

# Committed to Entrepreneurship

## NACCE Sponsors and Advertisers Planning Guide

Build your business by reaching the largest group of community-based community college presidents, administrators, and educators helping entrepreneurs build businesses nationwide.

NACCE Members Explore:

# HOW TO DO IT

**TEACH**

**PIVOT**

**INSPIRE**

**BETA**

**COLLIDE**

**INNOVATE**

**GROW**

**DISRUPT**

**LEAD**



## NACCE OVERVIEW

Founded in 2002, The National Association for Community College Entrepreneurship (NACCE) is a membership organization of presidents, administrators, educators and distinguished business development professionals providing quality programs and services in entrepreneurship education. NACCE serves as an advocate for community-based entrepreneurship in the United States. Moreover, international colleges, universities, corporations, and organizations are increasingly turning to NACCE for guidance in fostering entrepreneurship in their countries.

NACCE is headquartered on the grounds of the historic Springfield Armory situated on the campus of Springfield Technical Community College in Springfield, Massachusetts.

*NACCE is committed to ensuring that community colleges are involved in one of the most profound discussions in the nation. Here are three reasons why:*

- Expanding entrepreneurship is crucial to rebuilding our fragile economy.
- Community colleges are ideally positioned to lead; furthering entrepreneurship based on accessibility, strong ties to local communities, affordability, and diversity of student population.
- Moving beyond the traditional role of workforce development, community colleges can support local economic development with a unique brand of business-building insights.

Through NACCE's *Presidents for Entrepreneurship Pledge*, hundreds of community college presidents have committed their colleges to entrepreneurship. Together, along with the Startup America Partnership, NACCE is working to solidify this strong national effort that has taken hold and been recognized by the White House. In addition, our partnership with the Chicago-based, Coleman Foundation allows thousands of dollars annually to be awarded to fledgling community college entrepreneurship programs as well as capital for entrepreneurship students participating in business plan competitions.

We look forward to your engagement and commitment to this effort and together we'll ensure the launch, growth, and success of entrepreneurship programs across the country, making a positive economic impact for the communities they serve.



2013 NACCE  
CONFERENCE

# OCTOBER 13-16 2013

On October 13-16, 2013, The National Association for Community College Entrepreneurship will gather in Charlotte, NC for the 11th Annual NACCE Conference. Nearly 500 community college leaders, educators, entrepreneurs, students, and partners will come together to network, and engage in professional development workshops and celebrate community-based entrepreneurship.

*Sponsorship and alliance opportunities are available by contacting Trish Truitt at [truitt@nacce.com](mailto:truitt@nacce.com), or 413-306-3131 ext 302.*



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Some say it's what you know. Others say it's who you know. But we believe what's most important is WHO KNOWS YOU.

Do the people that can buy your products know you? Do they know where to find you? Will you be where they expect?

A solid network will make your company grow and making valuable connections with the most influential means being at the right place, at the right time. As a successful business leader, you know this and attend gatherings with high impact. This year, many of the biggest names in promoting the growth of the nation's businesses are getting ready for the 11th Annual NACCE Conference, because great minds think alike.

That's why it's a good idea to show, tell and commit at the 11th Annual NACCE Conference, the premier event for decision-makers and leaders dedicated to growing entrepreneurs and small business owners nationwide. It's where thriving businesses start and grow, and where the commitment to entrepreneurship is on display.

1. You'll be exposed to community college leaders looking for new products and services.
2. You'll meet other sponsors and exhibitors who can introduce you to a whole new level of contacts.
3. You'll be able to network with high level movers and shakers from the government and philanthropic arenas.

