

Making Waves in Postsecondary Access and Success NCAN's 2017 National Conference

September 11-13, 2017
Sheraton San Diego Hotel and Marina

Sponsorship Opportunities Available

Be a strategic partner in the national college access and success movement and gain visibility too! NCAN's national conference will attract more than 1,000 postsecondary access and success leaders from around the country including:

- National, state, regional, and local nonprofits serving students underrepresented in higher education
- College and universities
- K-12 public and charter schools
- Local, state, and federal government agencies
- Foundation and corporate funders

The conference provides networking and professional development to decision-makers from organizations that affect hundreds of thousands of students and their families every year.

The event is highly respected by the field. Attendance has grown by 48 percent since 2012. And in 2016, 94 percent of attendees said they were satisfied or very satisfied with the conference.

Your organization's message will reach this large and enthusiastic audience strongly committed to ensuring that all students, especially those underrepresented in higher education, can access, finance, and achieve their educational potential.

Examples of sponsorship packages appear below, but **NCAN wants to meet your organization's unique philanthropic or marketing needs.** Contact Elizabeth Morgan at morgane@collegeaccess.org to discuss a customized sponsorship, including conference scholarships.

What did attendees say about NCAN 2016?

- *GREAT job on this conference! From content to networking to the amount of thought put into attendees' comfort, it was wonderful.*
- *I'm still digging through my notes, reaching out to contacts that were made, and researching resources provided. Thank you!*
- *As a school board member I feel part of my duty is connecting my district to the necessary resources needed to bring about great learning experiences for our students. NCAN was definitely the place to make those connections. Thank you for this wonderful network!*
- *The presenters were well chosen and were both informative and inspirational. It was a great professional development experience for me!*





NCAN 2017 Conference Track Sponsors (\$25,000)

(12 opportunities, 8 remaining)

Track sponsors enjoy high recognition before and during the conference. Ensure that the issues and training you care about most reach conference-goers, associated with your brand. Each track includes at least four topical workshops selected through NCAN's competitive process, with your guidance. Track sponsors receive the following benefits:

- Recognition in up to 14 event marketing emails sent to thousands of invitees, presentation screens in major event rooms, event signs, media publicity, and on the conference program back cover
- Your organization's name, logo, and web link featured prominently on the NCAN conference website
- Three complimentary conference registrations and optional reserved plenary seating
- Invitations to Board of Directors Reception
- Recognition from the podium during a plenary and via Twitter
- Opportunity to share information during a plenary or workshop session
- Opportunity to distribute promotional materials in conference bag
- One complimentary exhibitor table (optional)

Sponsors can choose from the following 12 track options or propose their own theme.

- College readiness: Emphasize the key milestones for students to be college-ready.
- Access to opportunity (sold): Focus on college access strategies for underserved students.
- Success in higher ed (sold): Ensure students complete a credential, not just enroll.
- Financial aid and literacy: Cover topics such as federal student aid, paying for college, budgeting, and FAFSA completion.
- Measuring outcomes: Help organizations learn about data collection, analysis, and evaluation.
- Technology: Support the use of technology to reach more students.
- Leadership and management: Train executive directors and other key leaders in nonprofit best practices.
- Equity and diversity: Show how to serve all students well and get equitable outcomes.
- Policy and advocacy: Demonstrate how policy change can make significant gains in student access and success.
- Collective impact and networks (sold): Target statewide, regional, and local multisector organizations working together to increase postsecondary success.
- College and career success (sold): Address emerging issues of career readiness, decision-making, and alignment with local workforce needs.
- Rural strategies: Focus attention on these hard-to-serve communities.





Additional Sponsorship Opportunities

Award Sponsors (\$15,000)

(1 opportunity)

Honor the recipients of our Awards of Excellence, competitively selected by NCAN's Board of Directors.

- Underwrite two \$1,000 awards recognizing an outstanding College Access Practitioner and Executive Director and one \$5,000 award recognizing a College Access Program, presented during a plenary session
- Your organization's logo projected onto presentation screens in event room and featured on related event signs and media publicity
- Opportunity to share brief welcome remarks at event
- Two complimentary conference registrations
- Plus all benefits of **Conference Patron** (below)

Success Gallery Sponsor (\$10,000)

(1 opportunity) (sold)

Reception showcasing effective strategies for raising college entrance and graduation rates.

- Your organization's logo featured on signage prominently displayed around the gallery
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

Board of Directors Reception (\$10,000)

(1 opportunity) (sold)

Build your brand at this invite-only event for VIPs.

- Opportunity to share brief welcome remarks at event
- Organization's logo featured on event signage
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

WiFi Sponsor (\$10,000)

(1 opportunity)

Keep conference attendees connected with this highly valued service.

- Organization's logo featured on event signage
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

Conference App Sponsor (\$10,000)

(1 opportunity) (sold)

Be recognized on this popular electronic tool that every conference-goer uses many times daily.

