

NACCE
THE IMPACT OF **ENTREPRENEURSHIP**

NATIONAL ASSOCIATION
FOR COMMUNITY COLLEGE
ENTREPRENEURSHIP

SPONSORSHIP AND PARTNERSHIP OFFERINGS

MAKE/SHIFT CONFERENCE
APRIL 20-22 2022



ABOUT NACCE

The National Association for Community College Entrepreneurship (NACCE) unites community college presidents, educators, administrators and center directors focused on igniting entrepreneurship on their campuses and in their communities. We provide a variety of strategic resources, professional development opportunities and access to funding, accelerating the growth of entrepreneurship across the nation.

NACCE is the nation's leading organization focused on promoting entrepreneurship through community colleges. The association represents 300+ community and technical colleges and 2,000 faculty, staff, administrators and presidents who serve more than three million students.



OUR MISSION

Our mission is to provide leadership and sustainable, scalable resources to foster entrepreneurial thinking and action in one of the largest entrepreneurial ecosystems in North America.

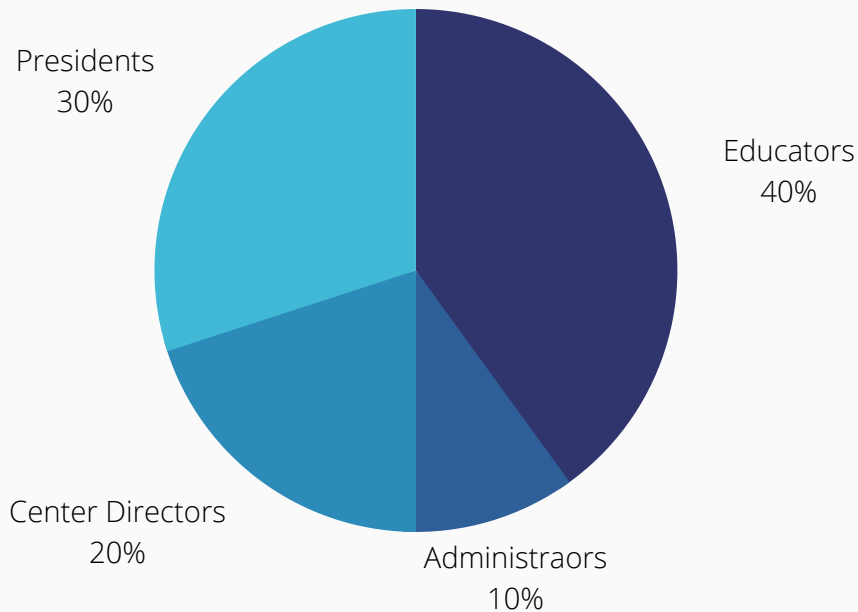
We believe that entrepreneurial leadership and teaching across disciplines is essential for colleges, students and communities to thrive.

ABOUT OUR MEMBERSHIP

NACCE is a membership based organization providing members with the tools and resources to help their college accelerate growth, increase enrollment, and support aspiring entrepreneurs in their local community. Membership provides access to valuable tools, access to funding, and proven approaches that will help vitalize your entrepreneurial ecosystem.



Audience by Job Title



Audience by State



MAKE/SHIFT CONFERENCE



make/SHIFT is NACCE's annual spring conference focused on leveraging best practices to teach the maker and entrepreneurial mindset sought by employers. Together, we move forward by building inclusive innovation culture and preparing students with proven entrepreneurial makerspace models.

All levels of event sponsorship offer a comprehensive package of brand awareness, speaking opportunities*, marketing assets and lead generation.

*Speaking opportunities only available for gold level & above

TITLE SPONSOR

As the exclusive Title Sponsor, your brand will be the only partner linked to all aspects of the event. Sponsorship assets can be customized and delivered up to 12 months post-event to meet your targeted goals, providing a sustained presence with conference attendees.

PLATINUM SPONSOR

As a Platinum Sponsor, your brand will be elevated to the highest levels throughout the conference. Your sponsorship assets can be delivered up to six months post-event to provide a sustained presence with conference attendees

METAL-LEVEL SPONSORSHIP

Make a splash within the NACCE community as a Gold, Silver, or Bronze Sponsor. Highlight your brand, communicate your message and engage with NACCE members in a meaningful way.

EXHIBITOR-ONLY SPONSOR

Join NACCE Events as an exhibitor with space in the exhibit hall to connect with event attendees.
Looking for something smaller? Shared booths are available.



MAKE/SHIFT CONFERENCE**TITLE SPONSOR****\$20,000**

As the exclusive Title Sponsor, your brand will be the only partner linked to all aspects of the event. Sponsorship assets can be customized and delivered up to 12 months post-event to meet your targeted goals, providing a sustained presence with conference attendees.

