



Sponsorship Opportunities

TITLE SPONSORSHIP - \$25,000

As the exclusive Title Sponsor of NACCE 2019, your brand will be the only partner linked to all aspects of the event, including all pre- and post-event marketing and all branding at the event. Your sponsorship assets can be customized to meet your targeted goals.

Onsite Conference Elements

- Name in conference title – for example: *Entrepreneurship Explorations: The NACCE 16th Annual Conference presented by YOUR COMPANY NAME*
- Product Education Session
- 2 Breakout Sessions
- Six complimentary conference registrations
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo on signage tiered by level
- Approved promotional item in conference bag (encourage non-paper items; some limitations may apply)
- Verbal mention of company during conference main stage
- Two complimentary tickets to the exclusive Leadership & Philanthropy Dinner
- One full page color ad in Program Guide with premium or preferred placement (subject to ongoing availability)
- Company description and logo in printed Program Guide

Brand Awareness - Brochure, Program Guide, Conference App, Website, Journal & Press Release

- Logo on all printed conference materials, including:
 - Brochure mailed in early spring 2019 to all NACCE members
 - Program Guide
 - Quarterly journal save-the-date ad (mailed to all NACCE members & available digitally on website)
- Conference app (logo, description & link)
- One hour long webinar (pre or post-conference; dates are flexible; marketed to NACCE members and other conference attendees)
- Logo, link, and 200-word description on NACCE conference website, as well as inclusion on homepage conference banner ad rotator

Contact Leah Deppert, Manager of Marketing & Communications, at deppert@nacce.com or 440/897-0477 with your questions.

- One full page color ad (in 4 issues) of NACCE's journal: *Community College Entrepreneurship*
- Press Release stating partnership with NACCE

Brand Amplification via NACCE Social Media & Email Channels

- Two stand-alone emails from your company to all (opt-in) conference attendees
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions



TITANIUM LEVEL - \$15,000

As a Titanium Sponsor of NACCE 2019, your brand will receive upgraded recognition throughout the conference through the following sponsorship assets:

On-Site Conference Elements

- Product Education Session
- Breakout Session
- Four complimentary conference registrations
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo on signage tiered by level
- Approved promotional item in conference bag (encourage non-paper items; some limitations may apply)
- Verbal mention of company during conference main stage
- One full page color ad in Program Guide with premium or preferred placement (subject to ongoing availability)
- Company description and logo in printed Program Guide

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Brand Awareness - Brochure, Program Guide, Conference App, Website, Journal & Press Release

- Logo on most printed conference materials, including:
 - Brochure mailed in early spring 2019 to all NACCE members
 - Program Guide
- Conference app (logo, description & link)
- One hour long webinar (pre or post-conference; dates are flexible; marketed to NACCE members and other conference attendees)
- Logo, link, and 100-word description on NACCE conference website, as well as inclusion on homepage conference banner ad rotator
- One full page color ad (in 3 issues) of NACCE's journal: *Community College Entrepreneurship*

Brand Amplification via NACCE Social Media & Email Channels

- Stand-alone email from your company to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions



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PLATINUM LEVEL - \$10,000

As a Platinum Sponsor of NACCE 2019, your brand will receive elevated recognition throughout the conference through the following sponsorship assets:

On-Site Conference Elements

- Product Education Session
- Three complimentary conference registrations
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo on signage tiered by level
- Approved promotional item in conference bag (encourage non-paper items; some limitations may apply)
- Verbal mention of company during conference main stage
- One full page color ad in Program Guide with premium or preferred placement (subject to ongoing availability)
- Company description and logo in printed Program Guide

Brand Awareness - Brochure, Program Guide, Conference App, Website, Journal & Press Release

- Logo on most printed conference materials, including:
 - Brochure mailed in early spring 2019 to all NACCE members
 - Program Guide
- Conference app (logo, description & link)
- One hour long webinar (pre or post-conference; dates are flexible; marketed to NACCE members and other conference attendees)
- Logo, link, and 100-word description on NACCE conference website, as well as inclusion on homepage conference banner ad rotator
- One full page color ad (in 3 issues) of NACCE's journal: *Community College Entrepreneurship*

