024-25 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 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 and convocation decision makers. Partner with academic ceremonies 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, 2024 to July 31, 2025.

SIGNING UP: To lock in your sponsorship, please contact info@naaco.org

LEVELS OF PARTICIPATION	Ph.D.	Master's	Bachelor's
Cost	\$22,000	\$13,000	\$6,500
ANNUAL CONFERENCE Long Beach, CA Feb. 9th-12th, 2025			
Opportunity to Introduce Keynote/General Session (First Come, First Served)	Yes		
Opening Breakfast with Sponsor Introductions	✓	✓	✓
Ability to Reserve a Private Area for Client Meetings (Must Reserve in Advance)	Yes	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 with Contact Information	End of Early Bird, Six Weeks & Two Weeks Prior	Six Weeks and Two Weeks Prior	Two Weeks Prior
Final Attendee List Sent two-weeks after event	Yes	Yes	Yes
President's Reception Invitations	2	2	2
Opportunity to Introduce Concurrent Session (Order of Choice Determined by Sponsorship Level)	2	2	
Opportunity to Present a Concurrent Session. Must be an educational session, and not a sales pitch. Sponsors are encouraged to present with members. Must submit proposal during Call for Proposals. Education Committee reserves the right to accept or decline the session proposal.	Yes	Yes	Yes
Branded Napkins (Co-Branded With NAACO) at One Reception	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
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

LEVELS OF PARTICIPATION	Ph.D.	Master's	Bachelor's
Cost	\$22,000	\$13,000	\$6,500
FALL COMMENCEMENT SHOWCASE - NOV. 13TH, 2024			
Ability to Present Content of Your Choosing Live to the Audience *Exact Format To Be Determined	10 Minutes	8 Minutes	5 Minutes
Listing on the Fall Commencement Showcase Website (Exact Placement Determined by Sponsorship Level)	Yes	Yes	Yes
Opt-In Attendee List Sent One Week After Event	Yes	Yes	Yes
Recorded Session Will Be Placed in NAACO's Video Library Through the Remainder of the Sponsorship Year	Yes		
YEAR-LONG BENEFITS			
Acknowledgment by Moderator at Beginning of Each Hot Topic Call With Logo on Opening Slide	Yes	Yes	
Option to Co-Present One Hot Topic Call With a NAACO Affiliate Member	Yes	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
Acknowledgment on social media channels as a "Proud Partner"	Once a Year	Once a Year	
REGIONAL MEETINGS			
Placement on Intro Hold Image for Virtual Event & Logo on PowerPoint	Yes		
Complimentary Registrations	4 per meeting	3 per meeting	2 per meeting
Option to Provide Branded Promotional Gift Items	Yes	Yes	
Opt-In Attendee List Sent One Week After Event	Yes	Yes	Yes
Acknowledgment by Board Member or Host at Beginning of Meeting	Yes		
Option to have a display table.	Yes	Yes	

ANNUAL CONFERENCE EXHIBITING



Annual Conference Exhibit Table Option: \$3,500

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.

** Exhibitors are limited to exhibiting at a maximum of two annual conferences and then must become a sponsor to continue exhibiting.*