

## 2024-2025 Conference Sponsorship Prospectus



Last year, we had over **540** campuses, and **2,900+** campus delegates attend our in-person events!

NACA Providence (RI) - Oct. 24-26, 2024

NACA Birmingham (AL) - Oct. 31-Nov. 2, 2024

NACA Lexington (KY) - Nov. 7-9, 2024

NACA Riverside (CA) - Nov. 14-16, 2024

NACA St. Paul (MN) - Apr. 3-5, 2025

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NACA is the premier association for campus activities and student engagement in higher education. Founded in 1960, the National Association for Campus Activities (NACA) is a non-profit organization that empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities. NACA serves as the central hub for campus professionals, student leaders, entertainers, agents, vendors and other entities involved in the planning and execution of campus events and activities. The Association provides educational workshops and conferences, offers a range of professional development resources, networking opportunities, and maintains a database of vendors and performers.



## About NACA Conferences

Each year, NACA hosts several conferences around the country and a national convention, NACA Live. These events allow for live entertainment showcases, educational offerings and exhibiting opportunities. For three days, artists and vendors are performing and networking in person with the talent buyers and decision makers of their campuses. Don't have a performing act? Don't worry. NACA events have multiple opportunities to increase brand visibility and awareness for your company/agency.

NACA Providence (RI) - Oct. 24-26, 2024

NACA Birmingham (AL) - Oct. 31-Nov. 2, 2024

NACA Lexington (KY) - Nov. 7-9, 2024

NACA Riverside (CA) - Nov. 14-16, 2024

NACA St. Paul (MN) - Apr. 3-5, 2025

# Conference Data

To provide some insight into who attended our events last year (Fall 2023 and Spring 2024), we have prepared the following data as it relates to each conference. You can see the number of campuses, number of campus delegates, the departments/offices, the states/countries where campuses came from, and the breakdown of who the attendees are that attended each event.

## NACA Charleston (Fall 2023)

**Number of Campuses** ..... 62

**Number of Campus Delegates** .....312

### States Represented at Event

Alabama, Florida, Georgia, Illinois, Indiana, Louisiana, Massachusetts, Maryland, Maine, Missouri, Montana, North Carolina, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, and Virginia

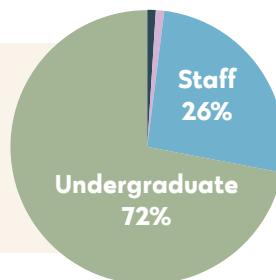
**Non-US or Canada Countries Represented at Event**..... Egypt

### Departments/Offices of Attendees

Student Activities, Clubs & Organizations, Student Government, University Theatre, Leadership, Dean of Students Office, Campus Programming, Wellness, Multicultural Programming

### Attendee Demographics

Faculty .....	<1%
Graduate Students .....	1%
Professional Staff.....	26%
Undergraduate Students .....	72%



## NACA Little Rock (Fall 2023)

**Number of Campuses** .....26

**Number of Campus Delegates** .....138

### States Represented at Event

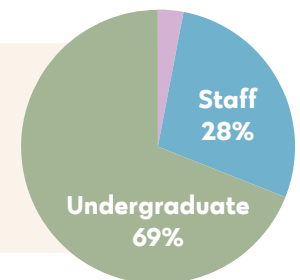
Alabama, Arkansas, Illinois, Kansas, Missouri, Mississippi, New Mexico, Ohio, Pennsylvania, Tennessee, Texas

### Departments/Offices of Attendees

Civic Engagement, Leadership, Student Activities, Campus Life, International Student Success, Cultural Organization Programming, Orientation, Clubs & Organizations

### Attendee Demographics

Graduate Students .....	3%
Professional Staff.....	28%
Undergraduate Students .....	69%