Brand Amplification via NACCE Social Media & Email Channels

- Stand alone email from your company to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions

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DIAMOND LEVEL - \$7,500

As a Diamond Level sponsor, you will be ensured of superior branding opportunities throughout the conference with the following sponsorship assets:

On-site Conference Elements

- Product Education Session
- Two complimentary conference registrations
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved promotional item in conference bag (encourage non-paper items; some limitations may apply)
- Verbal mention of company during conference main stage
- One half-page color ad in Program Guide
- Description and logo in printed Program Guide

Brand Awareness – Brochure, Program Guide, Conference App, Website & Journal

- Logo on:
 - Brochure mailed in early spring 2019 to all NACCE members
 - Program Guide
- Conference app (logo, description & link)
- One hour long webinar (pre or post-conference; dates are flexible; marketed to NACCE members and other conference attendees)
- Logo, link, and 50-word description on NACCE conference website

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- One full page color ad (in 2 issues) of NACCE's journal: *Community College Entrepreneurship*

Brand Amplification via NACCE Social Media & Email Channels

- Stand alone email from your company to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions



GOLD LEVEL - \$5,000

As a Gold Level sponsor, your benefits will include:

On-site Conference Elements

- Two complimentary conference registrations
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved promotional item in conference bag (encourage non-paper items; some limitations may apply)
- Verbal mention of company during conference main stage
- One quarter-page color ad in Program Guide
- Logo in printed Program Guide

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Brand Awareness – Brochure, Conference App, Program Guide, Website & Journal

- Logo on:
 - Brochure mailed in early spring 2019 to all NACCE members
 - Program Guide
- Conference app (logo & link)
- Logo & link on NACCE conference website
- One half-page color ads (in 2 issues) of NACCE's journal: *Community College Entrepreneurship*

Brand Amplification via NACCE Social Media & Email Channels

- Stand alone email from your company to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions



BOOTH/EXHIBITOR –\$2,500

As a booth sponsor you will be able to showcase your company's products or services in our popular NACCE Exhibit Hall. Assets include:

Details:

- One complimentary conference pass for representative from your organization

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- Discount of 50% off regular conference price for additional staff to attend full conference (does not include one-day passes)
- Exhibit space within NACCE Exhibit Hall (6 foot draped table)
- Display of corporate logo at conference tiered by level
- Two Sponsor Highlight Emails (contains multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after).
- Logo in printed Program Guide
- Conference app (logo & link)
- Logo & link on NACCE conference website
- Twitter & Facebook promotions

ADD ONS

LEADERSHIP & PHILANTHROPY DINNER SPONSOR - \$5,000

This invite-only dinner gives your company the opportunity to network with community college executives, philanthropy and foundation leadership and NACCE's all-star members. This on-site dining experience will highlight your commitment to NACCE's mission of igniting entrepreneurship in our member's communities and on their campuses.

ONLY ONE SPONSORSHIP AVAILABLE.

- One full conference pass for a representative from your organization
 - Discount of 50% off regular conference price for additional staff to attend full conference (does not include one-day passes)
- Logo, link & 50-word company description in invitation email
- Verbal acknowledgement during the opening General Session with logo on the "Reminder" main stage PowerPoint slides
- An opportunity to welcome the attendees to the dinner & give a 5-minute fire starter presentation
- An opportunity to decorate room with company-branded content (i.e. set up banners, table/chair drops, etc.)
- 100-word description and logo in printed Program Guide
- Logo and link on NACCE conference website
- Display of corporate logo at conference tiered by level
- One stand-alone email sent to dinner attendees (pre or post conference)
 - Company provides content; Email sent by NACCE
- Two Sponsor Highlight Emails (contains multiple sponsors) to the entire NACCE membership and community. Includes your logo and link.
 - One pre-conference (two weeks before) and one post-conference (two weeks after)
- Twitter & Facebook promotions

