

# 2023-2024 Packages

Sponsorship with the National Association of College and University Attorneys (NACUA) provides your organization or firm with a unique opportunity to promote your services to decision makers while demonstrating your strong support for the practice of higher education law.

Sponsors become part of a community that is dedicated to supporting the Association's mission: to advance the effective practice of higher education attorneys for the benefit of the colleges and universities they serve. By serving as a sponsor, you help NACUA deliver accessible high-quality programming and keep attendee costs reasonable.

NACUA in-person and virtual programs provide up-to-date legal information from practitioners with real "hands-on" experience, and equally important—give members the critical opportunity to interact with colleagues who share their challenges and concerns.

This brochure includes information on all of this year's sponsor opportunities, as well as details on sponsor logistics. To reserve a sponsorship opportunity and confirm package availability, please visit [www.nacua.org/program-events/sponsorship](http://www.nacua.org/program-events/sponsorship).

## Year-Round Exclusive Opportunities

**Webinars**

**Briefings**

## Virtual General Counsel Roundtables

**November 8 - 10, 2023**

### Fall 2023 CLE Workshop

Higher Education  
Compliance  
Washington, DC

**February 7 - 9, 2024**

### Winter 2023 Virtual CLE Workshop

Higher Education  
Employment Law  
Virtual Meeting

**March 20 - 22, 2024**

### 2023 General Counsel Institute

Denver, CO

**Questions? Contact Ashley Hodak Sullivan, NACUA Director of Membership & Marketing at [ahs@nacua.org](mailto:ahs@nacua.org) or 202.833.8390.**



# **Year-Round Exclusive Opportunities**

## **2023-2024 Webinars Sponsor (Exclusive)**

**\$10,000**

Exclusive sponsorship of all NACUA webinars (9-11 annually) to be held September 2023 - August 2024

- One (1) complimentary site registration per webinar
- Logo and link on event website
- Logo and link on event marketing
- Recognition during sponsored event

## **2023-2024 Briefings Sponsor (Exclusive)**

**\$10,000**

Exclusive sponsorship of all NACUA webinars (7-10 annually) to be held September 2023 - August 2024

- Logo and link on event website
- Logo and link on event marketing
- Recognition during sponsored event

## **2023-2024 Virtual General Counsel Roundtables Sponsor (Exclusive)**

**\$5,000**

Exclusive sponsorship of two (2) roundables to be held September 2023 - May 2024

- Logo and link on event website
- Logo and link on event marketing
- Recognition during sponsored event



Fall 2023 CLE Workshop

## Compliance

November 8 - 10, 2023

Omni Shoreham Hotel  
Washington, DC

### Event Portal & App Sponsor

**\$7,500**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition as exclusive sponsor of the event portal and app

### Wi-Fi Sponsor

**\$5,000**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition as exclusive Wi-Fi sponsor
- Firm name as part of Wi-Fi access

### Plenary Session Sponsor

**\$3,500**

- One (1) high-top display table, available during sponsored session
- Recognition in all event promotion
- Recognition during sponsored session

### Refreshment Break Sponsor

**\$2,500**

- One (1) high-top display table, available during sponsored break(s)
- Recognition in all event promotion
- Recognition during sponsored break
- Four (4) opportunities available

### Reception Sponsor

**\$7,500**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition during sponsored event

### Lunch Sponsor

**\$5,000**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition during sponsored meal

### Breakfast Sponsor

**\$3,500**

- One (1) high-top display table, available during sponsored meal
- Recognition in all event promotion
- Recognition during sponsored meal
- Two (2) opportunities available

### Daily Email Brief Sponsor

**\$2,500**

- Recognition in all event promotion
- Recognition on day-of highlights message sent to all registrants

\* **NOTE** Registrants must meet registration requirements to attend sessions. Otherwise, registration will be limited to networking events and meals.