## NACA Syracuse (Fall 2023)

**Number of Campuses** ..... 63

**Number of Campus Delegates**.....278

### States Represented at Event

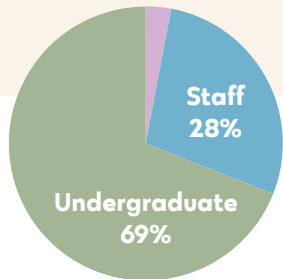
Connecticut, Washington D.C., Georgia, Illinois, Massachusetts, Maryland, Maine, North Carolina, New Hampshire, New Jersey, New York Ohio, Pennsylvania, Rhode Island, Virginia

### Departments/Offices of Attendees

Student Activities, Leadership, On-Campus Affairs, Special Events, Marketing, Campus Life, Fraternity & Sorority Life, Multicultural Student Services, Clubs & Organizations, Prevention Education, LGBTQ Resources

### Attendee Demographics

Graduate Students ..... 3%  
 Professional Staff ..... 28%  
 Undergraduate Students ..... 69%



## NACA Riverside (Fall 2023)

**Number of Campuses** ..... 47

**Number of Campus Delegates**..... 294

### States Represented at Event

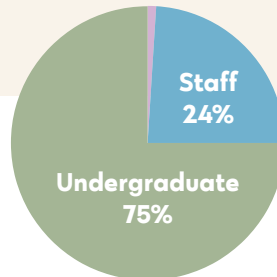
Arizona, California, Colorado, Georgia, Idaho, Indiana, Michigan, New Mexico, Nevada, Ohio, Oregon, Utah, Washington

### Departments/Offices of Attendees

Student Life, Student Activities, Student Support Services, Leadership, Clubs & Organizations, Honors College, Traditions Programming, Campus Life, Diversity, Student Funded Programs

### Attendee Demographics

Graduate Students ..... <1%  
 Professional Staff ..... 24%  
 Undergraduate Students ..... 75%



## NACA Des Moines (Spring 2024)

**Number of Campuses** ..... 77

**Number of Campus Delegates**..... 418

### States Represented at Event

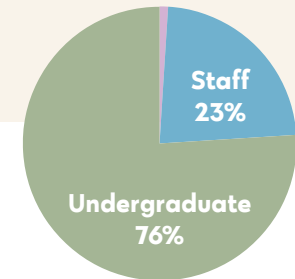
Arizona, California, Florida, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, North Dakota, Nebraska, New Jersey, Ohio, Oregon, South Dakota, Tennessee Wisconsin, Wyoming.

