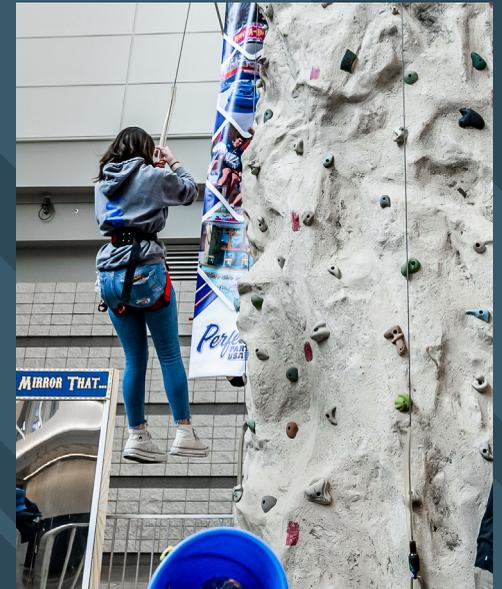




# 2025 NACA® Live Sponsorship Prospectus

Feb. 14-17, 2025 in Philadelphia, PA  
Pennsylvania Convention Center



Last year, we had over **270** campuses, and **1,400+** campus delegates attend NACA Live in Pittsburgh, PA in 2024!

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NACA is the premier association for campus activities and student engagement in higher education. Founded in 1960, the National Association for Campus Activities (NACA) is a non-profit organization that empowers members to amplify the campus experience through inclusive learning, meaningful connections, and engaging entertainment that transforms college communities. NACA serves 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. The Association provides educational workshops and conferences, offers a range of professional development resources, networking opportunities, and maintains a database of vendors and performers.



## About NACA® Live

NACA Live, the reimagined national convention experience, is coming to Philadelphia on Feb. 14-17, 2025. Join hundreds of schools, artists, agencies, and businesses as we come together to showcase the best in Campus Activities. At NACA Live you will discover inclusive learning opportunities, build meaningful connections, expand your network, and participate in engaging entertainment that transforms college communities.

# 2024 NACA® Live Conference Data

To provide some insight into who attended our NACA Live last year, we have prepared the following data as it relates to the event. You can see the number of campuses, number of campus delegates, the departments/offices, the states/countries where campuses came from, and the breakdown of who the attendees are that attended the event.

## **NACA Live – National Conference**

- Number of Campuses: 276
- Number of Campus Delegates: 1480

## **States Represented at Event**

- All of the states except Alaska, Montana, Nevada, New Hampshire, and South Dakota were represented at the event.

## **Non-US Countries Represented at Event:**

- Italy

## **Breakdown by Titles/Position of Attendees**

- Graduate Student: 3%
- Professional Staff: 28%
- Undergraduate Student: 69%

## **Breakdown by Departments/ Offices of Attendees**

- Student Activities, Campus Life, Leadership, Clubs & Organizations, New Student Programming, Family Programs, Housing & Residence Life, Major Events, Orientation, Student Union, Graduate & International Student Life, Traditions Programming, Alumni & Parent Programming, Special Events, Student Government, Social & Service Initiatives, Dean of Students, Business College, Diversity, Multicultural Services, Marketing, Inclusive Outreach, Fraternity & Sorority Life, First-Year Experience

## **What Are Attendees Buying?**

Attractions/  
Amusements

Education

Entertainment

In-Person Interactive  
Programs

Live Variety

Make & Takes

Novelty

Promotional  
Items/Products

Technology Services

Turnkey Programming/  
Services

...and So Much More!

# Why Sponsor a NACA Event?

## You can

- Increase awareness around a new product, service, act, or artist
- Reach out to a new target audience
- Increase brand awareness with an existing audience
- Build relationships and engage with a relevant community
- Reposition a brand that has become stagnant
- Create a tangible experience unique to a NACA in-person conference that benefits both you and the delegates

# Sponsorship Details

For 2025 NACA® Live, we are thrilled to be offering a wide variety of sponsorship opportunities. If you wish to connect with a NACA staff member about sponsorship, please contact Toire Vince, Experience & Events Director, at 803-217-3480 or email at [toirev@naca.org](mailto:toirev@naca.org).

