

CORPORATE SPONSORSHIP PACKAGE

National Association of Career Colleges

2026



DEAR SUPPORTERS OF CANADA'S REGULATED CAREER COLLEGES

We are pleased to present the 2026 Corporate Sponsorship Package for the National Association of Career Colleges (NACC), offering meaningful opportunities to connect with a national network of regulated career colleges and sector partners. Today, NACC's 500+ members represent more than 200,000 students, faculty, and community stakeholders across Canada, delivering career-focused education in high-demand fields.

As we look ahead to 2026, we are building on strong momentum from recent years, including the success of NACC's 2024 National Conference. In 2025, we explored a new slate of programming, including ceremonies, and a new virtual event series, "Leading Forward," delivered throughout the year. Engagement across both online and in-person events continues to grow, reflecting the sector's increasing focus on collaboration, workforce development, and policy dialogue.

In 2026, NACC will deliver a full calendar of national programming, highlighted by the NACC 2026 National Conference in Ottawa. Alongside flagship in-person events, NACC will continue to expand virtual offerings that support connection, knowledge-sharing, and accessibility for members and partners across the country. The year ahead presents a valuable opportunity to engage with a highly connected, sector-focused audience, and sponsor involvement will play an important role in supporting this work.



LETTER FROM THE NACC CEO

As we look ahead to 2026, I am encouraged by the continued growth of the National Association of Career Colleges and the expanding role our sector plays in workforce development across Canada. With that growth comes new opportunities to deepen partnerships with organizations that share our commitment to career-focused education and skills training.

NACC's national reach continues to strengthen. Our membership spans every province, our programming is expanding, and engagement across both in-person and virtual events continues to grow. The NACC 2026 National Conference in Ottawa will be our largest national gathering to date, reflecting the increased demand for collaboration, dialogue, and connection within the sector.

This growth creates meaningful opportunities for sponsors to engage with a highly connected, pan-Canadian network of college leaders, administrators, and partners. Through national events, professional development programming, and ongoing sector engagement, sponsors are positioned alongside the conversations shaping workforce training and student outcomes.

Partnerships play an important role in supporting this work. Sponsor involvement helps strengthen national programming, foster collaboration, and ensure NACC can continue to respond to the evolving needs of our members and the communities they serve.

I look forward to continuing these partnerships in 2026 and to welcoming new organizations interested in working alongside NACC as we expand our impact across Canada.



Michael Sangster

Chief Executive Officer,
National Association of Career Colleges



SPONSORSHIP OVERVIEW

	Bronze \$2,000 + HST	Silver \$3,000 + HST	Gold \$5,000 + HST	Platinum \$10,000 + HST
Affiliate Membership	✓	✓	✓	✓
Use of Proud Sponsor Logo	✓	✓	✓	✓
Featured Partner (Weekly Roundups)		✓	✓	✓
Partnerships Web Page		✓	✓	✓
Website Logo Footer		✓	✓	✓
Social Media Shoutout		1 per year	2 per year	4 per year
Podcast Sponsor		1 Episode	1 Episode	2 Episodes
Podcast Pre-roll Ad			1 Episode	2 Episodes
Logo in Email Marketing Footer			✓	✓
Webinars			1 per year	2 per year
Digital Recognition at NACC Events			✓	✓
Speaking Opportunity at Leading Forward Event (5 Minutes)				1
NACC Member & Stakeholder Reception Invitations				✓
2026 National Conference				
Exhibitor Booth	✓	✓	✓	✓ Priority Choice
Complimentary Registration	1	1	1	3
Conference Attendee List (Opt in Only)	✓	✓	✓	✓
Logo Feature on Conference Website	Conference Exhibitor	✓	✓	✓
Program Ad Inclusions		Quarter Page Ad	Half Page Ad	Full Page Ad
Delegate Bag Inclusions		1	1	2
Discount on Sponsored Conference Add-ons			10 % Discount	25 % Discount
Conference Onsite Signage				✓

Our National Footprint

Member Engagement, Direct Connections

Career colleges play a critical role in building Canada's skilled and adaptable workforce. Through its national network, NACC connects sponsors to institutions delivering career-focused education in communities across the country.

Through NACC's member network, sponsors benefit from:

- Exposure across hundreds of campuses and diverse regional markets
- Visibility alongside colleges supporting thousands of graduates each year
- Reach decision-makers across multiple regions through one national partnership



289	ON
80	BC
66	AB
27	QC
19	NS
16	NB
10	MB
8	NL
4	SK
1	NU
1	PE

200,000+

GRADUATES PER YEAR

500+

CAMPUSES REPRESENTED

#1,500+

DIRECT EMAIL CONTACTS

nacc Events

Connecting members & stakeholders across Canada

NACC delivers a year-round calendar of online and in-person events that connect sponsors with regulated career colleges and workforce leaders across Canada. These programs create high-value opportunities for visibility, engagement, and thought leadership within a trusted national network.