### Departments/Offices of Attendees

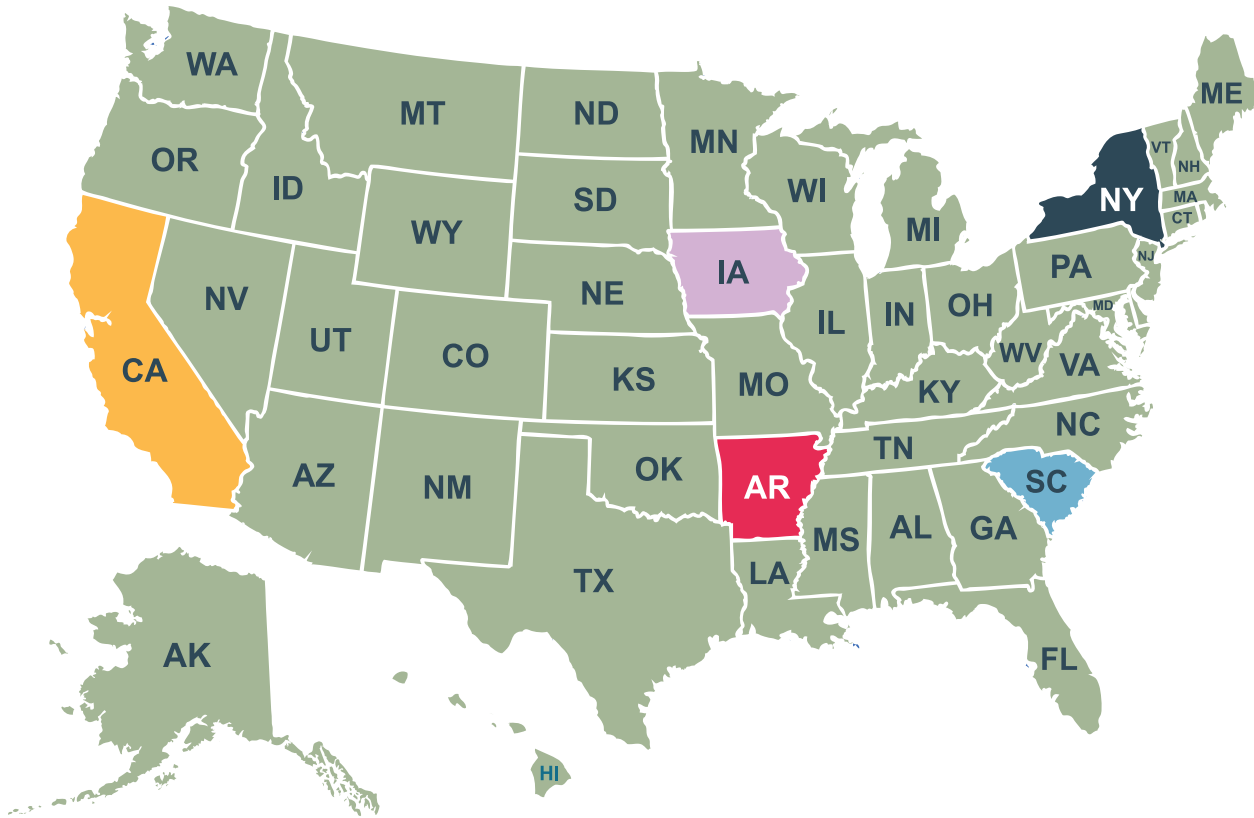
Student Activities, Leadership, Residence Life, Campus Life, Event Services, Student Conduct, Facilities, Fraternity & Sorority Life, Student Center, Late Night Programming, Engagement/Involvement, Multicultural Programming, LGBTQIA+ Student Success, Clubs & Organizations, Late Night Programming, Signature and Cultural Events, Dean of Students

### Attendee Demographics

Graduate Students ..... <1%  
 Professional Staff ..... 23%  
 Undergraduate Students ..... 76%



# 2023–2024 Conference Data



## NACA Riverside

47 Campuses represented by  
294 Campus Delegates

## NACA Little Rock

26 Campuses represented by  
138 Campus Delegates

## NACA Des Moines

77 Campuses represented by  
418 Campus Delegates

## NACA Charleston

62 Campuses represented by  
312 Campus Delegates

## NACA Syracuse

63 Campuses represented by  
278 Campus Delegates

## What Are Attendees Buying?

- Attractions
- Education
- Entertainment
- In-Person
- Interactive Programs
- Live Variety
- Make & Takes
- Novelty
- Promotional Items/Products
- Technology Services
- Turnkey Programming/Services
- ...and So Much More!

# Why Sponsor a NACA Event?

## You can

- Increase awareness around a new product, service, act, or artist
- Reach out to a new target audience
- Increase brand awareness with an existing audience
- Build relationships and engage with a relevant community
- Reposition a brand that has become stagnant
- Create a tangible experience unique to a NACA in-person conference that benefits both you and the delegates



# Sponsorship Details

For the 2024-2025 conference season, we are thrilled to be offering a wide variety of sponsorship opportunities. If you wish to connect with a NACA staff member about sponsorship, please contact Michael Hood, member and sponsor development manager at 803-217-3486 or email at michaelh@naca.org.