## JOIN US: OCTOBER 13-16 IN CHARLOTTE, NORTH CAROLINA

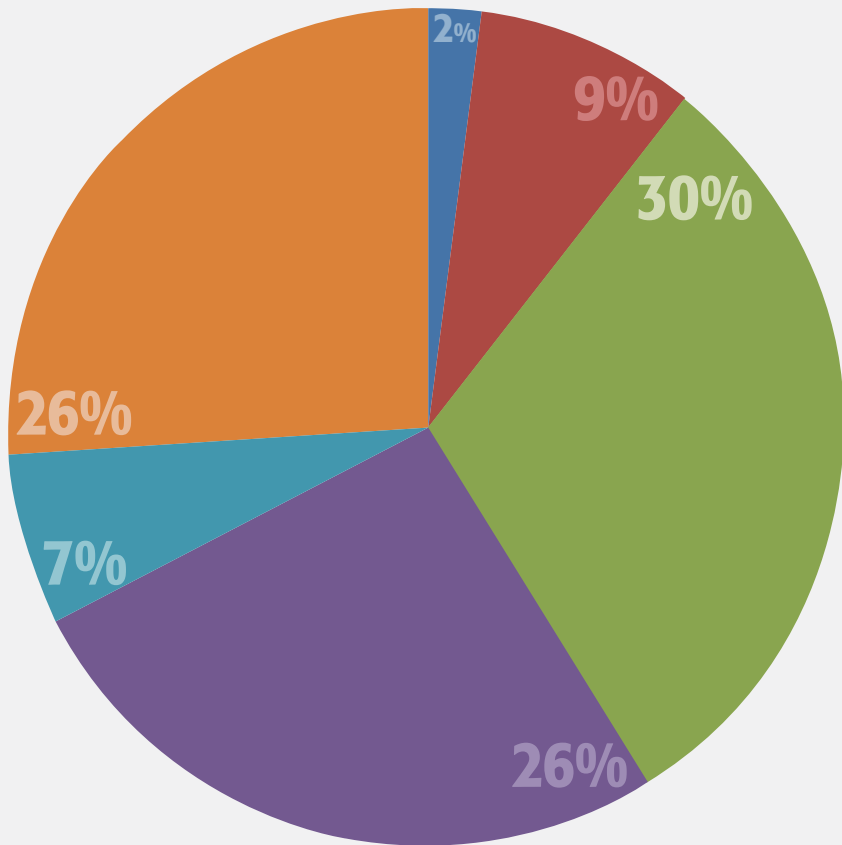
**SHOW:** Showcase your products and services to the largest gathering of community college education experts and eager buyers of tools, products, and services to grow entrepreneurship programs, and student enterprises.

**TELL:** Come face-to-face with hundreds of entrepreneurship education experts and leading community college professionals collaborating on the most inventive and thought-provoking programs and approaches for their students.

**COMMIT:** When you attend the 11th Annual NACCE Conference you'll dramatically increase your chances of impacting your target audience and influencing their decisions, whether it's presidents, educators, administrators, or entrepreneurs.



# NACCE CONFERENCE ATTENDEE BREAKDOWN BY OCCUPATION



- Student
- Other Organizational Admin/Leader
- Faculty/Professor/Instructor
- Executive Educational Leader (i.e. Presidents, Deans etc.)
- Educational Administrator
- E-Ship Ed Program Leader

*All attendee occupation groups include both academic and non-credit contacts.*

## NACCE CONNECTS

Our QUARTERLY JOURNAL, NEWSLETTER, SOCIAL MEDIA, WEBINARS, PODCASTS and CONFERENCE give you incredible reach with community colleges.



## CONFERENCE SPONSOR BENEFIT LEVELS

**SOLD!**

# TITLE SPONSORSHIP {\$25,000} ★★★★★★

The company sponsoring at the Title Sponsorship level receive the following benefits:

- Exclusive title sponsorship
- Six conference registrations
- One hotel suite courtesy of NACCE
- Logo on all printed conference materials
- Opportunity to welcome the attendees at the kick-off Monday morning general session (10 minutes)
- A 30-minute Product Education session to present to conference attendees
- Back cover (full color) of the Program Guide
- 200-word description and logo in printed the Program Guide
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo at conference at the top of any tier
- Approved insert in conference bag (limitations may apply)
- Verbal description by NACCE during conference including company name and maximum 10-word tagline
- Logo, link, and 200-word description on NACCE conference website
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after). Email from your company in week prior to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- One full page color ad (in 4 issues) in NACCE journal: *Community College Entrepreneurship*





## CONFERENCE SPONSOR BENEFIT LEVELS

### PLATINUM LEVEL {\$10,000}

Companies sponsoring at the Platinum Level receive the following benefits:



- Four conference registrations
- One 30-minute Product Educations Session conference break out sessions and one 1-hour long webinar (Dates and other options as available)
- One full page color ad in Program Guide with premium or preferred placement (Subject to ongoing availability).
- 100-word description and logo in printed Program Guide
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved insert in conference bag (limitations may apply)
- Verbal description during conference including company name and maximum 10-word tagline
- Logo, link, and 100-word description on NACCE conference website
- Email from your company in week prior to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- One full page color ad (in 3 issues) in the NACCE journal: *Community College Entrepreneurship*

### DIAMOND LEVEL {\$7,500}

Companies sponsoring at the Diamond Level receive the following benefits:



- Three conference registrations
- A half-page color ad in Program Guide
- 100-word description and logo in printed Program Guide
- Exhibit space with prime placement within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved insert in conference bag (limitations may apply)
- Verbal description during conference including company name and maximum 10-word tagline
- Logo, link, and 100-word description on NACCE conference website
- Email from your company in week prior to all (opt-in) conference attendees on a specific day (chosen by NACCE)
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Full page color ad (in 2 issues) in NACCE journal: *Community College Entrepreneurship*



## CONFERENCE SPONSOR BENEFIT LEVELS

### GOLD LEVEL {\$5,000}

Companies sponsoring at the Gold Level receive the following benefits:



- Two conference registrations
- Quarter-page color ad in Program Guide
- 100-word description and logo in printed Program Guide
- Exhibit space within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved insert in conference bag (limitations may apply)
- Verbal description during conference including company name and maximum 10-word tagline
- Logo, link, and 100-word description on NACCE conference website
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Two half-page color ads (2 issues) in NACCE journal: *Community College Entrepreneurship*

### SILVER LEVEL {\$3,500}

Companies sponsoring at the Silver Level receive the following benefits:



- Two conference registrations
- 100-word description and logo in printed Program Guide
- Exhibit space within NACCE Exhibit Hall
- Display of corporate logo at conference tiered by level
- Approved insert in conference bag (limitations may apply)
- Verbal acknowledgement during conference including company name and maximum 10-word tagline
- Two Sponsor Highlight Emails (including multiple sponsors) to the entire NACCE membership and community. One pre-conference (two weeks before) and one post-conference (two weeks after)
- Half-page color ad in NACCE journal: *Community College Entrepreneurship*



## CONFERENCE EXHIBIT OPPORTUNITIES

### BOOTH-PREMIUM {\$2,500}

As a premium booth sponsor you receive all the benefits of a Single Booth with the additional ability to contact attendees before and after the conference through a targeted email sent out by NACCE on your behalf.

*Details:*

- All features of Booth - Standard above plus:
- Two Sponsor Highlight Emails (multiple sponsors) to the entire NACCE membership and community.
- One pre-conference (two weeks before) and one post-conference (two weeks after).

*The following can either be stand-alone sponsorship or be added to one of the sponsorship packages for the listed price.*

### BOOTH-STANDARD {\$1,900}

As a basic booth sponsor you will be able to showcase your company's products or services in our popular NACCE Conference Exhibit Hall.

*Details:*

- Exhibit space within NACCE Exhibit Hall (6 foot draped table, chair & electrical access)
- One conference pass for representative from your organization
- Discount of 50% off regular conference price for additional staff to attend full conference
- 50-word description and logo in Program Guide

## WHY BECOME A SPONSOR WITH THE NATIONAL ASSOCIATION FOR COMMUNITY COLLEGE ENTREPRENEURSHIP?

"I have attended NACCE for seven years now, in addition, I was joined by two staff people who were first-time attendees. Through this spectrum of experience all of us learned new, replicable and practical information to allow our institution to "begin" the entrepreneurial venture at my new institution. Presenters and speakers alike are so willing to assist with ideas and provide suggestions to neophytes and newcomers."

**Cristobal Valdez**  
President  
Edison Community College OH



## CONFERENCE SPECIAL OFFERINGS

The following can either be stand-alone sponsorship or be added to one of the sponsorship packages for the listed price.

### FOCUS GROUPS {\$7,500}

Get real time feedback on your produce/service issue from the most entrepreneurial educators and administrators in the country.

