



TACAC
SPONSORSHIP
Opportunities

2021-2022

TACAC Advancement Committee
Ashley Plaeger and Kellen Lewis



Texas Association
for College Admission
Counseling

TACAC Sponsorship Opportunities

\$1,000

Webinars

Sponsorship Includes:

- A 30-second video promo of your institution during the beginning of the webinar. This means that when we record the webinar and share it with our thousands of TACAC members, your video promo will be provided to each member during each viewing of the recorded webinar.
- **Personal Shout Out.** There will be a personal mention of your institution and a thank you from the moderator as the webinar sponsor.
- **So much marketing!** Your logo, along with a statement that your institution is the webinar sponsor, will be advertised on all marketing outreaches for the webinar. Your logo will be listed on all social media advertisements and emails communication to the TACAC membership highlighting your sponsorship. With our first sponsored webinar, we had 360 registrants, 243 participants, and 965 members who viewed the invite and clicked on the link.
- **Attendees list.** You and your institution will also receive a list of individuals that attended the webinar.
- **Advertisement on the TACAC Website.** Each webpage on TACAC.org in the right-hand column, we are advertising our TACAC Sponsors. Your logo will be highlighted there throughout the year.

Learn More

tacac.org/webinars



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**\$250
per fellow**

- **Middle Management Institute (MMI)**
- **Admission and College Counseling Institute (AACI)**

The Fellows Program is designed to enable admission professionals who work with students from under-represented populations and who work in a setting adversely affected by budget cuts or limitations to participate in professional development opportunities. As a sponsor, you can sponsor a TACAC member(s) via the Fellows Program for either MMI or AACI.

Sponsorship Includes:

- **Personal Shout Out.** There will be a personal mention of your company and a thank you from the host as a fellows sponsor. You will also have time with your sponsored fellow.
- **Advertisement on the TACAC Website.** Each webpage on TACAC.org in the right-hand column, we are advertising our TACAC Sponsors. Your logo will be highlighted there throughout the year.
- **So much marketing!** Your logo, along with a statement that your company is a fellows sponsor, will be advertised on all marketing outreaches for the TACAC program. Your logo will be listed on all social media advertisements and emails communication to the TACAC membership highlighting your sponsorship.

Learn More

tacac.org/fellows-program



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\$500
per training

Diversity Peer Educator Program

This program offers secondary and post-secondary counselors of many academic disciplines, cultures, backgrounds, and interests an increased leadership credential in multicultural counseling.

Sponsorship Includes:

- **Personal Shout Out.** There will be a personal mention of your company and a thank you from the host as the DPE sponsor.
- **Advertisement on the TACAC Website.** Each webpage on TACAC.org in the right-hand column, we are advertising our TACAC Sponsors. Your logo will be highlighted there throughout the year.
- **So much marketing!** Your logo, along with a statement that your company is a DPE sponsor, will be advertised on all marketing outreaches for the DPE program. Your logo will be listed on all social media advertisements and emails communication to the TACAC membership highlighting your sponsorship.
- **Attendees list.** You and your institution will also receive a list of individuals that attended the DPE training.

Learn More
tacac.org/DPE



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Committee

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