## SPONSORED INTERACTIVE SHOWCASE PARTNER

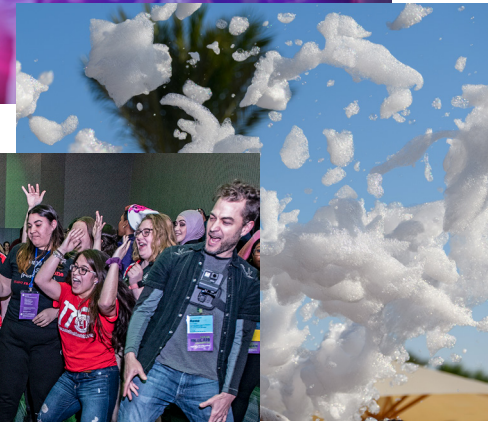
*Three available per event*

### Includes:

- Two (2) Exhibit Booths with Priority Placement in the Exhibit Hall  
*(Purchase Deadline to Ensure Priority Booth Placement: 12 Weeks Out from Event)*
- Two (2) Delegate Registrations
- One (1) NACA Showcase 30 Second Shoutout
- One (1) Full-page B/W or Color Ad in the Conference Program
- Three-day Banner Ad in the NACA Mobile App
- Recognition on the Sponsorship Listing Page
- Logo on the Conference web portal
- Logo on signage
- Early Access To Conference Delegate List
- Up to six (6) rectangular tables, twelve (12) chairs, six (6) electrical drops, and access to house sound for use during the program
- Sponsor recognition in event slides, event program, verbal acknowledgements during stage announcements, social media shoutout, NACA® *Spotlight* e-newsletter

### Pricing Per Conference

• NACA Providence	
Day 1 (Thursday).....	\$5,750
Day 2 (Friday).....	\$6,250
Day 3 (Saturday).....	\$5,250
• NACA Birmingham	
Day 1 (Thursday).....	\$5,500
Day 2 (Friday).....	\$6,000
Day 3 (Saturday).....	\$5,000
• NACA Lexington	
Day 1 (Thursday).....	\$5,500
Day 2 (Friday).....	\$6,000
Day 3 (Saturday).....	\$5,000
• NACA Riverside	
Day 1 (Thursday).....	\$5,250
Day 2 (Friday).....	\$5,500
Day 3 (Saturday).....	\$5,000
• NACA St. Paul	
Day 1 (Thursday).....	\$5,750
Day 2 (Friday).....	\$6,250
Day 3 (Saturday).....	\$5,250



## PLATINUM LEVEL PARTNER

**One available per event**

Includes:

- Two (2) Exhibit Booths with Priority Placement in the Exhibit Hall  
*(Purchase Deadline to Ensure Priority Booth Placement: 12 Weeks Out from Event)*
- Two (2) Delegate Registrations
- One (1) NACA Showcase 30 Second Shoutout
- One (1) Full-page B/W or Color Ad
- Three-day Banner Ad in the NACA Mobile App
- Recognition on the Sponsorship Listing Page
- Early Access To Conference Delegate List
- Logo on the Conference web portal
- Logo on signage
- Two-week NACA 24/7 landing page advertising spot
- Platinum Promenade Space Near Registration Desk (10' x 20') with a choice of different colored drape cloth in the promenade space (color dependent on site availability) with up to Four (4) Tables, 10 chairs, and One (1) Standard 110v Power Outlet
- Up To Four (4) Tables, Ten (10) Chairs, One (1) Standard 110v Power Outlet
- Reserved Seating Section During All Showcases

### **Pricing Per Conference**

- NACA Providence.....\$5,750
- NACA Birmingham.....\$5,750
- NACA Lexington.....\$5,500
- NACA Riverside.....\$5,500
- NACA St. Paul.....\$5,750

## GOLD LEVEL PARTNER

**Three available per event**

Includes:

