

NACRO

2024 NACRO
Sponsorship Opportunities

ANNUAL CONFERENCE

July 16-18, 2024

Raleigh, NC





NACRO

Sponsorship Opportunities

Does your company partner with universities?

Does your business offer resources that are of value to academic institutions?

If building relationships with universities is important to your organization...


NACRO is the place for you!

Whether you want to **elevate your visibility** with conference program mentions or marketing opportunities or use your sponsorship to **pitch your product** during vendor showcases and make a splash, NACRO has a variety of sponsorship opportunities available at our annual conference in July 2024. With digital marketing opportunities, you're bound to get the number of impressions you need to **boost your web traffic**.

Show your support of NACRO and the importance of industry-university engagement by sponsoring our event!

Sponsorship fees are due upon agreement completion.

www.nacrocon.org



Sponsorship Overview





NACRO

Presenting Sponsor

Limited to one exclusive sponsor | July 16-18, 2024

\$10,000

Estimated Attendance: 400

CONFERENCE ATTENDANCE

- 3 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Opportunity to offer co-created conference session: How your product/service can impact our work
- Opportunity to make remarks to session during conference opening

BRANDING OPPORTUNITIES

- Recognition from podium as Presenting Sponsor
- Recognition in session slides/view screen
- Conference Hall sponsor list recognition
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Logo prominently displayed in conference mobile app; linked logo on app banner ads
- Linked mobile app push notifications
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to NACRO conference attendees prior to conference
- Opportunity to receive list of conference attendees and contact information post conference

**for attendees who have not opted out of sharing information*





NACRO

Keynote Sponsor

Limited to three exclusive sponsors | July 17 OR 18, 2024

\$5,000 per keynote

Estimated Attendance: 400

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Opportunity to make pre-approved remarks to session during conference opening
- Recognition in session slides/view screen during keynote session
- Recognition from podium as Keynote Sponsor

BRANDING OPPORTUNITIES

- Logo in keynote agenda entry in conference app
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Linked mobile app push notifications
- Digital profile on NACRO conference mobile app: Includes company name, liked logo, address, phone number, social media links, 100-word bio, and product category

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to NACRO conference attendees prior to conference
- Opportunity to receive list of conference attendees and contact information post-conference

**for attendees who have not opted out of sharing information*





NACRO

Bootcamp Sponsor

\$5,000

July 16, 2024

Estimated Attendance: 100

NACRO Corporate Engagement Bootcamp is a foundational course focusing on best practices for holistic university corporate relations (CR), incorporating two of the best parts of the NACRO Conference: peer learning and networking. Bootcamp is intended for those new to the CR field or higher education, new NACRO members, or individuals who are considering becoming CR professionals.

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Opportunity to briefly address during Bootcamp at conference in July
- Verbal recognition from podium during Bootcamp opening session

BRANDING OPPORTUNITIES

- Logo on welcome slide
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Logo and mention in emails to Bootcamp attendees
- Digital profile on NACRO conference mobile app: Includes company name, liked logo, address, phone number, social media links, 100-word bio, and product category
- Conference Hall sponsor list recognition

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to Bootcamp attendees prior to conference





NACRO

Reception Sponsor

Limited to two exclusive sponsors | July 16 OR 17, 2024

\$5,000

Estimated Attendance: 400

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Recognition during reception

BRANDING OPPORTUNITIES

- Logo on signage and screens throughout reception
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Logo in reception agenda entry in conference app
- Conference Hall sponsor list recognition
- Linked mobile app push notifications
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to NACRO conference attendees prior to conference
- Opportunity to receive list of conference attendees and contact information post conference

**for attendees who have not opted out of sharing information*





NACRO

Breakfast Sponsor

Limited to two exclusive sponsors | July 17 OR 18, 2024

\$5,000

Estimated Attendance: 400

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Recognition from podium during breakfast session

BRANDING OPPORTUNITIES

- Logo on signage and screens during breakfast
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Logo in breakfast agenda entry in conference app
- Conference Hall sponsor list recognition
- Linked mobile app push notifications
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category
- Opportunity to upload digital session brochure

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to NACRO conference attendees prior to conference
- Opportunity to receive list of conference attendees and contact information post conference

**for attendees who have not opted out of sharing information*





NACRO
Lunch Sponsor

Limited to two exclusive sponsors | July 17 OR 18, 2024

\$5,000

Estimated Attendance: 400

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Recognition from podium during lunch session

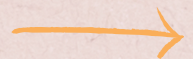
BRANDING OPPORTUNITIES

- Logo on signage and screens during lunch
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Logo in lunch agenda entry in conference app
- Conference Hall sponsor list recognition
- Linked mobile app push notifications
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category
- Opportunity to upload digital session brochure

NETWORKING OPPORTUNITIES

- Exhibit space/table
- Opportunity to send pre-approved emails to NACRO conference attendees prior to conference
- Opportunity to receive list of conference attendees and contact information post-conference

****for attendees who have not opted out of sharing information***





Lanyard Sponsor

Notebook/Pen Sponsor

\$3,000

All Conference Attendees

CONFERENCE ATTENDANCE

- 2 total registrations to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

BRANDING OPPORTUNITIES

- Prominent logo on conference lanyards worn by all attendees; co-branded with NACRO
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category
- Conference Hall sponsor list recognition

NETWORKING OPPORTUNITIES

- Exhibit space/table

Limited to two exclusive sponsors

\$2,500

CONFERENCE ATTENDANCE

- 1 registration to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

BRANDING OPPORTUNITIES

- Provided notepads and pens for use by all conference attendees; co-branded with NACRO
- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Conference Hall sponsor list recognition
- Digital profile on NACRO conference mobile app: Includes company name, linked logo, address, phone number, social media links, 100-word bio, and product category

NETWORKING OPPORTUNITIES

- Exhibit space/table





NACRO

Session Sponsor

July 17 OR 18, 2024

\$2,500 per session

Estimated Attendance: Varies

CONFERENCE ATTENDANCE

- 1 registration to 2024 NACRO Annual Conference
- Sponsor ribbon provided to all registered company representatives

SESSION VISIBILITY

- Recognition from podium during session
- Choice of concurrent session(s) to sponsor
- Sponsor recognition on session view screens

BRANDING OPPORTUNITIES

- Logo recognition on NACRO conference website
- Logo recognition in NACRO conference emails
- Linked logo on app banner ads
- Linked logo in session agenda in conference app
- Conference Hall sponsor list recognition
- Digital profile on NACRO conference mobile app:
Includes company name, liked logo, address, phone number, social media links, 100-word bio, and product category

NETWORKING OPPORTUNITIES

- Exhibit space/table





NACRO

Special Opportunity

UNIVERSITY/HIGHER EDUCATION PARTNERS

\$1,500

- 1 registration to 2024 NACRO Annual Conference
- Logo recognition in event promotional emails
- Logo recognition on event signage
- Logo recognition in slide recognizing university partners during plenary sessions

