2024 National Conference Sponsor Opportunities

NCAN’s 2024 National Conference, September 16-18 at the Anaheim Marriott, will attract a record-breaking 1,500 postsecondary access and success leaders from around the country. Attendees will represent:

- National, regional, and local nonprofits supporting students of color and students from low-income backgrounds to enter and complete postsecondary education and launch successful careers
- Colleges and universities
- K-12 public and charter schools
- Local, state, and federal government agencies
- Foundations and corporate funders

The conference provides networking and professional development to decision-makers from organizations that affect hundreds of thousands of students and their families every year. This year, NCAN will offer thought-provoking plenary sessions, networking opportunities, and 80-plus workshops selected from a competitive national call for proposals. Topics will range from advising students to financial aid to policy change, all aligned to the goal of achieving more equitable rates of postsecondary and career success for all students.

The event is highly respected and enjoyed by the field. In 2023, 94 percent of attendees reported that the conference met or exceeded their expectations. In the words of one participant, “It felt amazing to be surrounded by individuals from around the country who share the same passion for improving college access and student success.”

NCAN has prepared these sponsorship packages or can customize sponsorships to meet your needs.

**Presenting Sponsor ($65,000) (1 opportunity) (sold)**
The presenting sponsor plays the greatest role in promoting the conference and receives the highest level of recognition. Benefits include:

- Your video message of up to 2 minutes played before the opening plenary
- Opportunity for an organization representative to introduce a high-level speaker at plenary session
- 1 workshop session designed and presented by you and your partners
- Exclusive recognition in the conference lobby as the conference’s lead sponsor (e.g., gobo lighting or floor clings of sponsor logo, welcome sign message)
- Up to 20 conference registration scholarships for your staff and partners and reserved plenary seating
- Logo printed prominently on attendee name badges
- Top recognition in all marketing emails sent to thousands of invitees, presentation screens in major event rooms, event signs, media publicity, and the conference program
- Organization’s name, logo, and web link featured prominently on the NCAN conference page
- Plus all benefits of Conference Patron (below)
Welcome Sponsor ($45,000) (1 opportunity)
This sponsor benefits from high brand visibility and ensures that attendees have a hospitable conference experience.
- Exclusive recognition as opening reception sponsor, including your logo on ballroom display screens and shoutouts from the reception MC
- Your logo on registration check-in kiosks and wifi splash screen
- Your video message of up to 2 minutes played before a conference plenary
- 5 complimentary conference registrations and optional reserved plenary seating
- Prominent recognition in all marketing emails sent to thousands of invitees, presentation screens in major event rooms, event signs, media publicity, and the conference program
- Organization's name, logo, and web link featured prominently on the NCAN conference page
- Plus all benefits of Conference Patron (below)

Conference Track Sponsor ($30,000) (multiple opportunities)
Track sponsors enjoy high recognition before and during the conference. Ensure that the issues and training you care about most reach conference-goers, associated with your brand. Each track includes at least four topical workshops selected through NCAN’s competitive process, with your input.
- Your video message of up to 2 minutes played before a conference plenary or spotlight (limit of 10)
- Recognition in up to 14 event marketing emails sent to thousands of invitees, presentation screens in major event rooms, event signs, media publicity, and on the conference program back cover
- Your organization’s name, logo, and web link featured prominently on the NCAN conference website
- 3 complimentary conference registrations and optional reserved plenary seating
- Recognition from the podium during a plenary and via social media
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

Choose from one of the following track topics or propose your own:
- K12 practices for postsecondary success (sold)
- Student wellness (reserved)
- Postsecondary access and readiness (reserved)
- Success in higher ed (reserved)
- Financial aid and literacy (sold)
- Data into practice
- Technology and innovation
- Leadership and organizational strategy
- Equity and diversity (reserved)
- Policy solutions (sold)
- Collective impact and networks (sold)
- College and career success (sold)
- Rural strategies (sold)
- Postsecondary success (sold)

Thought Leadership Sponsor ($20,000) (sold)
Keep innovation in our field moving forward with this prominent level of support and enjoy these benefits.
- Sponsorship of the popular "Lightning Talks" plenary with field leaders addressing a compelling topic
- Opportunity to introduce this session from the podium
- Organization’s name, logo, and web link featured prominently on the conference website
- 2 complimentary conference registrations
- 1 complimentary exhibit table (optional)
- Your logo on the recordings page post-conference
- Plus all benefits of Conference Patron (below)
**Board of Directors Reception Sponsor ($20,000) (1 opportunity)**
Build your brand at this invite-only event for conference VIPs.
- Opportunity to share brief welcome remarks at event
- Organization’s logo featured on event signage
- 2 complimentary conference registrations
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

**Conference Tote Bag Sponsor ($15,000) (1 opportunity)**
See your name on every shoulder.
- Your organization’s logo featured prominently on one side of the NCAN conference tote bag
- 2 complimentary conference registrations
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

**Lanyard Sponsor ($15,000) (1 opportunity)**
Put your logo on the lanyard every conference attendee wears.
- Your organization’s logo printed on conference lanyards
- 2 complimentary conference registrations
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

**Rising Tide Sponsor ($15,000) (multiple opportunities)**
Support free conference registrations for 10 individuals (you specify or we select individuals not otherwise able to afford attendance from NCAN’s membership).
- 2 complimentary conference registrations for your own organization
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

**Sustaining Sponsor ($10,000) (multiple opportunities)**
Continue to build the postsecondary attainment field with your investment in peer learning and exchange of best practices from around the country.
- 2 complimentary conference registrations
- 1 complimentary exhibit table (optional)
- Plus all benefits of Conference Patron (below)

**Social Media Sponsor ($6,000) (1 opportunity) (reserved)**
Reach NCAN’s 16,000+ Linked In followers
- Daily post acknowledging your conference support
- 1 complimentary conference registration
- Plus all benefits of Conference Patron (below)

**Conference Benefactor ($5,000) (multiple opportunities)**
Show your commitment to this unique learning and networking event.
- 1 complimentary conference registration
- Plus all benefits of Conference Patron (below)
Conference Patron ($3,500) (multiple opportunities)
Build awareness of your organization.
- Inclusion on sponsor list in conference app and event signage
- Your logo on the conference website, linked to your organization
- Sponsor ribbons for your conference name tags
- Inclusion in one pre-conference email to all registrants featuring your logo, one-paragraph message, and web link
- Invitations to Board of Directors Reception
- Opportunity to distribute one item in conference bag
- Opportunity to purchase an exhibitor table for only an additional $1,000

Exhibitor Package ($1,500 table) (30 opportunities)
A true “value” offering for conference visibility. All exhibitor representatives must also register for the conference at the applicable rate to participate in any conference meals or sessions.
- One 6’ draped table in high-traffic area with wifi (extra hotel charge for electricity)
- One-time use of an attendee email list (available 9/6/2024)
- Inclusion on exhibitor list in conference app

For more information or to reserve a sponsorship, please contact Elizabeth Morgan at 202-559-8212 or morgane@ncan.org. Final deadline is July 18. All sponsorships are available on a first-come, first-served basis.