- Two (2) Exhibit Booths with Priority Placement in the Exhibit Hall  
*(Purchase Deadline to Ensure Priority Booth Placement: 12 Weeks Out from Event)*
- Two (2) Delegate Registrations
- One (1) NACA Showcase 30 Second Shoutout
- One (1) Full-page B/W or Color Ad
- Three-day Banner Ad in the NACA Mobile App
- Gold Tier Recognition on the Sponsorship Listing Page
- Logo on the Conference web portal
- Sponsor recognition in event slides, event program, verbal acknowledgements during stage announcements, social media shoutout, *NACA® Spotlight* e-newsletter

### **Pricing Per Conference**

- NACA Providence.....\$4,000
- NACA Birmingham.....\$4,000
- NACA Lexington.....\$3,750
- NACA Riverside.....\$3,750
- NACA St. Paul.....\$4,000

## SILVER LEVEL PARTNER

**Five available per event**

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration
- One (1) NACA Showcase 30 Second Shoutout
- One (1) Half-page B/W or Color Ad
- One-day Banner Ad in the NACA Mobile App
- Silver Tier Recognition on the Sponsorship Listing Page
- Logo on the Conference web portal
- Sponsor recognition in event slides, event program, verbal acknowledgements during stage announcements, social media shoutout, *NACA® Spotlight* e-newsletter

### **Pricing Per Conference**

- NACA Providence.....\$3,000
- NACA Birmingham.....\$3,000
- NACA Lexington.....\$2,750
- NACA Riverside.....\$2,750
- NACA St. Paul.....\$3,000

## BRONZE LEVEL PARTNER

**Five available per event**

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Bronze Tier Recognition on the Sponsorship Listing Page
- One (1) Quarter-page Black & White or Color Ad
- Sponsor recognition in event slides, event program, verbal acknowledgements during stage announcements, social media shoutout, *NACA® Spotlight* e-newsletter
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence.....\$2,000
- NACA Birmingham.....\$2,000
- NACA Lexington.....\$1,750
- NACA Riverside.....\$1,750
- NACA St. Paul.....\$2,000

## PROGRAMMING ACTIVATION/ MARKETING SPACE

*Two to Four available per event (site dependent)*

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration and Up To Two (2) Day Passes (per day)
- Three Days of Programming (No Amplification) in the 10 x 10 Foot Space (2 Activations Per Day, but only 1 can occur at any time)
- Examples: Make & Takes, Novelty Interactives, 360 Camera, Arcade Games, V/R, Food Artists, Speed Painting/Drawing, Palm Reading, Game Shows, Massages, Tarot Cards, Aura Readers, Balloon Artists, Temporary Tattoos, etc.
- Can also be used as an all-day booth space for those looking for more time to market outside of the Marketplace
- Up To Three (3) Tables, Up To Eight (8) Chairs, One (1) Standard 110v Power Outlet
- Logo/Signage Outside of Demonstration Space
- Recognition in the NACA Events App
- Logo on the Conference web portal



### Pricing Per Conference

- NACA Providence.....\$3,350
- NACA Birmingham.....\$3,350
- NACA Lexington ..... \$3,100
- NACA Riverside ..... \$3,100
- NACA St. Paul.....\$3,350

## TECHNOLOGY DEMONSTRATIONS

*Four available per event*

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Recognition on the Sponsorship Listing Page
- One (1) Quarter-page B/W or Color Ad
- Two (2) 50 minute-demonstrations on Saturday during Education Block 3 & 4
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

### Pricing Per Conference

- NACA Providence..... \$2,500
- NACA Birmingham..... \$2,500
- NACA Lexington .....\$2,250
- NACA Riverside .....\$2,250
- NACA St. Paul..... \$2,500

## REGISTRATION SWAG/ PROMOTIONAL ITEM GIVE-A-WAY

*Three available per event*

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration
- One Table Near Registration Desk for Distribution of Item(s) to Campus Delegates for Thursday & Friday
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

### Pricing Per Conference

- NACA Providence..... \$1,500
- NACA Birmingham..... \$1,500
- NACA Lexington .....\$1,250
- NACA Riverside .....\$1,250
- NACA St. Paul..... \$1,500

