



NACA[®]
LIVE

FEBRUARY 13 -16, 2026 | COLUMBUS, OH
SPONSORSHIP PROSPECTUS



NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

CREATING COLLEGE COMMUNITIES WHERE EVERYONE BELONGS

The National Association for Campus Activities (NACA) is the premier association for performers, entertainers, and companies wanting to reach the collegiate market. Since 1960, we've served as the central hub for campus professionals, student leaders, entertainers, agents, vendors, and other entities involved in the planning and execution of campus events and activities, and our members have access to one of the largest campus experience networks to use for lead generation.

We serve 600+ colleges and universities (school members) as well as companies and individuals whose products/services are geared towards the college market (associate and affiliate members).



The logo consists of the words "NACA" and "LIVE" in a white, bold, sans-serif font. "NACA" is on the top line and "LIVE" is on the bottom line. A registered trademark symbol (®) is located to the upper right of the "A" in "NACA". The text is centered within a large, vibrant red circle that has a hand-drawn, brushstroke-like border. The background of the entire image is a photograph of a busy trade show floor with various booths, people, and colorful displays.

NACA[®] LIVE

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This isn't just a conference, it's NACA Live!

Join hundreds of schools, artists, agencies, and businesses as we come together to showcase the best in Campus Activities. NACA is the place for you to connect with talent buyers, programmers, and decision makers from campuses across the nation, providing the optimal opportunity for you to increase visibility and promote your brand, programs, acts, or services.

WHO WILL I CONNECT WITH AT NACA LIVE?

Last year, over **250** campuses and more than **1,400** campus delegates attended NACA Live.

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA LIVE 2025

Campus/Student Activities, Community Service, Counseling Services, Diversity & Inclusion Programs, Family/Parent Programs, LGBTQ+ Programs, Graduate Student Services, Greek Life, Health & Wellness Programs, Housing & Residence Life, International Student Services, Leadership Education & Programs, Multicultural Student Affairs, Orientation/First Year Experience, Sports & Campus Recreation, Student Conduct, Student Financial Services, Student Government, Student Organizations, Student Programming, Student Union Operations, Study Abroad Programs, Title IX Programs, Veteran Services.

STATES REPRESENTED AT NACA LIVE 2025

Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, Wyoming. International: Canada

SCHOOL ATTENDEE ROLES AT NACA LIVE

Typically:

70% - 80% students

20% - 30% professional staff



NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

☞ WHAT ARE ATTENDEES BUYING?

- Attractions
- Education
- Entertainment
- Excursions
- In-Person Interactive Programs
- Live Variety
- Make & Takes
- Novelty
- Promotional Items/Products
- Technology Services
- Turnkey Programming
- ... and more!



WHY SPONSOR NACA LIVE?

✓ STAND OUT & GET NOTICED

Increase awareness of your product, service, act, or program. NACA will market you as a sponsor in the run up to, during, and post- event.

✓ REACH NEW AUDIENCES

NACA attracts new and returning members each year. Capture their attention by getting your brand front and center with NACA sponsorship.

✓ REENGAGE WITH AN EXISTING AUDIENCE

Strengthen your connections and drive renewed interest in your offerings.

✓ SUPPORT NACA'S MISSION

Our sponsors help make NACA events possible. Position yourself as an industry leader while helping us to further our mission to create college communities where everyone belongs.





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2026 SPONSORSHIP PACKAGES

Premier Sponsorships (# Available)	\$	Marketing Package	Booth(s)	Full Registration	Day Pass	Banner Ad	Program Ad	Commer- cial	Early Access List	Spotlight Feature	NACA 24/7 Ad
Gold (1)	\$11,000	✓	✓	2	-	✓	✓	✓	✓	✓	✓
Silver (5)	\$5,500	✓	✓	2	-	✓	✓	✓	✓	✓	-
Bronze (5)	\$3,750	✓	✓	2	-	✓	✓	✓	✓	-	-
Activation Sponsorships - Marketplace Welcome Lounge											
Activation Space: 20' x 20' (6)	\$7,000	✓	✓	1	6	-	-	-	-	-	-
Activation Space: 10' x 20' (8)	\$5,000	✓	✓	1	6	-	-	-	-	-	-
Event & Program Sponsorships											
Game Show Night (4)	\$2,000	✓	-	-	2	-	-	-	-	-	-
Welcome Reception (8)	\$2,000	✓	-	-	2	-	-	-	-	-	-
Morning Reception (1)	\$2,500	✓	-	-	-	-	✓	-	-	-	-
Evening Reception (1)	\$2,500	✓	-	-	-	-	✓	-	-	-	-
Educational Sponsorships											
Tech Demo: Two Sessions (2)	\$3,150	✓	✓	1	-	-	✓	-	-	-	-
Featured Workshop: Two sessions (4)	\$3,150	✓	✓	1	-	-	✓	-	-	-	-
Branding & Swag Sponsorships											
Lanyard (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-
Attendee Bag (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-
Volunteer T-Shirt (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-
Snack Break (2)	\$1,000	✓	-	-	-	-	✓	-	-	-	-