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BREAKOUT TRACK SPONSOR - \$2,500

Get your brand in front of your target market! NACCE 2019 features five different breakout tracks:

- Chancellors' & Presidents' Entrepreneurial Leadership Track
 - Target Audience: Presidents & Chancellors
- Institutional Advancement & Fundraising Track
 - Target Audience: Foundation & Development Staff
- Workforce Development & Non-Credit Programming Track
 - Target Audience: Workforce Development Staff and Center Directors
- Academic Programs Track
 - Target Audience: Faculty, Student Services Leaders & Deans
- Entrepreneurship 101 – Cross Disciplinary Teaching & Leadership Best Practices
 - Target Audience: New NACCE Members and those brand-new to entrepreneurship

FIVE SPONSORSHIPS AVAILABLE.

- One complimentary conference pass for representative from your organization
 - Discount of 50% off regular conference price for additional staff to attend full conference (does not include one-day passes)
- Opportunity to welcome the attendees to the first breakout session (*around 5 minutes*)
- Signage in breakout session room
- One chair drop of promotional item in breakout session room
- Display of corporate logo at conference tiered by level
- Two sponsor highlight emails (contains multiple sponsors) to the entire NACCE membership & community

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- One pre-conference (two weeks before) & one post-conference (two weeks after)
- Logo in printed Program Guide and Conference App
- Logo, link & 50-word description on NACCE conference website
- Twitter & Facebook promotions

Entrepreneurial President of the Year AWARD SPONSOR or Entrepreneurial College of the Year AWARD SPONSOR - \$2,500

As an Award Sponsor of NACCE 2019, your brand will be associated with the outstanding work and accomplishments of those who have dedicated their careers to entrepreneurship education within community colleges. These awards are competitively regarded among our members, and so the Award Sponsor is reserved exclusively for those companies vetted by NACCE to be aligned with excellence in higher education and our membership standards.

TWO SPONSORSHIPS AVAILABLE.

- Branding during entire process
- Logo, name & description in any award mention, including: Program Guide, Website, Emails, Social Media & Press Release
- An opportunity to introduce your company, the nominees and present the winner their award to the general session attendees



EVENING RECEPTION SPONSOR - \$2,500

The evening receptions at the NACCE Annual Conference are an elegant and fun end to the day; a chance to share conversations over hot hors d'oeuvres and cocktails. As the sponsor, you have the opportunity to make this your party and to brand it as your own...just think of the possibilities! Your sponsorship includes:

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- Logo, link & 50-word company description in invitation email to all conference attendees
- Verbal acknowledgement during the afternoon General Session that day with logo on the "Reminder" mainstage PowerPoint slides
- An opportunity to welcome the attendees during the reception & briefly (less than 5 minutes) share about your organization



LANYARDS - \$2,000

Conference attendees are required to wear name badges to attend all sessions and activities. This is a great opportunity to showcase your company's name and logo.

ONLY ONE SPONSORSHIP AVAILABLE.

As the exclusive sponsor, your company will receive:

- Company's name & logo printed on lanyards and visible to all conference participants
- Logo on signage at registration

COFFEE & DESSERT BREAK SPONSOR - \$1,500

If you've ever attended or hosted a conference, you know that people love (and demand) their coffee and good food! On Monday and Tuesday, we have designated coffee and dessert breaks.

TWO SPONSORSHIPS AVAILABLE.

Your sponsorship includes:

- Signage and marketing materials at coffee and dessert tables

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- Verbal acknowledgement during the afternoon General Session that day with logo on the "Reminder" mainstage PowerPoint slides

FOCUS GROUPS - \$1,500

As a national member association, NACCE can bring together your target demographic during our Annual Conference to answer questions, provide feedback, and help you identify new opportunities for your brand within NACCE's extensive membership of educators and their supporting entrepreneurial ecosystem.

A Focus Group Sponsorship is customized per sponsor but can include the following assets:

- 6-10 conference attendees
- 1 day-pass conference registration for your team
- 75-minute session

We look forward to partnering with you to
make our 16th annual conference a
success!



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