Through NACC events, sponsors are positioned to:

- Engage with college leaders through national programming
- Participate in conversations shaping workforce development priorities
- Engage meaningfully in both virtual and in-person settings



● Total Events Held in 2025

35+

● Total Attendees in 2025

2,100+

DID YOU KNOW?

In 2025, NACC attended *at least one* event in every province

Source: National Association of Career Colleges

nacc 2026 Conference

CAREERS, COAST TO COAST TO COAST



The NACC 2026 National Conference is the association's flagship in-person gathering, bringing together leaders from regulated career colleges across Canada for three days of learning, connection, and national dialogue. Hosted in Ottawa, the conference convenes senior decision-makers, sector experts, and partners to explore the policies, workforce trends, and practical challenges shaping career-focused education.

With attendance continuing to grow year over year, the 2026 Conference will be NACC's largest national event to date, offering a concentrated opportunity for engagement, visibility, and relationship-building within a highly engaged, pan-Canadian audience.

Through the NACC 2026 Conference, sponsors are positioned to:

- Be present at NACC's most visible and well-attended national event
- Engage directly with college owners, executives, and senior administrators
- Participate in sector-wide conversations on workforce development and training
- Build brand recognition within a focused, in-person professional setting
- Strengthen relationships through networking, programming, and onsite presence

Member & Stakeholder Receptions

This year, NACC is hosting exclusive receptions for members and supporting stakeholders providing a private setting for high-level networking and engagement with Canadian regulated career college leaders.

Platinum Sponsors will have the opportunity to connect with industry leaders in one-on-one conversations.



BC, Victoria

March, (date TBD)



ON, Toronto

April 14, 2026



NS, Halifax

June 10, 2026

FEATURED SPONSOR: EDUP CANADA PODCAST

The Edup Canada Podcast delivers insightful discussions on key topics impacting regulated career colleges. This platform provides sponsors with a unique opportunity to connect with an engaged audience of education professionals, decision-makers, and industry leaders.

Episode Recognition: Your logo and company page link will be featured on the podcast page of the sponsored episode, and highlighted on social media and email communications.

Ad Feature: Have your company featured in a spoken ad. An excellent opportunity to highlight your services.



ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 48
**INNOVATION ODYSSEY
CRAFTING CAREERS IN THE
ERA OF TECH TRIUMPH**

With special guest
James Stanger
Chief Technology Evangelist,
ComptIA

ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 28
**WHO ARE THE UNSUNG
HEROES OF CANADA'S
WORKFORCE?**

With special guest
Peter Mansbridge
Formerly, Chief Correspondent,
CBC News

ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 29
**BUILDING CANADA'S
EDUCATIONAL FUTURE**

With special guest
Dr. Lloyd Axworthy
Chair of the World Refugee and
Migration Council

ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 29
**WHY CAREER COLLEGES
ARE A PERFECT FIT FOR
THE NAVY**

With special guest
Angus Topshee
Vice Admiral,
Royal Canadian Navy

ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 29
**LONG-TERM CARE
SOLUTIONS IN CANADA**

With special guest
Jodie Hall
CEO,
Canadian Association of Long Term
Care

ED, CANADA
UP, PODCAST
HOSTED BY MICHAEL SANGSTER

Episode 29
**WHAT IS KING'S TRUST CANADA
GETTING RIGHT ABOUT INVESTING
IN YOUNG PEOPLE**

With special guest
Jeffrey Orridge
Former CFL commissioner and
new head of the King's Trust
Canada

Please note: NACC preselects sponsors for episodes based on several factors, including theming, brand affiliations, and conflicts of interest.

Ads are created by NACC based on the sponsor's submitted ad form.
Sponsors will have the opportunity to review and approve the written ad before recorded.

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 the NACC Partnerships webpage
- Prominent sponsor logo placement at all NACC events
- Permission to use the "Proud Sponsor of NACC 2026" logo
- Priority Logo Placement (with hyperlink to Partnerships page) in footer of all e-mail communications to NACC distribution list (1,500+ contacts)

Visible Promotion

- Inclusion in quarterly post on NACC social media thanking all Platinum sponsors
- Regular feature as "Partner of the Week" in NACC member newsletter
- Featured sponsor for two (2) episodes of the EdUp Canada podcast, including two (2) host-read pre-roll ads on featured episode

Direct Engagement

- 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
- Invitation to all NACC Member & Stakeholder Receptions
- Invitation to all 2026 NACC Leading Forward Events
- 5-minute speaking opportunity at one (1) NACC Leading Forward Event