## SPONSORED EDUCATIONAL TRACKS

## CONFERENCE LANYARD

*One available per event*

Includes:

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Opportunity to Provide Branded Lanyard for All Conference Attendees
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal



### Pricing Per Conference

- NACA Providence..... \$1,500
- NACA Birmingham..... \$1,500
- NACA Lexington .....\$1,250
- NACA Riverside .....\$1,250
- NACA St. Paul..... \$1,500



**One per track available per event**

Sponsored Educational Tracks will take place in Educational Blocks 1, 2, 4, and 5. These tracks will allow a sponsor to select from a list of predetermined topics to present to the campus members. The tracks are designed to establish the sponsor as a content expert on the subject matter. NACA will award any campus member who attends all four sessions of a track a Certificate of Completion. The sponsorship can be split by two associate members.

Please note that you will need to submit a description and learning outcomes for each track session to be approved by the NACA Staff in advance of the conference.

**Submission for Consideration:**

- Marketing Track Proposal
- Event Management/Planning Track Proposal
- Diversity, Equity, Inclusion, and Accessibility Track Proposal
- Fraternity & Sorority Life Track Proposal
- Student Government Track Proposal
- Leadership Track Proposal

**Track Topics:** Marketing, Event Management/Planning, Leadership, DEIA, Fraternity & Sorority Life, Student Government, Leadership, and Graduate Assistant.

**Deadline for Submission 2024 Fall Conferences: July 8, 2024**

**Deadline for Submission for Spring 2025 Conference: Dec. 16, 2024**

- One (1) Exhibit Booth
- One (1) Delegate Registration
- One (1) Quarter-page B/W or Color Ad
- Education Block 1, 2, 4, and 5 (when the tracks will occur)
- Recognition as sponsor on the certificate given to student attendees
- Opportunity to distribute certificates at final dinner with NACA Staff or NACA Volunteers\*
- Logo on the Conference web portal

*\*Subject to final schedule*



**Pricing Per Conference**

• NACA Providence.....	\$2,750
• NACA Birmingham.....	\$2,750
• NACA Lexington.....	\$2,500
• NACA Riverside .....	\$2,500
• NACA St. Paul.....	\$2,750



## VOLUNTEER T-SHIRT

*One available per event*

Includes:

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- Opportunity to Provide T-Shirt for All Volunteers to Wear Day 1 of the Conference
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence.....\$1,500 + 30 shirts
- NACA Birmingham.....\$1,500 + 30 shirts
- NACA Lexington.....\$1,250 + 30 shirts
- NACA Riverside.....\$1,250 + 30 shirts
- NACA St. Paul.....\$1,500 + 30 shirts

## CONFERENCE ATTENDEE BAG

*One available per event*

Includes:

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- Opportunity to Provide a Bag to All Campus Delegates at the Conference
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence..... \$1,500
- NACA Birmingham..... \$1,500
- NACA Lexington.....\$1,250
- NACA Riverside.....\$1,250
- NACA St. Paul..... \$1,500

## CONFERENCE SCAVENGER HUNT

*One available per event*

Includes:

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- Two (2) Chairs & One Table Near Registration Desk for Distribution of Scavenger Hunt Information for Thursday of the event
- One (1) Quarter-Page Ad in the Printed Conference Program
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Opportunity to Provide a Conference Scavenger Hunt to All Campus Delegates at the Conference
- Prize for completion or winning
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence..... \$1,500
- NACA Birmingham..... \$1,500
- NACA Lexington.....\$1,250
- NACA Riverside.....\$1,250
- NACA St. Paul..... \$1,500





## CONFERENCE SNACK BREAKS SPONSOR

*One available per event*

Includes:

- Signage at Snack Location
- One (1) Half-Page Ad in the Printed Conference Program
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence.....\$2,000
- NACA Birmingham.....\$2,000
- NACA Lexington.....\$1,750
- NACA Riverside.....\$1,750
- NACA St. Paul.....\$2,000

