



**CORPORATE
SPONSORSHIP
PACKAGE**

2024



DEAR SUPPORTER OF CANADA'S REGULATED CAREER COLLEGE SECTOR:

We are pleased to share our Corporate Sponsorship package for 2024 with you.

Sponsorship presents a unique business opportunity to reach over 170,000 career college students, staff, and community members across Canada through the 550+ career colleges that NACC directly represents. You'll also have the unique opportunity to connect with the 75+ new members from British Columbia who joined NACC following our renewed partnership with the British Columbia Career Colleges Association (BCCCA).

Following the success of our regional conferences in 2023, NACC will bring members across the country together for our 2024 national conference, co-hosted with Career Colleges Ontario. We will also be exploring new virtual event offerings, and supporting international events hosted by our US partners, Career Education Colleges and Universities (CECU).

Each year, NACC events get bigger and better. We expect that this year's national conference will gather the largest turnout of members from across Canada for the valuable opportunity to network, learn, and engage with new partners to augment their business and bring value to their students.





Sponsorship with NACC is the best way to ensure your organization is visible to our hundreds of members at these exclusive events. But sponsorship doesn't just grant event access. We've designed multiple tiers of benefits that will put our members' attention on your products and services.

If growing your visibility in the post-secondary education sector aligns with your business goals this year, a corporate sponsorship with NACC is sure to be a sound investment.

If you are interested in becoming a sponsor, please contact us. We would appreciate the opportunity to discuss the levels and benefits of sponsorship of the NACC.

Sincerely,

A handwritten signature in black ink that reads "Michael Sangster".

Michael Sangster

Chief Executive Officer
National Association of Career Colleges





ABOUT NACC

The National Association of Career Colleges (NACC) was founded in 1896. We are proud to represent over 550 career colleges across Canada, as well as members in Jamaica.

Our purpose is to be the voice and enabler of opportunities for our members and benefits for their students. NACC is involved in a number of activities that support the career college sector and specifically its members and their students, such as developing curriculum, hosting events, fostering industry and government relations, and lobbying on behalf of the NACC membership.

OUR MEMBERS

115	BC	10	NL
61	AB	9	NB
4	SK	19	NS
11	MB	2	NU
277	ON	2	Other
42	QC		





2024 NATIONAL CONFERENCE

In 2024, we will co-present a National Conference alongside our provincial partners, Career Colleges Ontario. This national event will bring together regulated career colleges from coast-to-coast-to-coast, including a wide range of owners, managers, staff and stakeholders, providing a great opportunity to connect with them and showcase your products and services.

Regulated career colleges are a growing industry in Canada, employing 18,000 people and providing quality education for over 150,000 students. As students increasingly take advantage of the unique, flexible training and skills development that our sector is uniquely positioned to provide, career colleges themselves purchase millions of dollars of goods and services to support this growth. There has never been a better time to get to know the career college sector.

2024 NATIONAL CONFERENCE
presented by NACC and CCO

Toronto, Ontario
November 6-8, 2024
Toronto Airport Marriott Hotel

A promotional banner for the 2024 National Conference. The background features a city skyline at sunset over water. The text is centered and includes the event title, location, dates, and venue. Logos for NACC and Career Colleges Ontario are positioned at the bottom left and right respectively.



SPONSORSHIP TIERS OVERVIEW

	Bronze	Silver	Gold	Platinum
Affiliate Membership		✓	✓	✓
Website Footer Logo Placement		✓	✓	✓
Partnerships Web Page		✓	✓	✓
Use of Proud Sponsor Logo		✓	✓	✓
Thank You Post on Social Media		1 per year	2 per year	4 per year
Partner of the Week Feature		✓	✓	✓
Logo in Email Marketing Footer			✓	✓
Webinars			1 per year	2 per year
Logo Feature at Virtual Events			✓	✓
Exhibit Booth Space	✓	✓	✓	✓
Conference Website Logo Feature	✓	✓	✓	✓
Complimentary Conference Delegates	1	1	1	2
Conference Program Ad	Logo only	1/4 page	1/2 page	Full page
Delegate Bag Inserts		1	1	2
Conference Attendee List	✓	✓	✓	✓





PLATINUM TIER

Investment: \$10,000 + HST

Affiliate Membership

Complimentary affiliate (non-voting) membership, including access to NACC member pricing and inclusion on all member e-mail communications

Website & Logo

- Priority Logo Placement (with hyperlink) on website
- Priority placement on NACC Partnerships webpage
- Permission to use "Proud Sponsor of NACC 2024" logo

Social Media

Inclusion in quarterly post on NACC social media thanking all Platinum sponsors

Member Communication

- Regular feature as "Partner of the Week" in NACC member newsletter
- Priority Logo Placement (with hyperlink to Partnerships page) in footer of all e-mail communications to NACC distribution list (2,000+ contacts)

Webinars

Twice per year, 1-hour sponsor-led webinar opportunity, hosted and promoted by NACC to members. Session will be recorded and shared on social media and NACC website (with permission) and shared with sponsor for own promotional use

Events

- Prominent sponsor logo placement at all NACC events

NACC & CCO National Conference November 6-8, 2024

- Exhibit booth space (with priority placement; see Bronze sponsorship tier for all inclusions)
- Primary Logo Placement (with hyperlink) on conference website in "Sponsors Recognition" area
- Complimentary conference registration for two (2) delegates
- Primary Logo Placement on all email communications regarding the conference
- Full-page colour advertisement in program
- Opportunity to include two (2) items in the delegate bag



