



**SPONSORSHIP  
OPPORTUNITIES**



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## ABOUT GWI

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For more information, contact: [nacac@theYGSgroup.com](mailto:nacac@theYGSgroup.com)

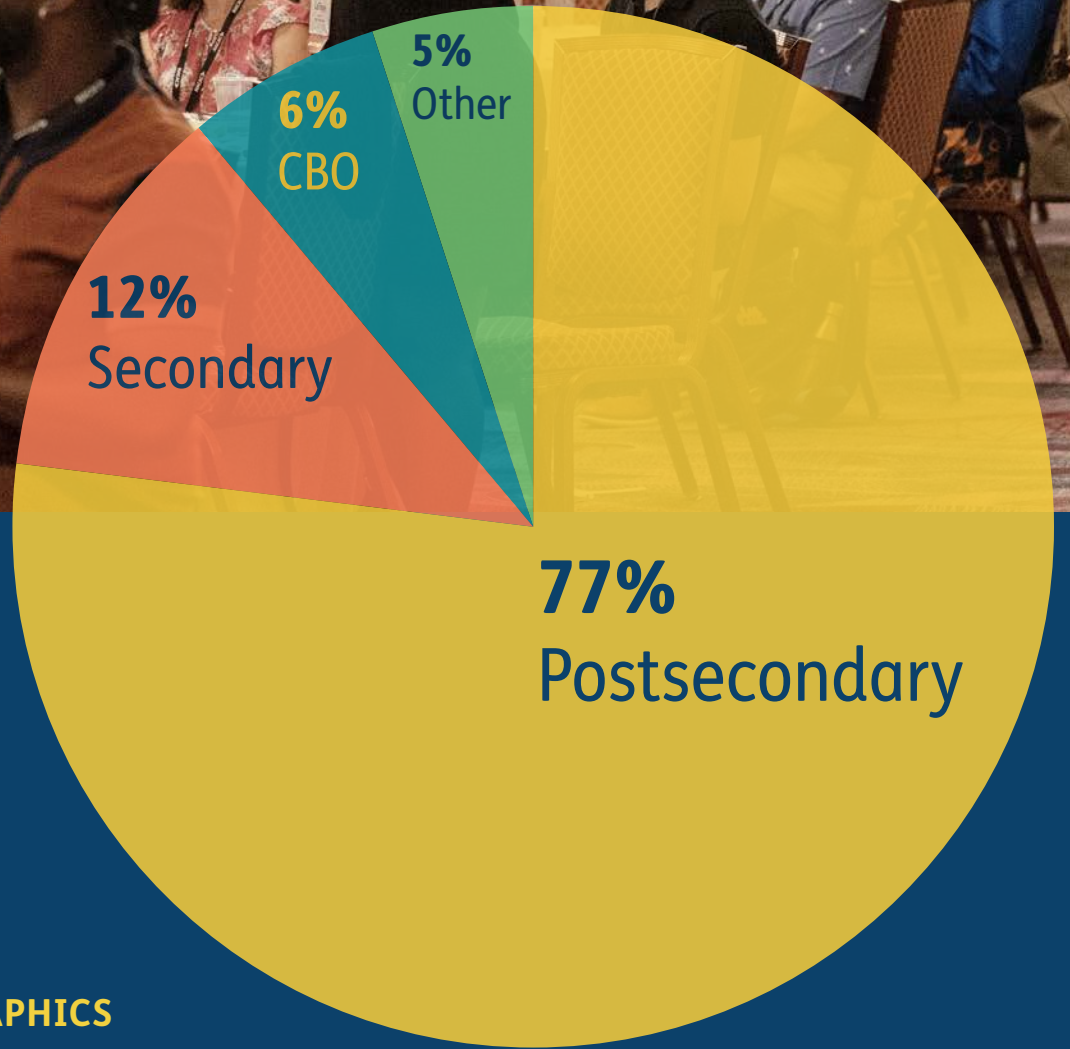
The National Association for College Admission Counseling (NACAC) represents more than 27,000 college admission counseling professionals, including college advisors, school counselors, and college admission officers. As such, we maintain a pivotal position at the juncture between secondary and postsecondary education. Our purpose is to open the higher education pipeline to a diverse population of students to promote equity in educational opportunity and to ensure that our workforce is prepared to meet the increasingly specialized, multicultural, global demands of the 21st century.

Nowhere is this purpose more evident than at our annual Guiding the Way to Inclusion (GWI) conference. The conference's intimate size — roughly 500 participants — lends itself to vast and thoughtful discussions about the profession, and the development of best practices for diversity, equity, and inclusion. Many past and present NACAC board members, presidents and board chairs, and other leaders have ascended to leadership by way of their participation at GWI. Equally importantly, GWI is the crucible for forging new, cutting-edge practices for removing barriers

so the pipeline from secondary to postsecondary education is wide open for all students who are interested. Lessons learned and connections made at GWI reach far beyond the conference's confines, as innovative practices and interpersonal connections developed there spread among institutions across the country each year.

