



NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

2026-27 CONFERENCES: SPONSORSHIP PROSPECTUS

NACA Winston-Salem (NC) | Oct. 8-10, 2026 NACA Hartford (CT) | Nov. 5-7, 2026 NACA Santa Clara (CA) | Nov. 12-14, 2026 NACA St Paul (MN) | Apr. 8-10, 2027



CREATING COLLEGE COMMUNITIES WHERE EVERYONE BELONGS

About NACA

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.

Our Members

We serve 560+ colleges and universities (school members) as well as companies and individuals whose products/services are geared towards the college market (associate and affiliate members).



ABOUT NACA CONFERENCES

NACA conferences bring together the campus activities community for three days of educational sessions, networking, live entertainment showcases, and – the hub of it all – our Campus Activities Marketplace (aka the exhibit hall).



2026-2027 CONFERENCE DATES & LOCATIONS

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.



NACA[®]
WINSTON-SALEM

Oct. 8-10, 2026



NACA[®]
HARTFORD

Nov. 5-7, 2026



NACA[®]
SANTA CLARA

Nov. 12-14, 2026



NACA[®]
ST. PAUL

Apr. 8-10, 2027

WHO WILL YOU CONNECT WITH AT NACA?

Last year, **260** campuses and **1,191** campus delegates attended our in-person conferences
(These numbers do not include attendees for NACA Live)

NACA Hartford (CT)

October 2025

Number of Campuses: 67

Campus Delegates: 376

States Represented: Colorado, Connecticut, Florida, Maine, Maryland, Massachusetts, Michigan, Missouri, New Hampshire, New York, Pennsylvania, Rhode Island, Vermont

NACA Riverside (CA)

November 2025

Number of Campuses: 54

Campus Delegates: 215

States Represented: Alaska, Arizona, California, Colorado, Florida, Indiana, Kansas, Missouri, Montana, New Mexico, Nevada, North Dakota, Oregon, Rhode Island, Texas, Utah, Virginia, Washington.

NACA Savannah (GA)

October 2025

Number of Campuses: 55

Campus Delegates: 240

States Represented: Alabama, Florida, Georgia, Iowa, Illinois, Missouri, North Carolina, New York, Oklahoma, Pennsylvania, South Carolina, Tennessee, Virginia

NACA Milwaukee (WI)

April 2026

Number of Campuses: 84

Campus Delegates: 360

States Represented: California, Colorado, Florida, Georgia, Iowa, Illinois, Indiana, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Montana, North Dakota, Nebraska, New Hampshire, New York, Ohio, Pennsylvania, South Dakota, Tennessee, Texas, Wisconsin.

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA IN 2025-26

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

SCHOOL ATTENDEE ROLES

Typically:

70% - 80% students

20% - 30% professional staff

The level of authority students have to make booking decisions varies by campus. In some cases, students make the decision; in others, students make recommendations to their advisors.

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 A NACA CONFERENCE?

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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**SPONSORSHIP
PACKAGES**

2026-27

IMMERSIVE EXPERIENCE SPONSOR

Two Available Per Conference

Make a lasting impression – provide the fun that kicks off / wraps up the day's programming! This 60-minute timeslot is THE student social event of the day and yours to program – the ideal opportunity to promote your interactive or participatory offerings.

Ideal for: Members with interactive programming to promote. E.g., Silent disco, laser tag, gameshow, inflatables, foam party, scavenger hunt, drag bingo... or any other fun activity that students can participate in.



Sponsorship Package Includes:

- 60-Minute Programming Space
- Two Exhibit Booths with Priority Placement*
- Two Full Conference Registrations
- 30-Second Shoutout or Commercial
- Three-Week Ad on the NACA 24/7 Landing Page
- Full Page Program Ad
- Early Access to the Delegate List
- Logo & 50-Word Blurb in NACA Spotlight E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

*Deadline to ensure priority placement is 12 weeks from the event start date.

- Winston-Salem: \$3,250
- Hartford: \$3,500
- Santa Clara: \$3,000
- St. Paul: \$3,500

PLATINUM SPONSOR

One Available Per Conference

Get maximum visibility and premium marketing opportunities as NACA's exclusive Platinum partner. Ideal for: Any member looking for maximum visibility and marketing.

Sponsorship Package Includes:

- 10' x 20' Platinum Promenade Space Near Registration Desk with Colored Drape (not available at NACA Santa Clara); Four Tables, Ten chairs, & One Standard 110v Power Outlet
- VIP Seating for Showcases
- Two Exhibit Booths with Priority Placement*
- Two Full Conference Registrations
- 30-Second Shoutout or Commercial
- Three-Week Ad on the NACA 24/7 Landing Page
- Full Page Program Ad
- Early Access to the Delegate List
- Logo & Leaderboard Ad in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

*Deadline to ensure priority placement is 12 weeks from the event start date.

- **Winston-Salem: \$5,750**
- **Hartford: \$6,250**
- **Santa Clara: \$5,000**
- **St. Paul: \$6,250**



GOLD SPONSOR

Three Available Per Conference

Go for Gold!

Ideal for: Any member wanting to increase their visibility in the college market.

- **Winston-Salem: \$3,750**
- **Hartford: \$4,000**
- **Santa Clara: \$3,250**
- **St. Paul: \$4,000**

SILVER SPONSOR

Five Available Per Conference

Go for Silver!

Ideal for: Any member wanting to increase their visibility in the college market.