## SPONSORED SHOWCASE – PLATINUM PARTNER

### *One per Day Available*

**Sunday: \$16,500 • Monday: \$15,500**

- Four (4) Exhibit Booths (with priority placement)  
*Purchase Deadline to Ensure Priority Booth Placement:  
12 Weeks Out from Event*
- Two (2) Delegate Registrations
- One (1) 60-second commercial, played prior to a showcase
- Full Page Color ad in the NACA® Live Program
- Banner Ad\* on NACA mobile app (3 days)
- Two (2) weeks advertising on NACA 24/7 landing page
- Early Access To Conference Delegate List
- Sponsor Logo displayed on Conference Website Portal and Signage
- Other Sponsor Recognition: Event slides, event program, verbal acknowledgements during stage announcements, social media shout out, NACA® Spotlight.
- One (1) NACA Events App – Push Notification Prior to the Start of your Showcase
- Exclusive VIP Lounge during your Sponsored Night Out that can be used to host campus partners and artists. Premium lounge furniture, and complimentary refreshments will be provided for the space, with the ability to add more by the sponsor if needed. The seating will be for up to 6 people.
- Designated Platinum Promenade area during all conference hours for business development and engagement purposes. Premium lounge furniture will be provided for the space, with the ability to add more by the sponsor if needed.



## GOLD LEVEL PARTNER

*One available per event*

Pricing: \$11,000

- Four (4) Exhibit Booths with Priority Placement in the Exhibit Hall and 20' x 30' promenade space.
- Purchase Deadline to Ensure Priority Booth Placement: 12 Weeks Out
- Two (2) Delegate Registrations
- One (1) 60-second commercial, played prior to a showcase
- Full Page Color ad in the NACA® Live Program
- Banner Ad\* on NACA mobile app (3 days)
- Two (2) weeks advertising on NACA 24/7 landing page
- Early Access To Conference Delegate List
- Sponsor Logo displayed on: Conference Website Portal & Signage and branding of the sponsored area Other Sponsor Recognition: Event slides, event program, verbal acknowledgements during stage announcements, social media shout out, NACA® Spotlight.
- One (1) NACA Events App - Push Notification with Time TBD
- The Sponsor will have an Exclusive VIP Lounge during the showcase periods that can be used to host campus partners and artists. Premium lounge furniture, and complementary refreshments will be provided for the space, with the ability to add more by the sponsor if needed.

## SILVER LEVEL PARTNER

*Five available per event*

Pricing: \$5,500

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- One (1) 45-second commercial, played prior to a showcase
- Early Access To Conference Delegate List
- Half Page Color ad in the NACA® Live Program
- Banner Ad\* on NACA mobile app (2 days)
- Sponsor Logo displayed on Conference Website Portal
- Other Sponsor Recognition: Event slides & verbal acknowledgements during stage announcements

## BRONZE LEVEL PARTNER

*Five available per event*

Pricing: \$3,750

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- One 30-second commercial, played prior to a showcase
- Early Access To Conference Delegate List
- Quarter-Page Color ad in the NACA® Live Program
- Banner Ad\* on NACA mobile app (1 days)
- Other Sponsor Recognition: Event slides & verbal acknowledgements during stage announcements



## TECHNOLOGY DEMONSTRATIONS

Pricing: \$3,150

### Two available per event

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Recognition on the Sponsorship Listing Page
- One (1) Quarter-page B/W or Color Ad
- Two (2) 50 minute-demonstrations on Sunday or Monday during Education Block 3 & 4
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal



## CONFERENCE LANYARD

Pricing: \$2,250

### One available per event

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Opportunity to Provide Branded Lanyard for All Conference Attendees
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

## WELCOME RECEPTION SPONSOR

Pricing: \$2,000

### Ten available per event (site dependent)

- Up to Two (2) Day Passes for Friday only
- (1) 20' x 20' Programming Space for 1 activation at the Welcome Reception from 7-9pm on Friday.
- Examples Include: Silent Disco, Photo Booth/ Photo Activation, Make & Takes, Swag Giveaways, Balloon Art, Caricatures, Face Painting, Small Carnival Games, Miniature Golf, Small Lawn Games, Portable Arcade Games, Novelty Interactives, 360 Camera
- Note that activations should be easy to move and will not include audio/visual or amplification options
- Up To Four (4) Tables, Up To Eight (8) Chairs, One (1) Standard 110v Power Outlet
- Logo/Signage Outside of Demonstration Space
- Recognition in the NACA Events App
- Logo on the Conference web portal

