



NACCU 2019 Annual Conference
April 7-10, 2019
Connecticut Convention Center, Hartford, CT

Build Brand Awareness as a NACCU 2019 Sponsor

Sponsorship provides you with multiple opportunities to put your brand directly in front of campus card professionals attending this annual conference. Your investment offers unmatched visibility with your target audience, with official acknowledgements, recognition opportunities and co-branded collateral. There is a sponsorship opportunity to match your brand, goals and budget! Sponsor at the DIAMOND level, and get the opportunity for more touch points throughout the year.

Interested in committing to a sponsorship for three years? NACCU will create a custom retractable banner you may display in your booth at the conference each year of the sponsorship.

For the 2019 Annual Conference, a spectrum of sponsorship opportunities is available. All levels of sponsorship include premiums of:

- Recognition as a sponsor on annual conference exhibit hall entryway, printed program and mobile app
- Recognition as a sponsor on large screen at NACCU Registration in the lobby
- Recognition on website with logo and link to the sponsor's website
- Sponsor ribbons for your team

DIAMOND LEVEL SPONSORS - \$10,000 or above

Any Sponsor providing \$10,000 or more in sponsorship will also have additional opportunities to connect with NACCU members throughout the year. This will give you the following advantages over traditional event-based marketing:

- Increased visibility with NACCU membership throughout the year with memorable brand recognition
- Creative opportunities aligned with specific content development and delivery

Additional DIAMOND LEVEL benefits:

- (2) invitations to attend the President's Reception prior to the NACCU Opening Reception
- (1) message to conference attendees sent from NACCU prior to the conference
- Logo recognition as a Diamond sponsor in CARDtalk prior to the Annual Conference
- Larger logo printed on the exhibit hall entryway
- Prominent ad with link to sponsor website on all NACCU conference website pages
- Single sheet flyer or postcard (provided by sponsor) to be included in registration bag

- Logo and Diamond sponsor included on Early Bird e-postcard mailed out to the entire database in January/February

Sponsorship by Item/Event

Entire Event:

<u>Attendee Bags</u>	SOLD
-co-branded with NACCU and sponsor logo	
<u>NACCU Mobile App</u>	SOLD
-sponsor banner with logo in app on each screen	
<u>NACCU Conference Printed Program</u>	\$8,000
-co-branded with NACCU and sponsor logo	
-includes full-page ad on the outside back cover	
<u>Attendee Padfolio</u>	SOLD
-co-branded with NACCU and sponsor logo	
<u>Branded keycards**</u>	\$4,000
-1,500 keys for NACCU attendees co-branded with logos	
<u>NACCU Water Bottle</u>	SOLD
-co-branded with NACCU and sponsor logos	
<u>NACCU Session Readers</u>	SOLD
<u>Badge Holders/Lanyards</u>	SOLD
-co-branded with NACCU and sponsor logo	
<u>Badge Printer and Badge Stock</u>	SOLD

Sunday, April 7, 2019:

<u>NACCU Opening Reception</u>	\$13,000
-Exclusive opportunity to promote your brand throughout the event	
-Sponsor sign with logo at entrance to the event	
-Introduction at the program opening and opportunity to provide a brief welcome	
-Opportunity for you to provide a small promotional item with your branding during event	
<u>NACCU New Professional Institute</u>	\$3,000
-This premier program is an add-on educational experience for those in the field fewer than 5 years	
-Sponsor sign with logo at the entrance to the event	
-Opportunity to hand out certificates of completion to participants	

NACCU First-Time Attendee/Mentor program

SOLD

- Sponsor sign with logo at the entrance to the event
- Introduction at the program welcome
- Opportunity to address the participants in the First-Time Attendee program

Monday, April 8, 2019:

NACCU Kick-off Keynote with Breakfast

SOLD

- Opportunity to promote your brand at the Kick-off program
- Logo slides on screen when appropriate
- Sponsor sign with logo at the entrance to the event
- Introduction at the program opening with opportunity to provide a welcome
- Opportunity to provide a small promotional item at each seat in the venue
- Reserved table near front for sponsor and guests (8 seats)
- Logo on table tents on each table