 **NACUA**



**Winter 2024 Virtual CLE Workshop**

**February 7-9, 2024**

# **Employment Law**

**Virtual Meeting**

## **Event Portal Sponsor**

**\$7,500**

- Three (3) complimentary registrations\*
- Recognition in all event promotion
- Recognition as exclusive sponsor of the event portal

## **Plenary Session Sponsor**

**\$3,500**

- Two (2) complimentary registrations\*
- Recognition in all event promotion
- Recognition during sponsored plenary session

## **Networking Lounges Sponsor**

**\$3,500**

- Two (2) complimentary registrations\*
- Recognition in all event promotion
- Recognition during networking lounges and “Meet the Expert” sessions

## **Daily Email Brief Sponsor**

**\$2,500**

- One (1) complimentary registration\*
- Recognition in all event promotion
- Recognition on day-of highlights message sent to all registrants

## **Supporting Sponsor**

**\$1,000**

- Recognition in all event promotion

**\* NOTE** In order to attend NACUA virtual meetings, registrants must meet registration requirements for that specific meeting.



# 2023 General Counsel Institute

March 20-22, 2024

The Westin Denver  
Downtown  
Denver, CO

## Event Portal & App Sponsor

**\$7,500**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition as exclusive sponsor of the event portal and app

## Wi-Fi Sponsor

**\$5,000**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition as exclusive Wi-Fi sponsor
- Firm name as part of Wi-Fi access

## Plenary Session Sponsor

**\$3,500**

- One (1) high-top display table, available during sponsored session
- Recognition in all event promotion
- Recognition during sponsored session

## Refreshment Break Sponsor

**\$2,500**

- One (1) high-top display table, available during sponsored break(s)
- Recognition in all event promotion
- Recognition during sponsored break
- Four (4) opportunities available

## Reception Sponsor

**\$7,500**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition during sponsored event

## Lunch Sponsor

**\$5,000**

- One (1) complimentary registration\*
- One (1) 6-foot sponsor display table, available during full event
- Recognition in all event promotion
- Recognition during sponsored meal

## Breakfast Sponsor

**\$3,500**

- One (1) high-top display table, available during sponsored meal
- Recognition in all event promotion
- Recognition during sponsored meal
- Two (2) opportunities available

## Daily Email Brief Sponsor

**\$2,500**

- Recognition in all event promotion
- Recognition on day-of highlights message sent to all registrants

\* **NOTE** Registrants must meet registration requirements to attend sessions. Otherwise, registration will be limited to networking events and meals.

## Important Event Deadlines

	Fall 2023 CLE Workshop	Winter 2024 Virtual CLE Workshop	2024 General Counsel Institute
Sponsorship Reservation	September 27	December 27	February 7
Payment	October 8	January 7	February 20

## Logos

Logos should be saved in a vector format (EPS or AI) whenever possible. If a vector logo cannot be located or is unavailable, it should be a rasterized logo of at least 300 dpi at the printed size. High-resolution files are preferred. Logos will appear in full color.

## Portal & App Profiles

Sponsor profiles are included in each event portal and app, supported by Cvent. The sponsor profile includes the logo, website, social media links, and description. Sponsors are also permitted to upload materials and videos. NACUA reserves the right to edit profiles for content. Access to sponsor portal is granted 6-8 weeks ahead of scheduled events.

## Display Table

Sponsors of packages \$5,000 and above receive one six-foot display table featured in the sponsorship area throughout the entire event. All meal and reception sponsors receive one high cocktail round table during their sponsored event. These tables may be used for networking and display of firm/company marketing collateral.

**Questions? Contact Ashley Hodak Sullivan, NACUA Director of Membership & Marketing at [ahs@nacula.org](mailto:ahs@nacula.org) or 202.833.8390.**

## Giveaways

Sponsors may choose to have promotional items displayed on the tables during in-person events. All giveaways provided by sponsors during a NACUA event should have no monetary value. All food products that are distributed as part of sponsorship giveaways must receive prior approval. Additional details are provided in sponsor logistics.

## Sponsor Attendance

Sponsors are strongly encouraged to attend the NACUA event that they are sponsoring, but eligibility rules to attend both virtual and in-person meetings do apply. Additionally, solicitation of business by sponsors in NACUA educational sessions, either as session presenters or as session attendees, is expressly prohibited.

## Attendee Rosters

Upon request, sponsors are provided with a roster that contains the names, organizations, cities, and states of attendees. The attendee roster is only for informational purposes and may not be used for business or sponsored event promotion and/or advertising.