***Supporting GWI is a hands-on, tangible way of helping to create a more educated, sophisticated, functional political and economic nation.***





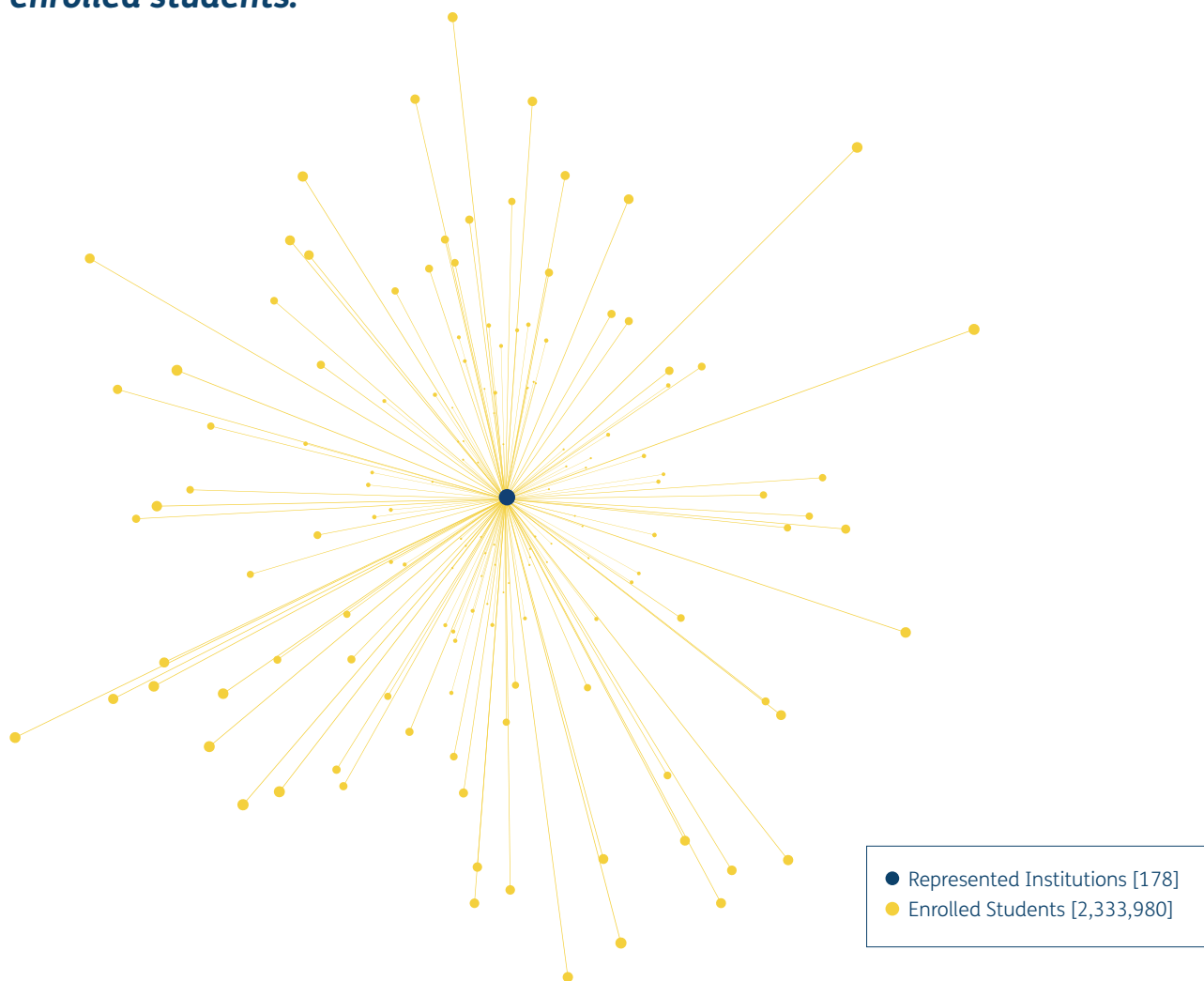
## ATTENDEE DEMOGRAPHICS

- 77% **Postsecondary:** College/University
- 12% **Secondary:** High School
- 6% **Community Based Organization**
- 5% **Independent Educational Consultant, Organization, Student**

# GWI IMPACT

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***GWI 2023 brought together professionals from 178 different postsecondary institutions. Collectively, these institutions represent more than 2.3 million enrolled students.***



Source: US Department of Education. National Center for Education Statistics. Integrated Postsecondary Data System (2022 IPEDS ).