BRAND AWARENESS

- "Presented By" Attribution in Conference Title & Promotional Content
- Verbal Recognition During Mainstage Session
- Eight full conference registrations
- Prime Placement in Exhibit Space
- Inclusion in conference promo video
- Logo Displayed on Signage Tiered by Level
- Promotional item for in-person attendees
- Custom Web Page on Conference Website

MARKETING

- Four Banner Ads in Member eNewsletter
- Sponsored Blog Post on nacce.com
- Four Stand-Alone Sponsored Emails to NACCE Membership
- Eight Social Media Posts

SPEAKING

- Welcome Message at Opening General Session (5 minutes)
- Two 60-Minute Post-Conference Member Webinar
- Guest Speaker on NACCE's Podcast "Forward with NACCE"

LEAD GENERATION

- Registration List with Name, Title & Organization
- Contact Information from Opt-In Registrants

Title Sponsors have priority selection of add-on benefits.

MAKE/SHIFT CONFERENCE

PLATINUM SPONSOR \$15,000

As a Platinum Sponsor, your brand will be elevated to the highest levels throughout the conference. Your sponsorship assets can be delivered up to six months post-event to provide a sustained presence with conference attendees

*NACCE Journal published quarterly, inclusion delivered as published

BRAND AWARENESS

- Verbal Recognition During Mainstage Session
- Four full conference registrations
- Secondary Pick of Placement in Exhibit Space
- Logo Displayed on Signage Tiered by Level
- Promotional item for In-Person Attendees
- Custom Web Page on Conference Website

MARKETING

- Three Banner Ads in Member eNewsletter
- Sponsored Blog Post on nacce.com
- Two Stand-Alone Sponsored Emails to NACCE Members
- Six Social Media Posts

SPEAKING

- 15-minute Rapid Breakout Session
- One 60-Minute Post-Conference Member Webinar
- Guest Speaker on NACCE's Podcast "Forward with NACCE"

LEAD GENERATION

- Registration List with Name, Title & Organization
- Contact Information from Opt-In Registrants

Platinum Sponsors have secondary selection of add-on benefits.

MAKE/SHIFT CONFERENCE

GOLD SPONSOR

\$12,500

As a Gold Sponsor, you'll be a key highlight throughout the conference. Your sponsorship assets can be delivered up to three months post-event to provide a sustained presence with conference attendees.

*NACCE Journal published quarterly, inclusion delivered as published

BRAND AWARENESS

- Three full conference registrations
- High Traffic Exhibit Space
- Logo Displayed on Signage Tiered by Level
- Promotional item for In-Person Attendees
- Custom Web Page on Conference Website

MARKETING

- Two Banner Ads in Member eNewsletter
- Sponsored Blog Post on nacce.com
- Two Stand-Alone Sponsored Emails to Conference Attendees
- Four Social Media Posts

SPEAKING

- 15-minute Rapid Breakout Session
- 60-Minute Post-Conference Member Webinar

LEAD GENERATION

- Registration List with Name, Title & Organization
- Contact Information from Opt-In Registrants

MAKE/SHIFT CONFERENCE**SILVER SPONSOR****\$7,500**

In the metal level sponsorship, Silver level makes a splash within the conference!
Sponsorship assets can be delivered up to one month post-event.

BRAND AWARENESS

- One full conference registration
- Two exhibitor registrations (access to Exhibit Hall & General Sessions)
- Exhibit Space
- Logo Displayed on Signage Tiered by Level
- Paper Insert at Registration Table
- Custom Web Page on Conference Website

SPEAKING

- One 30-minute breakout session

MARKETING

- One Banner Ad in Member eNewsletter
- Sponsored Blog Post on nacce.com
- Inclusion in Shared Sponsored Email to Conference Attendees
- Two Social Media Posts

LEAD GENERATION

- Registration List with Name, Title & Organization
- Contact Information from Opt-In Registrants

MAKE/SHIFT CONFERENCE**BRONZE SPONSOR****\$5,000**

In the metal level sponsorship, Bronze level makes a splash within the conference! Sponsorship assets can be delivered up to one month post-event.

BRAND AWARENESS

- Two Exhibitor Registrations (access to Exhibit Hall & General Sessions)
- Exhibit Space
- Logo Displayed on Signage Tiered by Level
- Logo Displayed on Conference Website

MARKETING

- Sponsored Blog Post on nacce.com
- Inclusion in Shared Sponsored Email to Conference Attendees

LEAD GENERATION

- Registration List with Name, Title & Organization
- Contact Information from Opt-In Registrants

MAKE/SHIFT CONFERENCE

EXHIBITOR

\$1,500

Join us at the annual conference as an exhibitor! Up to a 10x10 space to display your gear with plenty of opportunities to engage with attendees! Sponsorship assets should be fulfilled at the time of the event.

BRAND AWARENESS

- One Exhibitor Registration (access to Exhibit Hall & General Sessions)
- Exhibit Space
- Logo Displayed on Signage Tiered by Level
- Logo Displayed on Conference Website

MARKETING

- Logo Displayed Shared Sponsored Email to Conference Attendees

LEAD GENERATION

- Contact Information from Opt-In Registrants

SHARED BOOTH

\$850

Enjoy the conference with one exhibit hall only registration and a shared booth space. This option is a great low-budget way to engage with the NACCE community!
NACCE will decide booth placement and assignments.