GOLD TIER

Investment: \$5,000 + HST

Affiliate Membership

Complimentary affiliate (non-voting) membership, including access to NACC member pricing and inclusion on all member e-mail communications

Website & Logo

- Secondary Logo Placement (with hyperlink) on website
- Priority placement on NACC Partnerships webpage
- Permission to use "Proud Sponsor of NACC 2024" logo

Social Media

Inclusion in bi-annual (twice per year) post on NACC social media thanking all Gold sponsors

Member Communication

- Regular feature as "Partner of the Week" in NACC member newsletter
- Priority Logo Placement (with hyperlink to Partnerships page) in footer of all e-mail communications to NACC distribution list (2,000+ contacts)

Webinars

Once per year, 1-hour sponsor-led webinar opportunity, hosted and promoted by NACC to members. Session will be recorded and shared on social media and NACC website (with permission) and shared with sponsor for own promotional use

Events

Sponsor logo placement at all NACC events

NACC & CCO National Conference November 6-8, 2024

- Exhibit booth space (with priority placement; see Bronze sponsorship tier for all inclusions)
- Logo Placement (with hyperlink) on conference website in "Sponsors Recognition" area
- Complimentary conference registration for one (1) delegate
- Secondary Logo Placement on all email communications regarding the conference
- Half-page colour advertisement in program
- Opportunity to include one (1) item in the delegate bag



SILVER TIER

Investment: \$2,500 + HST

Affiliate Membership

Complimentary affiliate (non-voting) membership, including access to NACC member pricing and inclusion on all member e-mail communications

Member Communication

- Regular feature as "Partner of the Week" in NACC member newsletter

Social Media

Inclusion in annual (once per year) post on NACC social media thanking all Silver sponsors

Website & Logo

- Logo Placement (with hyperlink) on website
- Placement on NACC Partnerships webpage
- Permission to use "Proud Sponsor of NACC 2024" logo

NACC & CCO National Conference November 6-8, 2024

- Exhibit booth space (with priority placement; see Bronze sponsorship tier for all inclusions)
- Logo Placement (with hyperlink) on conference website in "Sponsors Recognition" area
- Complimentary conference registration for one (1) delegate
- Quarter-page colour advertisement in program
- One (1) item inserted in to the delegate package





BRONZE TIER

Investment: \$1,750 + HST

NACC & CCO National Conference November 6-8, 2024

- 1 exhibitor booth space
 - Includes 1 table and 2 chairs, complimentary Wi-Fi internet access and 1 standard power outlet (ideal for laptop, etc.)
 - Note: If more power required, exhibitors may order a dedicated circuit through Encore, our on-site A/V provider (NACC will provide order form).
 - A complimentary co-branded banner in standardized format (with your logo and NACC/CCO logos and conference branding) will be provided.
- Complimentary conference registration for one (1) delegate
- Logo recognition in conference program
- Name on the conference website under the “Exhibitor Showcase” with hyperlink to company website
- List of conference delegates one week prior to the Conference, with 1 updated list shared within 1 week following the conference.
 - Note: the list will be provided in accordance to the Privacy Act (PIPEDA). **Only the contact information of the delegates who have given their express consent to receive marketing will be included.**





NATIONAL CONFERENCE OPPORTUNITIES

Toronto, Ontario - November 6-8, 2024

Welcome Reception - November 6 **\$2,000 + HST**

- One (1) full delegate registration
 - Signage recognition at event
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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Breakfast - November 7 or November 8 **\$1,000 + HST**

- One (1) full delegate registration
 - Signage recognition at event
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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Lunch - November 7 **\$1,500 + HST**

- One (1) full delegate registration
 - Signage recognition at event
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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Health Breaks | November 7 (AM or PM) or November 8 (AM) **\$500 + HST**

- Signage recognition at event
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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NATIONAL CONFERENCE OPPORTUNITIES

Toronto, Ontario - November 6-8, 2024

Dinner - November 7

\$7,500 + HST

- Two (2) full delegate registrations
 - Signage recognition on each table during dinner
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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Keynote Speaker

\$15,000 + HST

- Three (3) full delegate registrations
 - Introduction of keynote speaker
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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NEW!

Conference Wi-Fi

\$2,500 + HST

- Conference Wi-Fi name and password chosen by sponsor - Wi-Fi details are promoted in program, conference app, and on-screen during break times
 - One (1) full delegate registration
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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NEW!

Hotel Key Cards

\$2,500 + HST

- Sponsor logo printed on paper hotel key card holder, given to all hotel guests at check-in
 - One (1) full delegate registration
 - Logo recognition in conference program
 - Logo and link on conference website under “Sponsors Recognition”
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NATIONAL CONFERENCE OPPORTUNITIES

Toronto, Ontario - November 6-8, 2024

Delegate Lanyards

\$2,000 + HST

- One (1) full delegate registration
- Company logo (with up to 2 colours) placed on delegate badge lanyards
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”

SOLD

Delegates Bag

\$3,000 + HST for exclusive
\$2,000 + HST per company if shared

- One (1) full delegate registration
- Company logo (in white only) placed on Delegate bag
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”

SOLD

NEW!

Conference Mobile App

\$5,000 + HST

- One (1) full delegate registration
- Company logo featured on app logo alongside NACC & CCO logos
- Company logo featured on app home screen alongside NACC & CCO logos
- Two (2) push notifications to engage attendees with a message of your choice during the conference
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”

**Thank you for your consideration
of sponsorship of NACC!**