- Your organization's logo and website link promoted through messages in the app activity feed
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

Twitter Sponsor (\$5,000)

(1 opportunity) (sold)

Reach NCAN's 9,500+ Twitter followers.

- Organization's logo featured on the conference Twitter feed display in registration area
- Daily tweets acknowledging your support
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

Conference Tote Bag Sponsor (\$5,000)

(2 opportunities, 0 remaining)

See your name and logo on every shoulder.

- Your organization's logo featured prominently on one side of the NCAN conference tote bags
- One complimentary conference registration
- Plus all benefits of **Conference Patron** (below)

Conference Patron (\$2,500) (multiple opportunities)

Build awareness of your organization's role in the college access movement.

- Inclusion on sponsor list in conference app and event signage
- Your logo on the conference website, linked to your organization
- Sponsor ribbons for your conference nametags
- Inclusion in one pre-conference email to all registrants featuring your logo, one-paragraph message, and web link
- Invitations to Board of Directors Reception
- Opportunity to distribute one item in conference bag
- Opportunity to purchase an exhibitor table for only an additional \$1,000

Exhibitor Package (\$1,400 table)

A true "value" offering for conference visibility. All exhibitor representatives must also register for the conference at the applicable rate. (18 opportunities, 13 remaining)

- One 6' draped table in high-traffic area with wifi (extra hotel charge for electricity)
- One-time use of an attendee email list before the conference (available 9/1/2017)
- Inclusion on exhibitor list in conference app
- Invitations to Board of Directors Reception
- Add a 30-minute scheduled demonstration session for only \$500 (4 opportunities)

For more information, please contact Elizabeth Morgan at 202 -347-4848 ext. 211 or morgane@collegeaccess.org. Final deadline is August 2. All sponsorships are available on a first-come, first-served basis.



2017 Conference Sponsorship Form

___ Track Sponsor (\$25,000 each)

___ Conference Tote Bag Sponsor (\$5,000 each)

Desired Track: _____

___ Twitter Sponsor (\$5,000)

Optional exhibit table? (no charge)

___ Conference Patron (\$2,500 each)

___ Yes ___ No

___ Awards of Excellence Sponsor (\$15,000)

Please return form to:

___ Success Gallery Sponsor (\$10,000)

National College Access Network

___ Board of Directors Reception (\$10,000)

1001 Connecticut Avenue NW, Suite 300

___ Conference App Sponsor (\$10,000)

Washington, DC 20036

___ WiFi Sponsor (\$10,000)

202.347.4848 x. 201 phone · 202.530.4292 fax

courtneyc@collegeaccess.org

Please email 3 additional items to Crystal Courtney, courtneyc@college access.org, to complete your sponsorship.

2 electronic color logos (Format: .jpg and .eps | Dimensions: Max width 600 pixels | Resolution: 96 to 150 dpi)

A 2-3 sentence description of your organization

Organization (Please Print)

Contact Name

Address

City

State

Zip Code

Daytime Phone

Email

___ Check Enclosed (Payable to NCAN)

___ Please Invoice Me

___ Please Charge my Credit Card:

Grid for credit card number

Grid for expiration date

___ MasterCard ___ VISA ___ American Express

Expiration Date

Name on Card (Please Print)

Signature

Date



2017 Conference Exhibitor Form

\$ _____ Exhibitor package (\$1,000/sponsor, \$1,400/non-sponsor, \$0/track sponsor)
We require _____ electricity
_____ hardwire Internet connection (extra charges from hotel for either)
\$ _____ Optional demo session (\$500)
\$ _____ Registration cost for _____ representatives
On or before 8/18/17:
\$625 per member/\$725 per nonmember
Beginning 8/19/17:
\$725 per member/\$825 per nonmember
\$ _____ Grand Total

Please return form to:
National College Access Network
1001 Connecticut Avenue NW, Suite 300
Washington, DC 20036
202.347.4848 x. 201 phone
202.530.4292 fax
courtneyc@collegeaccess.org

Please also email these 3 or 4 additional items to Crystal Courtney, courtneyc@college access.org, to complete your exhibitorship.

- 2 electronic color logos (Format: .jpg and .eps | Dimensions: Max width 600 pixels | Resolution: 96 to 150 dpi)
A brief description of your organization (2 to 3 sentences)
For demo sessions, please send a session title and brief description

Billing Information

Organization
Billing Contact Name
Address 1
Address 2
City
State Zip Code

Daytime Phone
Email

Event Registration Information

Exhibitor 1
Name
Title
Email
Exhibitor 2
Name
Title
Email

Check Enclosed (Payable to NCAN) Please Invoice Me Please Charge my Credit Card:

MasterCard VISA American Express

Expiration Date

Grid for card number entry

Grid for expiration date entry

Name on Card (Please Print)

Signature

Date