*We provide:*

- 8 conference attendees based on title group, region or other specifications (limitations may apply)
- 90-Minutes session in one of our VIP conference meeting rooms
- Up to 5 conference registrations (for your company representatives)
- 100-word description and logo in printed Program Guide
- Logo, link, and 100-word description on NACCE conference website
- All focus group specific correspondence branded with your logo

### WELCOME SPONSOR {\$2,000}

- Opportunity to welcome and greet attendees (max. 5 minutes) at morning General Session (on Monday or Tuesday)
- Opportunity to provide a giveaway (i.e. a whitepaper or book)
- Logo displayed as the Welcome sponsor at specific session
- Logo, link, and 100-word description on NACCE conference website

### LANYARDS {\$2,000}

Conference attendees are required to wear name badges to attend all sessions and activities. This is a great opportunity to showcase your company's name and logo. **ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Company's name printed on lanyards and visible to all conference participants
- Logo on signage at registration
- 100-word description and logo in printed Program Guide under Conference Lanyard Sponsor

### PROGRAM GUIDE {\$2,000}

The NACCE Conference Guide is one of the most used items by attendees during the conference. It provides a handy summary of all of the concurrent, general sessions, and activities. **ONLY ONE SPONSORSHIP AVAILABLE.**

*As the exclusive official guide sponsor, your company will receive:*

- A special graphic on the Program Guide cover
- Logo throughout the guide
- Branding as an essential partner to all of the conference's daily activities
- Logo, link, and 100-word description on NACCE conference website



## CONFERENCE SPECIAL OFFERINGS

### COFFEE BREAKS {\$2,000}

Take this opportunity to have your company's image and logo prominently displayed during breaks between conference action. While conference attendees enjoy refreshments and treats; your corporate brand and image will be reinforced. **ONLY TWO SPONSORSHIPS AVAILABLE.**

*Your company will receive:*

- Logo displayed as the Exhibit Hall Break sponsor at all break sessions
- 100-word description and logo in printed Program Guide under Conference Exhibit Hall Break Sponsor
- Logo, link, and 100-word description on NACCE conference website
- Verbal Acknowledgement as sponsor

### BREAKFAST MIXERS {\$2,500}

Conference attendees begin their day by gathering and networking with colleagues, and exhibitors in the morning while enjoying a continental breakfast. Sponsoring this event prior to the general sessions is a great opportunity to gain visibility with attendees. **ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Logo displayed as the Breakfast sponsor at 3 breakfast sessions
- Verbal acknowledgement at two General Sessions (one Monday, one Tuesday)
- Opportunity to welcome and greet attendees (max. 5 minutes) at morning General Session (on Monday)
- Opportunity to provide a giveaway (i.e. a whitepaper or book)
- Logo in Program Guide next to Breakfast Sessions in Agenda
- 100-word description and logo in printed Program Guide under Breakfast Sponsor
- Logo, link, and 100-word description on NACCE conference website

### PRODUCT EDUCATION SESSIONS {\$2,500}

Design and conduct your own breakout session to raise awareness, launch a new campaign or showcase your product or service. **LIMITED AVAILABILITY (4) AND BASED ON NACCE APPROVAL.**

*Your company will receive:*

- A 30-minute Product Education Session (designed & conducted by you) within an exclusive track\*
- 100-word description and logo in session listings (printed program guide)
- Company name and session title in agenda (online & printed program guide)
- Content session & description in product education agenda
- Logo, link, and 100-word description on NACCE conference website
- One conference pass for representative from your organization
- Discount of 50% off regular conference price for additional staff to attend full conference

*\*The Product Education Session's exclusive track does not compete with committee selected sessions.*



## CONFERENCE SPECIAL OFFERINGS

### **SOLD!** TAKE-AWAY BAG {\$3,000}

Your company has a chance to display its logo on one of the most popular items amongst conference attendees. Your image will be visible throughout the conference and most likely travel to attendees' home destination and potentially used throughout the year. **ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Company's name printed on all bags and visible to all conference participants
- Logo on signage at registration
- 100-word description and logo in printed Program Guide under Conference Take-away Bag Sponsor