NEW 2026 National Conference

- Exhibit booth space with priority choice
- Receive 25% off conference add-ons
- List of conference attendees who opt in to receiving promotional news and updates
- Logo feature on conference website
- Logo featured on on-site signage
- Complimentary conference registration for three (3) delegates
- Opportunity to include two (2) items in the attendee delegate bag
- Full Page Ad in Conference Program

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 2026" logo
- Sponsor logo placement at all NACC virtual events
- Digital Recognition at NACC Events
- Logo Placement (with hyperlink to Partnerships page) in footer of all e-mail communications to NACC distribution list (1,500+ contacts)



Visible Promotion

- Inclusion in bi-annual (twice per year) post on NACC social media thanking all Gold sponsors
- Regular feature as "Partner of the Week" in NACC member newsletter
- Featured sponsor for one (1) episode of the EdUp Canada podcast, including one (1) host-read pre-roll ad on the featured episode

Direct Engagement

- 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

NEW 2026 National Conference

- Exhibit booth space
- Receive 10% off conference add-ons
- List of conference attendees who opt in to receiving promotional news and updates
- Logo feature on conference website
- Complimentary conference registration for one (1) delegate
- Opportunity to include one (1) item in the attendee delegate bag
- Half page ad in conference program

SILVER TIER

Investment: \$3,000 + HST

Affiliate Membership

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



Visible Promotion

- Inclusion in an annual post on NACC social media thanking all silver sponsors
- Featured sponsor for one (1) episode of the EdUp Canada podcast
- Regular feature as "Partner of the Week" in NACC member newsletter

Website & Logo

- Logo Placement (with hyperlink) on website
- Placement on NACC Partnerships webpage
- Permission to use "Proud Sponsor of NACC 2026" logo

NEW 2026 National Conference

- Exhibit booth space
- List of conference attendees who opt in to receiving promotional news and updates
- Logo feature on conference website
- Complimentary conference registration for one (1) delegate
- Opportunity to include one (1) item in the attendee delegate bag
- Quarter page ad in conference program

BRONZE TIER

Investment: \$2,000 + HST

Affiliate Membership

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

Website & Logo

- Logo Placement (with hyperlink) on website
- Placement on NACC Partnerships webpage
- Permission to use "Proud Sponsor of NACC 2026" logo

NEW 2026 National Conference

- Exhibit booth space
- List of conference attendees who opt in to receiving promotional news and updates
- Logo featured on conference website as "conference exhibitor."
- Complimentary conference registration for one (1) delegate



Sponsored Conference Add-ons

Keynote Speaker - *Can be shared*

\$7,500 + HST

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

Conference Wi-Fi

\$2,000 + HST

- Conference Wi-Fi name and password chosen by sponsor - Wi-Fi details are promoted in program 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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Delegate Lanyards

\$2,000 + HST

- One (1) full delegate registration
 - Company logo placed on delegate badge lanyards
 - Logo recognition in conference program
 - Logo and link on conference website under "Sponsors Recognition"
-



Delegates Bag

\$3,000 + HST

- One (1) full delegate registration
 - Company logo placed on Delegate bag
 - Logo recognition in conference program
 - Logo and link on conference website under "Sponsors Recognition"
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Registration Desk - Meet & Greet

\$2,000 + HST

- Two (2) full delegate registrations
 - Logo placement on registration table,
 - Opportunity to meet attendees at the registration desk
 - Logo recognition in conference program
 - Logo and link on conference website under "Sponsors Recognition."
-



Sponsored Conference Sponsored Add-ons: “Sponsor the Moment”

Welcome Reception

\$2,500 + HST

- One (1) full delegate registration
- Five-minute speaking opportunity
- Signage recognition at event
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”



Breakfast

\$1,250 + HST

- One (1) full delegate registration
- Five-minute speaking opportunity
- Signage recognition at event
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”



Lunch

\$1,500 + HST

- One (1) full delegate registration
- Five-minute speaking opportunity
- Signage recognition at event
- Logo recognition in conference program
- Logo and link on conference website under “Sponsors Recognition”

1 Available

Dinner & Concert

\$5,000 + HST

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



Hospitality Suite

\$2,500 + HST

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



Health Breaks

\$750 + HST

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

3 Available

Morning Fitness

\$500 + HST

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

2 Available

THANK YOU
FOR YOUR
CONSIDERATION

A solid dark blue wavy shape that spans the width of the page, starting from the left edge and ending at the right edge, positioned below the text.

OUR TEAM

NACC's sponsorship team is dedicated to creating mutually beneficial partnerships that provide real value for both sponsors and members.

By aligning sponsorship opportunities with key initiatives, events, and digital platforms, we ensure that our partners connect with the right audience while supporting the growth of regulated career education.



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