Morning or Afternoon Beverage Break

\$3,000

- Sponsor sign with logo at the event
- Introduction at the Kick-off Keynote celebration

NACCU Lunch

\$8,000

- Unprogrammed lunch
- Sponsor sign with logo at the entrance to the event
- Introduction provided by Conference Chair 20 minutes into the scheduled lunch and opportunity to provide a welcome
- Logo slides on screen when appropriate
- Opportunity to provide a small promotional item at each seat in the venue
- Reserved table near front for sponsor and guests (8 seats)
- Logo on table tents on each table

NACCU Volunteer Recognition Luncheon

\$6,000

- Private event at the same time as Unprogrammed Lunch
- A initiative to recognize NACCU's committee members who work on NACCU throughout the year (approximately 100 volunteer leaders in attendance)
- Sponsor sign with logo at the entrance to the event
- Logo slides on screen when appropriate (if provided)
- Introduction at the program opening with opportunity to provide a brief welcome
- Opportunity to provide a small promotional item at each seat in the venue
- Reserved seats near front for sponsor and three guests (4 seats)

Tuesday, April 9, 2019:

NACCU Fun Run/Walk

SOLD

- Sponsor sign with logo at the event
- Introduction at the Welcome with opportunity to officially start the Fun Run
- T-shirts co-branded with NACCU and Sponsor logo

NACCU Breakfast with Keynote

SOLD

- Opportunity to promote your brand at the Keynote program
- Sponsor sign with logo at the entrance to the event
- Logo slides on screen when appropriate
- Introduction at the program opening with opportunity to provide a welcome
- Opportunity to provide a small promotional item at each seat in the venue
- Reserved table near front for sponsor and guests (8 seats)
- Logo on table tents on each table

NACCU Learning Labs Sponsor

SOLD

- Opportunity to promote your brand with graphics on the Learning Lab room walls facing into the exhibit hall area
- Introduction at the Awards program with the opportunity to provide a welcome (Wednesday)
- Reserved table near front of stage at Awards Program for sponsor and guests (8 seats)

Morning Beverage Break

\$3,000

- Sponsor sign with logo at the event
- Introduction of the sponsorship by leader at the end of the Keynote

Exhibit Hall Afternoon Sweet Treat Break

\$3,000

- Sponsor sign with logo at the event
- Introduction at Exhibit Hall when break is set

Wednesday, April 10, 2019:

Awards:

-Tables will be reserved at the front of the venue for award sponsors (limit one table per sponsor)

- Best Card Design Award **SOLD**
- Best Marketing Campaign Award \$4,000
- Best Video Design Award \$3,000
- Innovative Technology Award **SOLD**
- New Professional Award \$3,000
- Distinguished Service Award **SOLD**
- NACCU Grand Prize \$3,000

NACCU Closing Night Event

\$10,000

- Exclusive opportunity to promote your brand/logo on screen when appropriate
- Introduction at the event with opportunity to provide a welcome/thank you to the attendees
- Sponsor sign with logo at entrance to the event
- Opportunity to provide a small promotional item to the conference attendees at this event as they leave

Photo Booth at Closing Event

\$3,000

- Sponsor sign with logo at the entrance to the event
- Sponsor sign with logo at Photo Booth location
- Introduction on stage at the event

Caricature Artist at Closing Event

\$3,000

- Sponsor sign with logo at the entrance to the event
- Sponsor sign with logo at Caricature Artist location
- Introduction on stage at the event

Thursday, April 11, 2019:

Post-Conference Tour Sponsorship

SOLD

- Sponsor sign with logo at pick-up location for the tour from the Connecticut Convention Center Motor Lobby
- Opportunity to promote your brand with logo on NACCU website to encourage registration
- Partnership with local institutional member to highlight their campus