### "HOW TO DO IT" ROOM {\$3,000}

This has become one of our most popular session groups at the NACCE conference. For two complete days, presidents, administrators, educators, entrepreneurs, and business development thought leaders hold interactive sessions to work through issues facing community colleges. Best practices are shared with colleges that come forth with challenges that they are facing. They talk candidly with our host about what it takes to teach, and support entrepreneurs. Your company has an opportunity to be associated with these powerful discussions that shape entrepreneurial excellence. **ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Logo displayed as the "How To Do It" room sponsor
- Verbal description by NACCE during conference including company name and maximum 10-word tagline
- Logo in Program Guide next to "How to Do It" mentions in Agenda
- 100-word description and logo in printed Program Guide under "How to Do It" Sponsor
- A representative from your organization will be featured in one of the final "How To Do It" Room interviews of the week
- Logo, link, and 100-word description on NACCE conference website

### LUNCHEON SPONSOR {\$3,500}

Become a sponsor of the NACCE conference luncheon and have a captive audience. **ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Logo displayed as the Lunch sponsor at 2 lunch sessions
- Verbal acknowledgement at two General Sessions (one Monday, one Tuesday)
- Opportunity to welcome and greet attendees (max 5 min) at Lunch General Session (Monday or Tuesday)
- Opportunity to provide a giveaway (i.e. a whitepaper or book)
- Logo in Program Guide next to Lunch Sessions in Agenda
- 100-word description and logo in printed Program Guide under Lunch Sponsor
- Logo, link, and 100-word description on NACCE conference website





**SOLD!** **WELCOME RECEPTION {\$1,000}**

This event kicks off the NACCE conference and is attended by NACCE presidents and senior staff at member colleges. During this event the annual work of NACCE presidents, community college thought leaders, and our distinguished and influential membership is typically acknowledged by NACCE leadership. Sponsorship of this reception provides unique, high-level positioning at the NACCE conference. **THIS IS AN EXCLUSIVE SPONSORSHIP.**

*Your company will receive:*

- Company logo displayed during reception
- Verbal acknowledgement of your sponsorship
- Opportunity for a corporate representative to welcome attendees
- 100-word description and logo in printed Program Guide under Welcome Reception Sponsor
- Logo in Program Guide next to Welcome Reception mention in Agenda
- Logo, link, and 100-word description on NACCE conference website

**SPEAKER SPONSOR {\$5,000}**

NACCE conferences have had the privilege of inviting renowned professional public speakers to kick off our conference. Dynamic and accomplished keynote speakers set the tone for the event, motivate action among our membership, and bring powerful ideas to NACCE attendees. These speakers also bring an air of trust, integrity, and celebrity to our event. **THIS IS AN EXCLUSIVE SPONSORSHIP PER SPEAKER.**

*Your company will receive:*

- An opportunity to participate in the selection of one of our keynote speakers
- Company logo displayed during speakers session
- Verbal acknowledgement of your sponsorship
- Opportunity for a corporate representative to introduce the speaker
- 100-word description and logo in printed Program Guide under Speaker Sponsor
- Logo in Program Guide next to Speaker mention in Agenda
- Logo, link, and 100-word description on NACCE conference website



## CONFERENCE SPECIAL OFFERINGS

### **SOLD!** AWARD SPONSOR {\$8,000}

Your company can help us celebrate the outstanding work and accomplishments of our honorees by sponsoring the awards we present to our distinguished achievers during the NACCE Conference.

**ONLY ONE SPONSORSHIP AVAILABLE.**

*Your company will receive:*

- Verbal description as the award sponsor at 5 general sessions
- Any Award mentions to include sponsoring company's name or logo (in Program Guide, Brochure, online, emails, social media etc...)
- 100-word description and logo in printed Program Guide under Award Sponsor
- Logo, link, and 100-word description on NACCE conference website

*NACCE is always open to discussing the possibilities of customization of Conference Sponsorships. Please contact us to discuss.*

## ACCESS TO A NICHE MARKET

"It's addicting! There is so much support and resources to teach entrepreneurship across the country. This annual conference brings the best of the best to the fore-front and provides me the opportunity to learn and implement best practices."

Marcus Carr  
Central Texas College TX  
Director, Business Resource Center