- **Winston-Salem: \$2,750**
- **Hartford: \$3,000**
- **Santa Clara: \$2,250**
- **St Paul: \$3,000**

Sponsorship Package Includes:

- Two Exhibit Booths with Priority Placement*
- Two Full Conference Registrations
- 30-Second Shoutout
- Two-Week Ad on the NACA 24/7 Landing Page
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

*Deadline to ensure priority placement is 12 weeks from the event start date.

Sponsorship Package Includes:

- One Exhibit Booth
- One Full Conference Registration
- One-Week Ad on the NACA 24/7 Landing Page
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

BRONZE SPONSOR

Five Available Per Conference

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Go for Bronze!

Ideal for: Any member wanting to increase their visibility in the college market.

Sponsorship Package Includes:

- One Exhibit Booth
- One Full Conference Registration
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

- **Winston-Salem: \$1,750**
- **Hartford: \$2,000**
- **Santa Clara: \$1,250**
- **St Paul: \$2,000**



ACTIVATION SPONSOR

Available Per Conference: Varies by Site



As our Activation partner, you'll have a dedicated all-day space in a high-traffic area to showcase your interactive or novelty programs/attractions, engaging attendees over all three days of the conference.

Ideal for: Members wanting to promote their interactive programming. Examples: Make & takes, 360 photo booth, tarot, interactive games, scavenger hunt... the possibilities are endless!

Sponsorship Package Includes:

- 10' x 10' Activation Space (two activation slots per day; can also function as an all-day booth space outside of marketplace hours)
- One Exhibit Booth
- One Full Conference Registration
- Two Day Passes Per Day
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.



- Winston-Salem: \$3,000
- Hartford: \$3,250
- Santa Clara: \$2,000
- St Paul: \$3,250

FEATURED SESSION/TECH DEMO SPONSOR

Three Available Per Conference



Showcase your knowledge and expertise as a Featured Session partner. Featured sessions are 1-hour long during Blocks 1 & 2 on Friday. Speakers are highly encouraged to present a 45-minute session and use the last 15-minutes for Q&A or as a sales opportunity. Marketing materials can be placed outside the door and inside the room as need. These sessions provide the opportunity to present on any topic that is relevant to the NACA community and can include technology demonstrations. It is at the speakers discretion whether they want to present the same session twice or if they would rather present two different sessions.

Ideal for: Speakers and subject-matter experts.



Sponsorship Package Includes:

- Two 60-Minute Sessions (Education Blocks 1 & 2)
- One Full Conference Registration
- Listing and blurb on NACA website
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

There is a submission process for featured sessions. Visit naca.org/sponsorships for full details, or email toirev@naca.org. The submission form can be found [here](#).

- Winston-Salem: \$1,300
- Hartford: \$1,400
- Santa Clara: \$1,200
- St Paul: \$1,400

SOUND BITES SHOWCASE SPONSOR

Four Available Per Conference

The Sound Bites Showcase is designed for acts to perform in a low tech, intimate environment off the main stage. Artists will have two 15-minute performance sessions scheduled in two blocks on Friday morning. Ideal for musicians, comedians, magicians, illusionists, etc.

- **Winston-Salem: \$650**
- **Hartford: \$700**
- **Santa Clara: \$600**
- **St Paul: \$700**

Sponsorship Package Includes:

- Two 15-minute performance blocks
- Two Day Passes
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

WELLNESS SESSION SPONSOR

Two Available Per Conference

Showcase your wellness program in a 30-minute program on Friday or Saturday morning. Wellness sessions can include physical or mental programs including, yoga, mindfulness, meditation, sound baths, zumba, etc.

- **Winston-Salem: \$650**
- **Hartford: \$700**
- **Santa Clara: \$600**
- **St Paul: \$700**

Sponsorship Package Includes:

- One 30-minute session
- Two Day Passes
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

SWAG SPONSORSHIPS

Our swag sponsorship options are ideal for promotional companies – or any member wanting to increase their visibility in the college market.

GIVEAWAY SPONSOR

Three Available Per Conference

Your logo, everywhere! Achieve elevated visibility for your brand as NACA attendees do your advertising for you! Table provided for distribution of giveaway.

T-SHIRT SPONSOR

One Available Per Conference

Dress the NACA volunteers! Your logo on NACA's volunteer t-shirts for marketplace kickoff day.

LANYARD SPONSOR

One Available Per Conference

As NACA's lanyard sponsor, your logo will be in hundreds of places at once – wherever our attendees go!

ATTENDEE BAG SPONSOR

One Available Per Conference

Practical and visible, the attendee bag will get your brand front and center at NACA – and beyond!



All Swag Sponsorship Packages Include:

- One Exhibit Booth
- One Full Conference Registration
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement. (Sponsor provides the swag items)

- Winston-Salem: \$1,250
- Hartford: \$1,500
- Santa Clara: \$1,000
- St Paul: \$1,500

SNACK BREAK SPONSOR

Four Available Per Conference

Be NACA's snack hero! Sponsor tasty treats to fuel attendees and keep the energy high while elevating your brand visibility.

Ideal for: Any member wanting to increase their visibility in the college market.

Sponsorship Package Includes:

- Sign/logo at snack location
- Logo in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.



- **Winston-Salem: \$550**
- **Hartford: \$600**
- **Santa Clara: \$500**
- **St Paul: \$600**

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Questions?

Please reach out to Toire Vince, Director of Experience & Events:
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