



NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

2025-26 CONFERENCES: SPONSORSHIP PROSPECTUS

NACA Savannah (GA) | Oct. 2-4, 2025 NACA Hartford (CT) | Oct. 16-18, 2025 NACA Riverside (CA) | Nov. 20-22, 2025 NACA Milwaukee (WI) | Apr. 9-11, 2026





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 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).



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).



2025- 2026 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.



WHO WILL YOU CONNECT WITH AT NACA?

Last year, over **250** campuses and more than **1,400** campus delegates attended our in-person conferences
(These numbers do not include attendees for NACA Live)

NACA Providence (RI)

October 2024

Number of Campuses: 66

Campus Delegates: 416

States Represented: Connecticut, Illinois, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina

NACA Riverside (CA)

November 2024

Number of Campuses: 46

Campus Delegates: 226

States Represented: Alaska, Arkansas, Arizona, California, Colorado, Florida, Kansas, Montana, New Mexico, Nevada, Oregon, Tennessee, Utah, Washington.

International Representation: Egypt.

NACA Lexington (KY)

November 2024

Number of Campuses: 68

Campus Delegates: 349

States Represented: Alabama, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, New York, Ohio, Pennsylvania, South Carolina, Tennessee, Texas, Virginia

NACA St. Paul (MN)

April 2025

Number of Campuses: 75

Campus Delegates: 378

States Represented: Arizona, Georgia, Iowa, Illinois, Kentucky, Michigan, Minnesota, Missouri, North Carolina, North Dakota, Nebraska, New Mexico, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Wisconsin

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA IN 2024-25

Academic Advising, Alumni Relations, Campus Activities, Community Service, Disability Services, 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, Study Abroad Programs, Veteran Services.

SCHOOL ATTENDEE ROLES

Typically:

70% - 80% students

20% - 30% professional staff

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

2025-26

IMMERSIVE EXPERIENCE SPONSOR

Two Available Per Conference

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Make a lasting impression – provide the fun that kicks off / wraps up the day's programming! This 1.5-hour 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... or any other fun activity that students can participate in.



Sponsorship Package Includes:

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

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

Friday PM

- Riverside: \$5,000
- Savannah: \$5,750
- Hartford/Milwaukee: \$6,250

Saturday AM

- Riverside: \$4,500
- Savannah: \$5,250
- Hartford/Milwaukee: \$5,750

PLATINUM SPONSOR

One Available Per Conference

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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 Riverside); 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
- Three-Week Ad on the NACA 24/7 Landing Page
- Full Page Program Ad
- Three-Day Banner Ad in the Conference App
- Early Access to the Delegate List
- Logo & 50-Word Blurb in NACA Spotlight School Member E-Newsletter
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

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

- Riverside: \$5,000
- Savannah: \$5,750
- Hartford/Milwaukee: \$6,250



GOLD SPONSOR

Three Available Per Conference

Go for Gold!

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

- **Riverside: \$3,250**
- **Savannah: \$3,750**
- **Hartford/Milwaukee: \$4,000**

Sponsorship Package Includes:

- Two Exhibit Booths with Priority Placement*
- Two Full Conference Registrations
- 30-Second Shoutout
- Three-Day Banner Ad in the Conference App
- Two-Week Ad on the NACA 24/7 Landing Page
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

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

SILVER SPONSOR

Five Available Per Conference

Go for Silver!

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

- **Riverside: \$2,250**
- **Savannah: \$2,750**
- **Hartford/Milwaukee: \$3,000**

Sponsorship Package Includes:

- One Exhibit Booth
- One Full Conference Registration
- Three-Day Banner Ad in the Conference App
- One-Week Ad on the NACA 24/7 Landing Page
- Marketing Package: Recognition on the NACA website, conference app, 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
- Three-Day Banner Ad in the Conference App
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

- Riverside: \$1,250
- Savannah: \$1,750
- Hartford/Milwaukee: \$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 registration
- Two Day Passes Per Day
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.



- Riverside: \$2,000
- Savannah: \$3,000
- Hartford/Milwaukee: \$3,250

EDUCATION TRACK SPONSOR

Available Per Conference: Seven Tracks with Four Sessions Per Track



Contribute to the professional development of attendees while enhancing your reputation as a thought leader. Sponsorships are available for entire four-session tracks, or for individual sessions. Ideal for: speakers, subject matter experts, and education/workshop providers.

Track themes:

- DEIA
- Leadership
- Marketing
- Programming
- ProgrammWellness
- Fraternity/Sorority Life
- Student Government

Sponsorship Package Includes:

- Listing and blurb on NACA website and conference app
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

Plus:

- One Session: One Full Conference Registration
- Two Sessions: One Full Conference Registration + One Exhibit Booth
- Three Sessions: Two Full Conference Registrations + One Exhibit Booth
- Four Sessions (Full Track): Two Full Conference Registrations + Two Exhibit Booths

There is a submission process for education track sponsorships. Visit naca.org/sponsorships for full details, or email lucyt@naca.org



Per Session:

- Riverside: \$600
- Savannah: \$650
- Hartford/Milwaukee: \$700

TECHNOLOGY DEMO SPONSOR

Available Per Conference: Varies by Site



Let your product speak for itself! As a Technology Demonstration partner, you'll have one 30-min session (during Ed Block 3) to showcase your product to a captive audience of campus decision makers.

Ideal for: Members with software products /technology services to promote.

- **Riverside: \$600**
- **Savannah: \$650**
- **Hartford/Milwaukee: \$700**

Sponsorship Package Includes:

- One 30-minute session (education block #3)
- One Full Conference Registration
- Listing and blurb on NACA website and conference app
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

FEATURED SESSION SPONSOR

Available Per Conference: Varies by Site

Showcase your knowledge and expertise as a Featured Session partner. Featured sessions are 30 minutes each (during Ed Block 3) and provide the opportunity to present on any topic that is relevant to the NACA community.

Ideal for: Speakers and subject-matter experts.

- **Riverside: \$600**
- **Savannah: \$650**
- **Hartford/Milwaukee: \$700**

Sponsorship Package Includes:

- One 30-minute session (education block #3)
- One Full Conference Registration
- Listing and blurb on NACA website and conference app
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

There is a submission process for featured session and tech demo sponsorships. Visit naca.org/sponsorships for full details, or email lucyt@naca.org

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
- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.

(Sponsor provides the swag items)

- Riverside: \$1,000
- Savannah: \$1,250
- Hartford/Milwaukee: \$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:

- Marketing Package: Recognition on the NACA website, conference app, printed program, signage, and slides; social media shoutout, and verbal acknowledgement.



- Riverside: \$500
- Savannah: \$550
- Hartford/Milwaukee: \$600



Questions?

Please reach out to Lucy Taylor, Member Services Manager:
lucyt@naca.org