PREMIER SPONSORSHIPS

Gold One Available	Silver Five Available	Bronze Five Available
\$11,000	\$5,500	\$3,750
Marketing Package	Marketing Package	Marketing Package
40' x 20' All-Day Booth	10' x 10' Exhibit Booth	10' x 10' Exhibit Booth
Two Full Conference Registrations	Two Full Conference Registrations	Two Full Conference Registrations
Three-Day Banner Ad	Three-Day Banner Ad	Three-Day Banner Ad
Full Page Program Ad	Half Page Program Ad	Quarter Page Program Ad
Two 60-Second Pre-Showcase Commercials	One 45-Second Pre-Showcase Commercial	One 30-Second Pre-Showcase Commercial
Early Access Delegate List	Early Access Delegate List	Early Access Delegate List
Spotlight E-Newsletter Feature	Spotlight E-Newsletter Feature	-
Two-Week NACA 24/7 Ad	-	-
VIP Showcase Lounge	-	-
Event App Push Notification	-	-



ACTIVATION SPONSORSHIPS

Large Activation Six Available	Activation Eight Available
\$7,000	\$5,000
Marketing Package	Marketing Package
20' x 20' All-Day Booth in the Marketplace Welcome Lounge Showcase up to four activations per day (e.g. make & takes, 360 photo booth, tarot, interactive games...)	20' x 10' All-Day Booth in the Marketplace Welcome Lounge Showcase up to two activations per day (e.g. make & takes, 360 photo booth, tarot, interactive games...)
One Full Conference Registration	One Full Conference Registration
Two Day Passes Per Day	Two Day Passes Per Day



EVENT & PROGRAM SPONSORSHIPS

Game Show Night Four Available	Welcome Reception Ten Available	Morning Reception One Available	Evening Reception One Available
\$2,000	\$2,000	\$2,500	\$2,500
Two-Hour Programming Space for Sunday Game Show Night: Four 30-Minute Rounds to Showcase Your Game(s)	10' x 20' Two-Hour Programming Space at Friday Welcome Reception	Host a Reception for Your Chosen Demographic (e.g. New Professional Staff, HBCUs, etc.) NACA Provides Location & Signage Plus Food & Beverages for 50 Guests	Host a Reception for Your Chosen Demographic (e.g. New Professional Staff, HBCUs, etc.) NACA Provides Location & Signage Plus Food & Beverages for 50 Guests
Marketing Package	Marketing Package	Marketing Package	Marketing Package
Two Day Passes	Two Day Passes	Half Page Program Ad	Half Page Program Ad



EDUCATIONAL SPONSORSHIPS

Tech Demos Two Available	Featured Workshops Four Available
\$3,150	\$3,150
Present Two 50-Minute Tech Demonstrations	Present Two 50-Minute Workshops
Marketing Package	Marketing Package
10' x 10' Exhibit Booth	10' x 10' Exhibit Booth
One Full Conference Registration	One Full Conference Registration
Quarter Page Program Ad	Quarter Page Program Ad



BRANDING & SWAG SPONSORSHIPS

Lanyard One Available	Attendee Bag One Available	Volunteer T-Shirt One Available	Snack Break Two Available
\$2,250 + Lanyards	\$2,250 + Attendee Bags	\$2,250 + T-Shirts	\$1,000
Feature Your Brand on Conference Lanyards	Feature Your Brand on Attendee Bags	Feature Your Brand on Volunteer T-Shirts	Your Logo on Snack Location Signage
Marketing Package	Marketing Package	Marketing Package	Marketing Package
Two Day Passes	Two Day Passes	Half Page Program Ad	Half Page Program Ad



MARKETING & ADVERTISING

MARKETING PACKAGE: SPONSORS

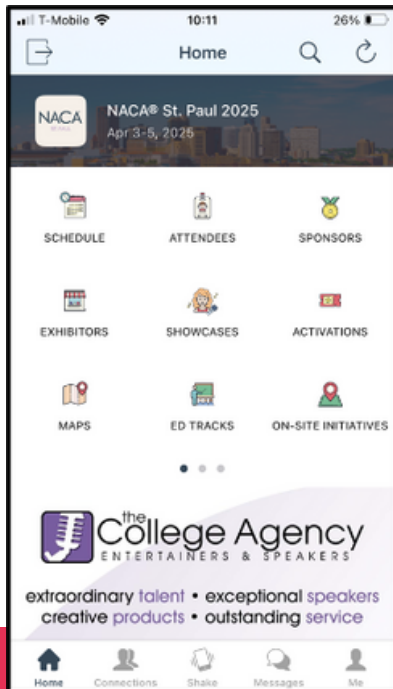
All sponsors receive recognition on:

- The NACA website Event app
- Printed program
- Signage
- Slides
- Social media
- ... Plus verbal acknowledgement at the event

SOCIAL SURGE

Maximize your reach and drive traffic to your booth through NACA's social media! Share your message across NACA's Facebook, Instagram, and LinkedIn, posted at 9:00AM Sunday to capture peak attention.

\$1,000 (one available)



EVENT APP ADVERTISING

Get the word out: share your 200-character message with NACA Live attendees directly to their phones via push notification in the event app.

Saturday Marketplace: \$350 (one available)

Sunday Marketplace \$300 (one available)



A vibrant photograph of a stage event. The background is a large, draped curtain with warm orange and yellow lighting on the left and green lighting on the right. A large, bright circular light fixture hangs from the ceiling. On the stage, several people are visible, including a man in a black shirt and a woman in a blue shirt. In the foreground, a large crowd of people is seen from behind, many holding up their phones to capture the event. A large, red, circular graphic with a brushstroke-like border is overlaid in the center of the image, containing the text "NACA LIVE".

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Questions?

Please reach out to Toire Vince, Director of Experiences & Events
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