

2026-2027 ANNUAL CORPORATE SPONSORSHIP OPPORTUNITIES



Photo by: American Public University System

OVERVIEW

The North American Association of Commencement Officers (NAACO) is the only professional association dedicated exclusively to the planning and execution of post-secondary academic ceremonies across North America. Founded in 2000 by commencement professionals for commencement professionals, NAACO promotes excellence in ceremony management and fosters collaboration among institutions, vendors, and related industries.

We have a vibrant and engaged community of commencement and convocation professionals. We invite you to be part of our organization through sponsorship.

As an annual corporate sponsor, you'll have access to NAACO members throughout the year through the following channels:

- Annual Conference
- NAACO Website
- NAACO Social Media Channels
- Membership Emails
- Virtual and Live Regional Events
- Corporate Showcase Virtual Event



WHY SPONSOR?

Being a NAACO annual corporate sponsor will increase the scope of your market and the value to your company. Annual corporate sponsorship provides you with an opportunity to reach commencement and convocation decision makers. Partner with academic ceremonies professionals to educate and inform your target audience on the newest products and services.

NAACO offers several annual sponsorship options with an array of valuable benefits to your company:

- Ph.D. Level Sponsors
- Master's Level Sponsors
- Bachelor's Level Sponsors

All three provide excellent access to our members, and the benefits for each are on the following page. If there is a benefit you do not see but would be interested in, please let us know. Customized sponsorships are available.

NAACO by the Numbers

- 280+ member institutions
- 195 institutions represented
- 70+ attendees at Fall Showcase
- 350+ conference attendees
- 18 Annual Corporate Sponsors
- 25+ years serving commencement professionals



SPONSORSHIP TERM

The sponsorship period will begin on August 1, 2026, and end on July 31, 2027.

SIGNING UP

To confirm your annual corporate sponsorship, please contact us at info@naaco.org.

LEVELS OF PARTICIPATION	Ph.D. (\$22,000)	Master's (\$13,000)	Bachelor's (\$6,500)
ANNUAL CONFERENCE (Atlanta, GA, Feb 21-24, 2027)			
Opportunity to Introduce Keynote/General Session (First Come, First Served)	✓	—	—
Opening Breakfast with Sponsor Introductions	✓	✓	✓
Ability to Reserve a Private Area for Client Meetings (Must Reserve in Advance)	✓	✓	—
Exhibit Space in the Corporate Showcase (Includes Draped Tables and Chairs) <i>*All dimensions listed as width x depth.</i>	20x10 space	15x10 space	10x10 space
Complimentary Conference Registrations (Includes Access to Sessions)	4	3	2
Roster of All Opt-In Attendees with Contact Information	8/6/3 Weeks Prior	6/3 Weeks Prior	3 Weeks Prior
Final Attendee List Sent two-weeks after event	✓	✓	✓
President's Reception Invitations	4	3	2
Opportunity to Introduce Breakout Session (Order of Choice Determined by Sponsorship Level)	3	2	1
Concurrent Session Opportunity – Sponsors may submit non-promotional educational sessions during the Call for Proposals. Member co-presenters encouraged. Subject to Education Committee approval.	✓	✓	✓
Branded Napkins (Co-Branded With NAACO) at the Showcase Opening Reception	✓	—	—
Ability to Submit Promotional Video for the mobile app	✓	✓	✓
Promotion in All Conference Emails Sent by NAACO (Placement Based on Sponsorship Level)	✓	✓	✓
Placement on "Thank You to Our Sponsors" Page on the Virtual Platform (Placement Determined by Sponsorship Level)	✓	✓	✓
Placement on Annual Conference Page of NAACO Website, Hyperlinked to Sponsor's Website (Placement Determined by Sponsorship Level)	✓	✓	✓
Placement on Virtual Platform Hyperlinked to Sponsor's Website (Placement Based on Sponsorship Level)	✓	✓	✓
Sponsor Signage (Placement Determined by Sponsorship Level)	✓	✓	✓
PowerPoint Slide Rotation by sponsor level: Pre-Keynote & Welcome Sessions	✓	✓	✓
Featured on Corporate Showcase "Game Card" (Placement Based on Sponsorship Level)	✓	✓	✓

LEVELS OF PARTICIPATION <i>(Continued)</i>	Ph.D. (\$22,000)	Master's (\$13,000)	Bachelor's (\$6,500)
YEAR-LONG BENEFITS			
Acknowledgment by Moderator at Beginning of Each Hot Topic Call With Logo on Opening Slide	✓	✓	—
Option to Co-Present One Hot Topic Call With a NAACO Affiliate Member	✓	✓	—
Logo With Link on NAACO E-Blasts Template (Placement Based on Sponsorship Level)	✓	✓	✓
Logo on NAACO Homepage With All Sponsors (Placement Based on Sponsorship Level)	✓	✓	✓
Membership Emails	4	2	—
Included in "Thanks to Our Sponsors" Post on social quarterly (Placement based on sponsorship level)	✓	✓	✓
Acknowledgment on social media channels as a "Proud Partner"	Twice annually	Once a Year	—
REGIONAL MEETINGS			
Placement on Intro Hold Image for Virtual Event & Logo on PowerPoint	✓	—	—
Complimentary Registrations	4 per Mtg.	3per Mtg.	2per Mtg.
Opt-In Attendee List Sent One Week After Event	✓	✓	✓
Acknowledgment by Board Member or Host at Beginning of Meeting	✓	✓	✓
FALL SHOWCASE (Nov. 4th, 2026)			
Opportunity to participate in the Fall Showcase (Exact format to be determined)	✓	✓	✓
Listing on the Fall Showcase Website (Placement Based on Sponsorship Level)	✓	✓	✓
Opt-In Attendee List Sent One Week After Event	✓	✓	✓

ANNUAL CONFERENCE EXHIBITING & MEETING SPONSORSHIP

Exhibit Table Option • \$3,500

For those who wish to only have an exhibit table, the package will include:

- One 6' draped table and two chairs.
- 8x8 backdrop/pop-up display allowed behind the exhibitor table.
- Electronic list of conference registrants with contact information (two weeks before the meeting & post-event).
- One complementary all access registration and one exhibitor only registration.

In addition to our **Year Long Sponsorship** program, we will also be offering Sponsorship opportunities for the Annual Conference taking Place in Atlanta, GA on Feb. 21 - 24, 2027.

The Annual Conference Sponsorship Guide will be available in August 2026.

* Exhibitors are permitted to participate in a maximum of two annual conferences. After that, they must become sponsors in order to continue exhibiting at future events.

