



Texas Association
for College Admission
Counseling

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2024-2025

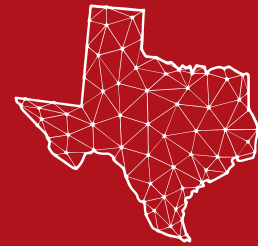
WWW.TACAC.ORG



Chartered in 1979, TACAC is one of 23 affiliates of the National Association for College Admission Counseling (NACAC). TACAC develops professionals committed to providing the highest quality counseling to ensure students' access to and persistence through post-secondary education.

TEXAS COVERAGE

| | |
|------------------------|-----------------------|
| Central Texas: 26% | Panhandle: 2% |
| Dallas/Fort Worth: 31% | Rio Grande Valley: 5% |
| East Texas: 4% | West Texas: 3% |
| El Paso: 3% | Outside of Texas: 4% |
| Houston: 27% | No Designation: 5% |



MEMBERSHIP MAKE-UP

| |
|--------------------------------------|
| Higher Education Members: 49% |
| Honorary Lifetime Members: 1% |
| Independent Counselor Members: 6% |
| Organization & Community Members: 7% |
| Retired Members: <1% |
| Secondary Counselor Members: 37% |

2024 ANNUAL CONFERENCE

| |
|---|
| Higher Education: 214 |
| Secondary: 245 |
| Community Based Organizations: 18 |
| Independent Educational Consultants: 11 |
| Other: 18 |



Lubbock, TX

(first rural location)



ANNUAL EVENTS

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|--|
| Admission & College Counseling Institute (entry-level) |
| Regional College Fairs |
| 45th Annual Conference (The Woodlands) |
| Middle Management Institute (mid-level) |
| Virtual Workshops |

SPONSORSHIP OPPORTUNITIES

2024-2025

COMMUNICATIONS SPONSOR | \$2,500

Two opportunities available annually

- Inclusion in monthly TACAC email distributed to 1500+ members
- Prominent logo placement in four monthly communications (*Fall or Spring*)
- Sponsor “blurb” inclusion (*up to 500 characters*)

WEBSITE SPONSOR | \$2,500

Multiple opportunities available

- Prominent logo placement on TACAC website
- Customizable rotating website banner on TACAC homepage

ANNUAL CONFERENCE



MARCH 30-APRIL 1, 2025

THE WOODLANDS, TX

EXHIBITOR

ONE SIX-FT. SKIRTED TABLE

- One conference registration, including access to all meals, sessions and conference social
- Logo listed on the mobile app
- One pre-conference email to conference registrants
- Exhibitor highlight and thank you during Keynote Lunch
- Exhibitor Hall located directly outside of the keynote lunch
- Room block access

\$1,200

SPONSORSHIP

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo listed on the mobile app
- Pre and post-conference contact lists
- Hyperlinked logo on TACAC website and conference event registration
- One push notification in the conference app
- Signage at event
- Verbal recognition at conference

VARIOUS LEVELS

ANNUAL CONFERENCE



Sustainable Growth

The Woodlands 2025



HERITAGE SPONSOR

SOLD

KEYNOTE LUNCH

- Logo included on all marketing communications
- 2-3 minute video (provided by the sponsor) or speaking opportunity
- Personalized table tents or promotional materials (provided by the sponsor)
- Sponsor highlight and thank you

SOLD

CONFERENCE SOCIAL

- Logo included on all marketing communications
- Personalized table tent or promotional materials on the tables (provided by the sponsor)
- Sponsor highlight and thank you
- Personalized napkins
- Photobooth logo

\$7,500 EACH

LEGACY SPONSOR

SOLD

CONFERENCE REGISTRATION

PRESIDENT'S WELCOME AND RECEPTION

- 90 sec. video (provided by the sponsor) or speaking opportunity
- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins
- Logo included on all marketing communications
- Sponsor highlight and thank you

SOLD

\$5,000 EACH

ANNUAL CONFERENCE



Sustainable Growth

The Woodlands 2025



LEGACY SPONSOR

SECONDARY COUNSELOR/IEC BREAKFAST RECEPTION

- Opening remarks opportunity
- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and coffee cup sleeves

SOLD

HIGHER EDUCATION BREAKFAST RECEPTION

- Opening remarks opportunity
- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and coffee cup sleeves

NETWORKING RECEPTION AND FAIR

- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and coffee cup sleeves
- Registration and featured table for the Networking Fair is included

ELITE EIGHT LOUNGE

- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and popcorn bags

SOLD

\$5,000 EACH

EVOLUTION SPONSOR

CONFERENCE FELLOWS

Three sponsorships available

- Covers registration, hotel, and travel expenses for conference fellows
- Introduction at Conference Fellows Meet & Greet

SOLD

HOTEL KEY CARD SLEEVES

LANYARDS

SOLD

\$3,000 EACH

ANNUAL CONFERENCE



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The Woodlands 2025



INNOVATION SPONSOR

SOLD

MOBILE APP

- Premier logo in the app banner

SOLD

COFFEE/SWEETS BAR

Two sponsorships available

- Personalized napkins
- Personalized coffee cup sleeves

\$2,500 EACH

GROWTH SPONSOR

CONFERENCE SESSION

SIX SPONSORSHIPS AVAILABLE | 1 SOLD

- Conference sessions available between day 1 and day 2 session blocks
- Sponsors are encouraged to partner with TACAC members using your product/service to create an engaging session

CONFERENCE TOTE BAG

FIVE SPONSORSHIPS AVAILABLE | 2 SOLD

- Promotional insert included in bag (provided by the sponsor)

FITNESS CHALLENGE

- Logo and name recognition in all communications about fitness challenge
- Opportunity to provide promotional materials to attendees

\$1,500 EACH

SPRING 2025 COLLEGE FAIRS

SAN ANTONIO | DALLAS | COLIN COUNTY | RIO GRANDE VALLEY | EAST TEXAS

PREMIER SPONSOR | \$7,500

One sponsorship available

- Booth registration included for all college fairs
- Prominent signage at each event
- Logo printed on student bags
- Insert included in student bags (*inserts to be provided by sponsor*)

STUDENT BAG SPONSOR | \$2,500

Four sponsorships available

- Logo printed on student bags
- Insert included in student bags (*inserts to be provided by sponsor*)

WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS

MIDDLE MANAGEMENT INSTITUTE (MMI)

2024-2025

ELITE SPONSOR | \$2,500

- 2-minute presentation before four virtual sessions
- Sponsor acknowledgement during and after the program
- Attendee lists and contact information shared with sponsors
- Invitation to in-person gathering during TACAC Annual Conference

WWW.TACAC.ORG/MMI

ADMISSION & COLLEGE COUNSELING INSTITUTE

JULY 2025

SCHREINER UNIVERSITY

NETWORKING RECEPTION SPONSOR

- Presentation during Networking Reception
- Prime logo placement
- Social media recognition

\$3,500

WELCOME RECEPTION SPONSOR

- Welcoming remarks opportunity
- Prominent logo placement
- Social media recognition

\$1,500

LANYARD SPONSOR

- Logo placement on lanyards (to be provided by sponsor)
- Recognition during Welcome Reception
- Social media recognition

\$1,000

SNACK BREAK SPONSOR

- Branded napkins for use during snack breaks
- Coffee sleeves with sponsor logo

\$500