SPONSORSHIP ADD-ONS

TECHNOLOGY SPONSOR

\$10,000

In the ever-changing landscape of travel and events, we know the importance of providing an at-home option for conference attendees. As the only technology sponsor, this add-on will provide a high-quality virtual environment for attendees.

HOST STAND-ALONE EVENT

\$8,500

Host a stand-alone event before, during or after a NACCE conference and grow your impact! Open or closed invitation, on or off-site, your stand-alone event could be the event of the conference!

**Stand-alone event cannot compete with or impede upon scheduled conference sessions or events*

WIFI SPONSOR

\$7,500

WiFi at events is no longer a 'nice to have'. Reliable WiFi is a critical must-have productivity tool. Have your brand known every time an attendees joins the network.

MAINSTAGE SPONSOR

\$7,500

As the mainstage sponsor, this add-on provides an opportunity to have your branding/logo placed on the slides & stage set for every general session.

LUNCH SPONSOR

\$5,000

Make an impression as the exclusive lunch sponsor! Display your branding and logo at the lunch stations and on tables during the lunch general session.

SPONSORSHIP ADD-ONS

RECEPTION SPONSOR

\$2,500

Have the opportunity to give a special welcome speech, display your logo and distribute company branded materials. Be creative! The bar will also be set up near your booth area.

ACCESSIBILITY SPONSOR

\$2,500

An accessibility sponsor will ensure an inclusive environment for all attendees, making available listening devices, sub-titles and ADA compliance on all technical or virtual materials.

BREAK SPONSOR

\$1,500

As a sponsor of one of our breaks this allows for even greater networking potential and being able to distribute company materials during the break. Brand/logo table top display at all break stations.

LANYARD SPONSOR

\$1,000

Want attendees to wear your brand and logo around their neck for multiple days? Lanyard sponsorship is the way to do that! *NACCE will facilitate procurement.*

BADGE SPONSOR

\$1,000

Have attendees see your brand and logo every time they look for that new contact name!
NACCE will facilitate procurement

PHOTO BOOTH SPONSOR

\$750

Photos or it didn't happen! Photo booth sponsorship is a fun way to ensure your brand and logo are ever-green on their social media accounts.

CONFERENCES & EVENTS

NACCE hosts spring and fall conferences annually, regional summits and webinars that draw thought leaders and community college administrators from around the country. NACCE also works closely with corporations, non-profit organizations and foundations to create new programs and curriculum that support innovative learning programs and thinking in today's community colleges.

ANNUAL CONFERENCES

Hosted in the spring and fall, NACCE members attend our annual conferences to share best practices and find innovative solutions for current challenges on campus. Attendees are looking for tools to teach entrepreneurship as well as solutions to common challenges such as student engagement, completion and alternative sources of revenue.

make/SHIFT is our spring conference focused on makers, makerspaces and the ecosystems that support them. Every fall, we celebrate the NACCE community during our Annual Conference which draws a crowd of presidents, faculty members, thoughts leaders and community partners



REGIONAL SUMMITS

Hosted quarterly in person and online, regional summits offer an intimate and immersive experience for attendees to unpack and deep dive into specific topics with their peers leaving with tangible next steps and support to take back to their campus and community.

MEMBER WEBINARS

Each month, NACCE members enjoy a member-only webinar where they can learn about upcoming opportunities, hear from NACCE partners and engage in open-forum discussion about monthly themed topics. Additionally, members can join into sponsored webinars throughout the month for a closer look at partnership offerings.



YEAR-ROUND PARTNERSHIPS

NACCE provides leadership and sustainable, scalable resources to foster entrepreneurial thinking and action in one of the largest entrepreneurial ecosystems in the North America. The association represents 2,000+ faculty, staff, administrators and presidents who serve more than three million students. We welcome carefully planned partnerships and sponsorships with corporations, non-profit groups and foundations that share our commitment to entrepreneurship in community colleges. Several options are available for your organization to enhance awareness among our administrators, college presidents, faculty and trustees.



PARTNER PROGRAMS

Through NACCE facilitation, test out your newest product, gain insights and insider knowledge through a pilot program.

FOCUS GROUPS

Intentionally selected individuals in markets/regions of your choice.

AMBASSADOR PROGRAM

Through NACCE facilitation, create community ambassadors for your product or service that spread the word and recruit customers.

NACCE JOURNAL

The nation's only publication dedicated to covering how community colleges are advancing entrepreneurship.

COURSE CREATION

Develop and deploy your course or curriculum with our team to the NACCE community or selected participants.

MARKETING PARTNER

Get your message in front of NACCE members through email and social media marketing.

YOUR NEXT STEPS

If you're ready to move forward and partner with NACCE, here's what you need to do:

**Navigate to www.NACCE.com/Partners
& fill out the form with your selections**

**We'll respond via email to confirm
your selections & send over a contract**

**Review the contract, sign & return.
We'll then schedule a kick-off call**

**WE LOOK FORWARD TO
PARTNERING WITH YOU!**

If you have any questions or need assistance, please reach out to info@NACCE.com.