There was a time in my career where I was at a crossroads, deciding whether or not I wanted to stay in the profession, and GWI was the turning point for [me] to decide that I do want to stay in the profession and there are people like me that can shape the profession.

**Donnell Wiggins**

*Associate VP of Strategic Enrollment Management  
and Dean of Admission  
University of Dayton*



When attendees leave the conference, they become empowered, they find mentorship, their connection, and their tribe. To see the amount of attendees GWI has saved and kept within the profession from a retention standpoint is one of the most special components of the conference.

**John Hollemon**

*Director of Diversity, Equity, and Inclusion  
NACAC*



If they believe in transformation versus transaction; if they believe in the future — of not just the country, but the world — because education is important and opening the door for millions of students in the future is why they need to come to GWI. To be transformed, to transform others, and learn how to lead and serve.

**Beverly Henry Wheeler**

*Regional Director of Admissions  
Hendrix College*





**GW I 2024 marks the  
45<sup>th</sup> anniversary of  
this invaluable  
annual gathering.**

**The event will be held  
in New Orleans from  
July 30 to August 1.**

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## **SPONSORSHIP OPPORTUNITIES**

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### **AWARD PRESENTATION**

*Two (2) Opportunities*

**\$7,500**

Sponsorship includes the opportunity for your organization to recognize the award winners and includes a 60-90 second speaking opportunity to address the crowd.

### **WELCOME RECEPTION**

**\$7,500**

Have your organization's brand featured at the official Welcome Reception at GWI 2024 in New Orleans. This opportunity includes a 60-90 second speaking opportunity to welcome attendees to the event.

### **KEYNOTE SPONSORSHIP**

**\$7,500**

Sponsorship includes logo recognition at the Keynote Presentation and the opportunity to address the crowd for up to 60-90 seconds

### **COFFEE BREAK**

**\$5,000**

Sponsor a 30-minute coffee break and have your branding prominently displayed at a coffee station with the opportunity for branded napkins.

### **RIBBON BAR**

**\$5,000**

Sponsorship includes a branded ribbon bar, the option to customize a ribbon, and one-on-one time with attendees as they check in to GWI 2024.



<b>Premium Sponsorships</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Education Champion</b>
<b>Price</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Complimentary registrations	2	1		
60-90 second speaking opportunity during the event	✓			
Education session*	✓			
One (1) six-foot tabletop exhibit (10 max)	✓	✓		
Full registration list with names, titles, institution names, addresses, and registration type	✓	✓		
Pre- or post-event email sent to all registered attendees	✓	✓		
“Education Champion” distinction and benefits	✓	✓	✓	✓
Logo recognition on official NACAC promotions including emails, social media, and the mobile app	✓	✓	✓	✓
Logo recognition (with link) on sponsor page of GWI website and logo on event signage	✓	✓	✓	✓
Digital badge (created by NACAC) for use on company website	✓	✓	✓	✓
Recognition as an "Education Champion" on Main Stage at NACAC Conference 2024 in Los Angeles	✓	✓	✓	✓

*\* Must be submitted during the Call for Proposal Process*

### **MOBILE APP**

**\$5,000**

Have your brand in the hands of all GWI 2024 attendees! The mobile app is the official one-stop-shop for attendees to access the GWI 2024 schedule, networking events, and more.

### **LANYARDS**

**\$5,000**

Badges and the accompanying lanyard with your organization’s logo will be distributed at registration and attendees are required to wear them for all GWI 2024 programming.

### **EDUCATION SESSION BREAKOUTS**

**\$3,500 (Multiple Opportunities)**

Sponsor an education session breakout and have your organization’s brand featured outside the room. There is also the opportunity to provide a seat drop and a pop-up banner in the breakout room (both provided by the sponsor).

### **TOTE BAG LOGO**

**\$3,000 (Multiple Opportunities)**

Have your organization’s brand featured on the outside of the official GWI 2024 tote bag that will be given out to nearly 500 attendees as they arrive in New Orleans.

### **EDUCATION CHAMPION**

**\$1,500**

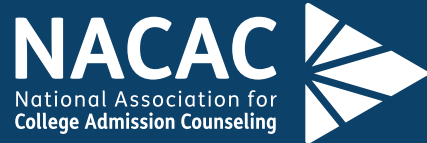
This is a great opportunity to promote your organization as an “Education Champion” and align your brand with NACAC’s commitment to diversity, equity, and inclusion in college admission and education.

### **DIRECT MAIL/EMAIL BROADCASTS**

**Direct Mail List \$150**

**Pre- or Post-Event Mail List \$300**

Reach attendees before or after GWI with your custom marketing message. Must be a sponsor to participate in this opportunity.



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