

The image features a large, vibrant red circle with a hand-painted, brushstroke-like border. Inside this circle, the words "NACA" and "LIVE" are written in a clean, white, sans-serif font, with "NACA" on the top line and "LIVE" on the bottom line. A small registered trademark symbol (®) is positioned to the upper right of the "A" in "NACA". The background of the entire image is a dimly lit concert stage with several bright spotlights in shades of purple and blue. In the foreground, the silhouettes of a crowd of people are visible, looking towards the stage.

NACA[®]
LIVE

FEBRUARY 19 – 22, 2027 | COLUMBUS, OH
SPONSORSHIP PROSPECTUS



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).



A photograph of a large indoor event space, likely a convention hall, with a high ceiling and industrial lighting. In the foreground, a man wearing a red baseball cap and a brown jacket is seen from the back, looking towards a group of people. The group consists of four young adults, three women and one man, all wearing lanyards with badges. One woman is wearing a red jacket and carrying a purple tote bag. In the background, there are various banners and signs, including one for 'ACW ENTERTAINMENT' and another for 'AUX-CORP'.

NACA
LIVE

FEBRUARY 19- 22, 2027 | COLUMBUS, OH

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 **226** campuses and more than **1,100** campus delegates attended NACA Live.

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA LIVE 2026

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 2026

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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2027 SPONSORSHIP PACKAGES

Premier Sponsorships (# Available)	\$	Marketing Package	Booth(s)	Full Registration	Day Pass	Table Drop	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'	\$7,000	✓	✓	1	6	-	-	-	-	-	-
Activation Space: 10' x 20'	\$5,000	✓	✓	1	6	-	-	-	-	-	-
Event & Program Sponsorships											
OSU Takeover	\$5,000	✓	-	-	2	-	-	-	-	-	-
Welcome Reception Activation	\$2,000	✓	-	-	2	-	-	-	-	-	-
Welcome Reception Performance	\$500	✓	-	-	2	-	-	-	-	-	-
Morning OR Evening Reception	\$2,500	✓	-	-	-	-	-	-	-	-	-
Educational Sponsorships											
Featured Workshop: Two sessions	\$3,150	✓	✓	1	-	-	-	-	-	-	-
Tech Demonstration	\$2,500	✓	✓	1	-	-	-	-	-	-	-
Professional Development Hub (1)	\$3,500	✓	✓	1	-	-	-	-	-	-	-
Branding & Swag Sponsorships											
Lanyard (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-
Attendee Bag (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-
Volunteer T-Shirt (1)	\$2,250	✓	✓	1	-	-	-	-	-	-	-

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
One Table Drop	One Table Drop	One Table Drop
Full Page Program Ad	Half Page Program Ad	Quarter Page Program Ad
One 60-Second Pre-Showcase Commercial	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	-	-



ACTIVATION SPONSORSHIPS

Large Activation	Activation
\$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

OSU Takeover 1-2 Available	Welcome Reception Activation	Welcome Reception Performance	Morning or Evening Reception
\$5,000	\$2,000	\$500	\$2,500
Two-Hour Programming Space for Sunday's Ohio State Union Takeover event	10' x 20' Two-Hour Programming Space at Friday Welcome Reception	Calling self-repped local bands! We have 3 spots available for a 10-minute performance at the NACA Live Welcome Reception to highlight self-repped, local bands to perform festival style.	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	Performance Day Passes	Half Page Program Ad



EDUCATIONAL SPONSORSHIPS

Professional Development Hub One Available	Featured Workshops	Tech Demonstrations
\$3,500	\$3,150	\$2,500
Programming Space in the Professional Development Hub to include Professional Headshots, Resume Review, etc.	Present Two 45-Minute Workshops in the educational session blocks	Present a 30-minute technology demonstration in the NACA Live Business Hub
Marketing Package	Marketing Package	Marketing Package
10' x 10' Exhibit Booth	10' x 10' Exhibit Booth	10' x 10' Exhibit Booth
One Full Conference Registration	One Full Conference Registration	One Full Conference Registration



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
- 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)

INTERESTED IN OTHER PRINT OR DIGITAL ADVERTISING OPPORTUNITIES?

Check out our [marketing guide](#)!



A vibrant photograph of a diverse crowd of people at a concert or event. In the foreground, a man on the left is smiling with his hand raised. Next to him, a woman in a grey sweatshirt with 'TOILE VINCE' printed on it has her hand raised. To her right, another woman in a light purple sweatshirt is also cheering with her hand raised. The background is filled with other attendees and bright, horizontal stage lights. A red circular logo with the text 'NACA LIVE' is overlaid in the upper center of the image.

NACA
LIVE

Questions?

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