## PROGRAMMING ACTIVATION SPACE SPONSOR

Pricing: \$4,500

### Two available per event

- One (1) Exhibit Booth
- One (1) Delegate Registration and Up To Two (2) Day Passes (per day)
- Two Days of Programming (No Amplification) in the 10 x 10 Foot Space (2 Activations Per Day, but only 1 can occur at any time).
- Examples: Make & Takes, Novelty Interactives, 360 Camera, Arcade Games, V/R, Food Artists, Speed Painting/Drawing, Palm Reading, Game Shows, Massages, Tarot Cards, Aura Readers, Balloon Artists, Temporary Tattoos, etc.
- Can also be used as an all-day booth space for those looking for more time to market outside of the Marketplace
- Up To (2) Two Tables, Up To Eight (8) Chairs, One (1) Standard 110v Power Outlet
- Logo/Signage Outside of Demonstration Space
- Recognition in the NACA Events App
- Logo on the Conference web portal



## FEATURED WORKSHOP FOR STUDENTS

Pricing: \$3,150

### 4 Available

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Thank You In The Program Guide
- One (1) Quarter-page B&W or Color Ad
- Two (2) 50-Minute Featured Workshop Sessions (Back-to-Back) on Saturday during Education Block 1 & 2

## MORNING RECEPTION SPONSOR

Pricing: \$2,500

***This is an opportunity for a sponsor to host a morning reception for a specific demographic. Examples of potential receptions: New Professional Staff Reception, HBCU/HSI's, Major Concert Chairs, etc.***

NACA will provide the reception location and food/beverage for up to 50 people.

Signage at Reception Location

One (1) Half-Page Ad in the Printed Program Guide

Listing in Sponsor Thank You Section of the Program Guide

Sponsor Designation in the NACA Events App

Logo on the Conference web portal

## CONFERENCE SNACK BREAKS SPONSOR

Pricing: \$2,500

***Opportunities Include: Infused Water Station, Marketplace Snack Break, Welcome Reception, Morning Coffee Breaks***

- Signage at Snack Location
- One (1) Half-Page Ad in the Printed Program Guide
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal



## VOLUNTEER T-SHIRT

Pricing \$3,150 +30 Shirts

### *One available per event*

- One (1) Exhibit Booth
- One (1) Delegate Registration
- Opportunity to Provide T-Shirt for All Volunteers to Wear Day 1 of the Conference
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal



## CONFERENCE ATTENDEE BAG

Pricing \$3,150  
+1,500 Bags

### *One available per event*

- One (1) Exhibit Booth
- Two (1) Delegate Registration
- Opportunity to Provide a Bag to All Campus Delegates at the Conference
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Logo on the Conference web portal

## CONFERENCE SCAVENGER HUNT

Pricing: \$4,000

### *One available per event*

- One (1) Exhibit Booth
- Two (2) Delegate Registrations
- Two (2) Chairs & One Table Near Registration Desk for Distribution of Scavenger Hunt Information for Friday of the event
- One (1) Quarter-Page Ad in the Printed Program Guide
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Opportunity to Provide a Conference Scavenger Hunt to All Campus Delegates at the Conference
- Prize for completion or winning
- Logo on the Conference web portal

## CONFERENCE PHOTO OP BREAKS SPONSOR

Pricing; \$2,500

### *One available per event*

- Signage at Photo Op Location
- One (1) Half-Page Ad in the Printed Program Guide
- Listing in Sponsor Thank You Section of the Program Guide
- Sponsor Designation in the NACA Events App
- Opportunity to Provide Items to Create a Photo Op Experience at the Conference in a 10x10 Space
- Examples can include Light Up Letters, Backgrounds
- Logo on the Conference web portal



# CONFERENCE-EXCLUSIVE ADVERTISING

## NACA EVENTS APP – PUSH NOTIFICATION

This is an opportunity for you share a 200-character message with all the conference attendees via Push Notification directly to attendee phones.

- Saturday Marketplace within the first 30 minutes of Opening  
One available per event – \$350
- Sunday Marketplace within the first 30 minutes of Opening  
One available per event – \$300

## SOCIAL SURGE

Our social media channels are ideal to send a business building message or announce the launch of a new product or service. Your concentrated message will generate interest, drive traffic to your booth, and build brand awareness. Choose one or more social media channels on which to deliver your message:

We will post a message via our Facebook, Instagram, & LinkedIn on the same day and time during one of the event.

- \$1,500 • One available per event & Will Be Posted 9 AM on Sunday Morning of the Event



# Custom Sponsorships



## DESIGN YOUR OWN SPONSORSHIP

Looking for something a little different to meet your specific needs at an upcoming in-person conference?

We here at NACA are happy to connect with you about creating a custom sponsorship to ensure you maximize your presence at one of our events. Please contact **Toire Vince**, Experience & Events Director at **803-217-3480** or **toirev@naca.org**.