



SPONSORSHIP OPPORTUNITIES

WHO IS TACAC?

TACAC's mission cohesively brings together secondary school counselors, college admission counselors, independent counselors, financial aid administrators, affiliate organization members, and vendors to partner as we study the latest issues concerning college admission counseling.

Since TACAC represents every type of secondary school and institution of higher education in Texas, the organization emphasizes that TACAC is broad in its coverage of issues affecting the college transition process.

The overall TACAC organization is designed to focus attention on current topics in areas such as counseling, student transition, marketing, admission, financial aid, and technology and to provide members with specific training opportunities suited to their institutional needs. Annually, members are offered an array of programming and seminars for every experience level, professional development opportunities, professional networking, multicultural forums, and dedicated educational sessions.



RECENTLY, THROUGH YOUR GENEROSITY WE HAVE

- Offered Diversity Peer Education programming to all TACAC members. This program offers secondary and post-secondary counselors of many academic disciplines, cultures, backgrounds, and interests an increased leadership credential in multicultural counseling.
- Continued to support Middle Manager's as they grow in the profession through TACAC's Middle Management Institute (MMI). MMI is a professional development program designed for both current and aspiring managers working in higher education. MMI program attendees can expect a rigorous curriculum built around dynamic educational sessions and collaborative learning experiences between program participants.
- Planned and coordinated two virtual TACAC conferences – one being a Super Conference event.
- Partnered with StriveScan to host virtual college fairs featuring over 500 colleges and welcoming over 1200 students.
- Hosted over 30 professional webinars – even through a global pandemic
- Reimagined the Admission and College Counseling Institute (ACCI) which is a three-day, virtual, interactive professional development experience where new secondary and higher education professionals can build counseling strengths, network, and develop a toolkit of necessary skills needed to counsel today's college-bound student.

WHY YOU SHOULD CONTINUE TO SUPPORT TACAC

- Promotes access to post-secondary education for all Texans
- Provides professional continuing education opportunities for members
- Keeps abreast and when necessary, acts on legislative issues that affect college admissions and secondary education
- Supports the role of college counseling professionals in their schools and recognizes the importance of the service they provide
- Supports ethical practices concerning student rights and the college admission process.
- Values Service, Professionalism, Mutual respect, Cooperation and communication, Creativity and innovation, Diversity and individualism, Ethics

Please support us as we grow as an organization, and as we continue to promote higher education in Texas and beyond.

All the best,

ASHLEY PLAEGER and BRAD DURCHSLAG

TACAC Advancement Chairs



Texas Association
for College Admission
Counseling

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SPONSOR INFORMATION

Name

Contact (*for corporate or foundation sponsors*):

Address

City

State

Zip

E-mail

Phone

Yes, please list me (us) as a sponsor!

I can't serve as an sponsor, but would like to donate \$ _____.

PAYMENT INFORMATION

I have enclosed a check payable to Texas Association for College Admission Counseling.

Credit Card: MC VISA AMEX DISC

Card Number

Expiration Date

CVC code

Authorized Signature

Name on Card

Billing Address

City

State

Zip



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- Keynote Speaker | \$12,000
- Welcome Dinner, Closing Session, Conference Social | up to \$10,000
- Coffee Bar, Sweet Station, Refreshment Break, Hotel Key Cards, Local Educator Days, Lanyards, Mobile App | up to \$2,000
- Named Room Sessions, Tote Bag Insert (*sponsor to choose*), Tote Bag (*up to five*), Badge Ribbons | up to \$1,500



NON-CONFERENCE SPONSORSHIP OPPORTUNITIES

- Seasonal Communications Sponsor (*four available, annually*) | \$2,500 per season
- ACCIS Presenting Sponsor, MMI Presenting Sponsor, LDI Presenting Sponsor, DPE Presenting Sponsor | up to \$2,000
- Webinar Sponsor, Drive-In Sponsor | up to \$1,000 per webinar or Drive-In



COMBINED SPONSORSHIP OPPORTUNITIES

- Keynote Speaker **and** TACAC Event Presenting Sponsor (choice of MMI, LDI, DPE, ACCI) | \$13,000
- Welcome Dinner, Closing Session, Conference Social and Seasonal Sponsorship | \$11,000
- Coffee Bar/ Sweet Station/ Refreshment Break/ Hotel Key Cards/ Local Educator Days/ Lanyards/ Mobile App and Webinar or Drive-In Sponsor | \$2,500
- Named Room Sessions, Tote Bag Insert (*sponsor to choose*), Tote Bag (*up to five*), Badge Ribbons and Webinar | \$1,500-\$2,000



EXHIBITOR SPONSORSHIP OPPORTUNITIES

- Exhibitor Sponsorship | \$1,000 for one 6-foot skirted table

Interact with your target audience and introduce your business to the industry-at-large. Your company profile, listed in both the mobile app and websites, will highlight your product or service.

An exhibitor sponsorship includes: one conference registration, conference meals, company logo listed on the TACAC Conference website and mobile app, one pre-conference email to conference registrants, and the opportunity to connect with all conference attendees.

Please make checks payable to: Texas Association for College Admission Counseling
 P.O. Box 5300 | Frisco, TX | 75035
 469.730.6334 | tacac@tacac.org | www.tacac.org

TACAC LEADERSHIP

2021-2022

EXECUTIVE OFFICERS

Demetra Durham
 President & Delegate

Ramon Blakley
 President-Elect & Delegate

Marisol Scheer
 Past-President & Chief Delegate

Joseph Miller
 Treasurer & Delegate

Rachel Butler-Ripley
 Treasurer-Elect

Megan Greene
 Executive Assistant

2021-2022 NACAC DELEGATES

COLLEGE DELEGATES

Brad Durchslag Keith Ahee
 April Marroquin Abbi Pfister-Soria

SECONDARY DELEGATES

Bridget Adiukwu Brittney Cooper

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ADVANCEMENT

Ashley Plaeger Brad Durchslag

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Marisol Scheer

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Elizabeth Jones Abbi Pfister-Soria

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Narietha Toni Schexnyder
 Carter-McClain

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Dr. Lauren Parish Jose DejesusGil

MEMBERSHIP

Demetra Durham

PROFESSIONAL DEVELOPMENT

Kim Pondrom Wintress Ross