## CONFERENCE PHOTO OP BREAKS SPONSOR

*One available per event*

Includes:

- Signage at Photo Op Location
- One (1) Half-Page Ad in the Printed Conference Program
- Listing in Sponsor Thank You Section of the Conference Program
- Sponsor Designation in the NACA Events App
- Opportunity to Provide Items to Create a Photo

Op Experience at the Conference in a 10x10 Space

- Examples can include Light Up Letters, Backgrounds
- Logo on the Conference web portal

### **Pricing Per Conference**

- NACA Providence..... \$1,500
- NACA Birmingham..... \$1,500
- NACA Lexington.....\$1,250
- NACA Riverside.....\$1,250
- NACA St. Paul..... \$1,500





## CONFERENCE-EXCLUSIVE ADVERTISING

### NACA EVENTS APP – PUSH NOTIFICATION

This is an opportunity for you share a 200-character message with all the conference attendees via Push Notification directly to attendee phones.

#### **Friday Marketplace within the first 30 minutes of Opening**

One available per event - \$350

#### **Saturday Marketplace within the first 30 minutes of Opening**

One available per event - \$300

#### **Saturday Advisor-Only Marketplace within the first 30 minutes of Opening**

One available per event - \$300

### 30 SECOND STAGE SHOWCASE SHOUTOUT

This is an opportunity for you, someone from your business, or a NACA Volunteer to deliver 30 second message to the campus delegates in the showcase room from the main stage.

#### **During Friday Spotlight Showcase 1**

One available per event • \$500

#### **During Friday Spotlight Showcase 2**

One available per event - \$400

#### **During Saturday Speaker Showcase**

One available per event - \$350

#### **During Saturday Spotlight 3 Showcase**

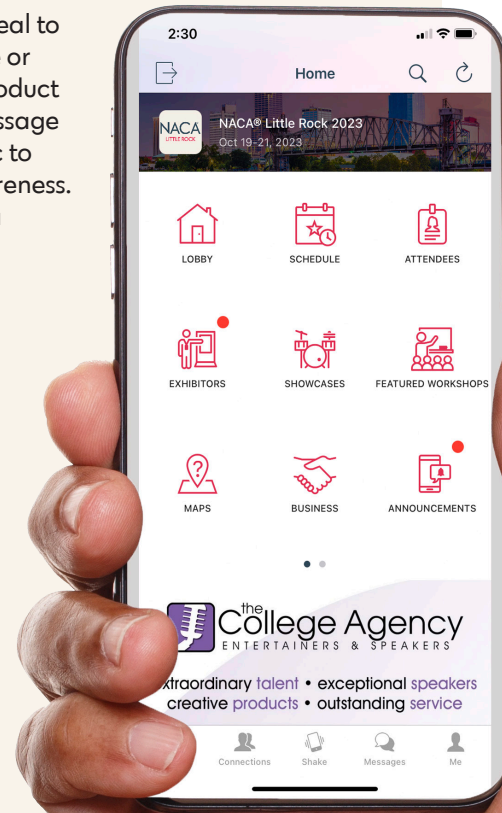
One available per event - \$300

### SOCIAL SURGE

*One available per event and will be posted  
9 AM on Friday Morning of the Event*

Our social media channels are ideal to send a business building message or announce the launch of a new product or service. Your concentrated message will generate interest, drive traffic to your booth, and build brand awareness. Choose one or more social media channels on which to deliver your message:

We will post a message via our **Facebook, Instagram, and LinkedIn** on the same day and time during one of the NACA events



# Custom Sponsorships



## DESIGN YOUR OWN SPONSORSHIP

Looking for something a little different to meet your specific needs at an upcoming in-person conference?

We here at NACA are happy to connect with you about creating a custom sponsorship to ensure you maximize your presence at one of our events. Please contact **Michael Hood**, member and sponsor development manager at **803-217-3486** or **michaelh@naca.org**.