



Texas Association  
for College Admission  
Counseling

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2025-2026

[WWW.TACAC.ORG](http://WWW.TACAC.ORG)

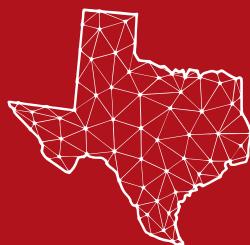


Chartered in 1979, TACAC is one of 23 affiliates of the National Association for College Admission Counseling (NACAC). TACAC develops professionals committed to providing the highest quality counseling to ensure students' access to and persistence through post-secondary education.

## TEXAS COVERAGE

Central Texas: 26%  
Dallas/Fort Worth: 31%  
East Texas: 4%  
El Paso: 3%  
Houston: 27%

Panhandle: 2%  
Rio Grande Valley: 5%  
West Texas: 3%  
Outside of Texas: 4%  
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%

## 2025 ANNUAL CONFERENCE

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



The Woodlands, TX



## ANNUAL EVENTS

Admission & College Counseling Institute (entry-level)  
Regional College Fairs  
47th Annual Conference  
Middle Management Institute (mid-level)  
Virtual Workshops

# SPONSORSHIP OPPORTUNITIES

## 2025-2026

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### 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 on the monthly communication

### WEBINAR SPONSOR | \$2,500

*Three unique opportunities available*

- Prominent logo placement in advertisement of the webinar
- Sponsor “blurb” and “branding” during the webinar
- Opportunity for introduction during webinar or host

### MEMBERSHIP NETWORKING SPONSOR | \$2,500

*Four unique opportunities available*

- Prominent logo placement in advertisements and during the networking event
- Opportunity to provide promotional materials to attendees
- Sponsor “blurb” inclusion in all communication for the event

### NACAC RECEPTION SPONSOR | \$7,000

*One unique opportunities available*

- Sponsor “blurb” and logo inclusion in TACAC email distributed to 1500+ members, including a dedicated reception email
- Prominent logo placement in advertisements and during the networking event
- Opportunity to provide promotional materials to attendees

# ANNUAL CONFERENCE



APRIL 12-14, 2026  
MCALLEN, 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**

# ANNUAL CONFERENCE



## AMPLIFY SPONSOR

Best for: Major partners and institutions wanting prime visibility.

### Available Opportunities (4)

#### **CONFERENCE REGISTRATION**

- Exclusive signage at the registration table
- Logo on name badges

#### **CONFERENCE KICKOFF & AWARDS CEREMONY**

- Speaking or video feature (2-3 minutes)

#### **CONFERENCE SOCIAL**

- Personalized cocktail napkins or similar branded items
- Optional personalized promotional materials/swag (provided by the sponsor)
- Photobooth logo

#### **MEMBER SPOTLIGHT**

- Opening remarks opportunity

### Included for All Amplify Sponsors

- Logo on all conference marketing and signage (digital and print)
- Full conference registration for 1 representative
- Branded materials on tables (provided by sponsor)
- Premium recognition at the conference kickoff & awards ceremony and business meeting
- Recognition on social media and conference app

**\$7,500 EACH**



# ANNUAL CONFERENCE



## ANTHEM SPONSOR

**Best for:** Organizations seeking strong visibility and attendee engagement.

### Available Opportunities (3)

#### **PRESIDENT'S RECEPTION**

- Speaking or video feature (90 seconds)
- Personalized cocktail napkins or similar branded items
- Optional personalized promotional materials/swag (provided by the sponsor)

#### **NETWORKING RECEPTION**

- Featured table at Networking Fair or comparable placement
- Personalized cocktail napkins or similar branded items
- Optional personalized promotional materials/swag (provided by the sponsor)

#### **RIDEShare COUPONS**

- Covers a 1x Uber ride discount during the conference per attendee

### Included for all Anthem Sponsors

- Logo on all conference marketing and signage (digital and print)
- Recognition on social media and conference app

**\$5,000 EACH**

# ANNUAL CONFERENCE



## MOMENTUM SPONSOR

**Best for: Sponsors wanting moderate exposure and tangible attendee contact.**

### Available Opportunities (6)

#### **CONFERENCE FELLOWS (3 SPONSORSHIPS AVAILABLE)**

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

#### **HOTEL KEY CARD SLEEVES**

- Covers customized key cards or key card sleeves

#### **MOBILE APP**

- Premier logo in the app banner

#### **COFFEE/SWEETS BAR**

- Personalized napkins
- Personalized coffee cup sleeves

### Included for all Momentum Sponsors

- Logo on all conference marketing and signage (digital and print)
- Recognition on social media and conference app



**\$3,000 EACH**

# ANNUAL CONFERENCE



## RESONANCE SPONSOR

**Best for: New sponsors or small partners.**

### Available Opportunities (13)

#### **CONFERENCE SESSION (6 SPONSORSHIPS AVAILABLE)**

- 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 (5 SPONSORSHIPS AVAILABLE)**

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

#### **FITNESS CHALLENGE**

- Logo on customized medals
- Opportunity to provide promotional materials to attendees

#### **GIFT CARD HOLDER**

- Logo included on the card holder

### Included for all Resonance Sponsors

- Logo on all conference marketing and signage (digital and print)
- Recognition on social media and conference app

**\$1,500 EACH**

# SPRING 2026 COLLEGE FAIRS

SAN ANTONIO | DALLAS | FRISCO | EL PASO | MCALLEN

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## PREMIER SPONSOR | \$7,500

*One sponsorship available*

- Booth registration included for all college fairs
- Prominent signage at each event
- Logo printed on student bags

## STUDENT BAG SPONSOR | \$2,500

*Three sponsorships available*

- Logo printed on student bags

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[WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS](http://WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS)

# ADMISSION & COLLEGE COUNSELING INSTITUTE

JULY 2026  
VIRTUAL

## ELITE SPONSOR

- Logo placement on all presentation slides
- Welcoming remarks opportunity
- Social media recognition

**\$2,500**

[WWW.TACAC.ORG/ACCI](http://WWW.TACAC.ORG/ACCI)

# MIDDLE MANAGEMENT INSTITUTE (MMI)

## ELITE SPONSOR

**2025-2026**

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

**\$2,500**

[WWW.TACAC.ORG/MMI](http://WWW.TACAC.ORG/MMI)