About NACUA

NACUA is the leading organization in the field of higher education law and the primary source of information on legal developments at colleges and universities. Established in 1960, NACUA has become a vital part of the legal counsel’s day-to-day operation by providing members with a broad range of services that can be used to identify, analyze, resolve, and prevent legal problems on campus. Built on strong membership participation of more than 1,850 institutional campuses and 5,000 attorneys, NACUA has assisted member attorneys by educating them on legal issues facing the colleges and universities they serve.

Who Are NACUA Members?

NACUA is comprised of attorney representatives, which include in-house counsel, attorneys in private practice, attorneys general, and other legal specialists from public and private non-profit institutions, with budgets ranging from $50 million to $10 billion, collectively serving more than 8 million students. NACUA membership includes a vast array of accredited institutions from all 50 states, the District of Columbia, Puerto Rico, Guam, and several countries around the world including Canada, Australia, Lebanon.

Why Be a Sponsor?

Sponsorship of the NACUA Annual Conference allows you to connect with more than 1,600 higher education attorneys. 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 of the association’s largest live program, you fulfill the critical need of keeping attendee costs reasonable, while delivery high-quality programming.
## Sponsorship Levels

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<th><strong>PLATINUM</strong> $30,000</th>
<th><strong>GOLD</strong> $20,000</th>
<th><strong>EMERALD</strong> $15,000</th>
<th><strong>SILVER</strong> $10,000</th>
<th><strong>CRYSTAL</strong> $3,000</th>
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<td><strong>BENEFITS</strong></td>
<td>One (1) six-foot display table in sponsor area</td>
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<td>One (1) complimentary registration</td>
<td>Crystal Level sponsorships are not associated with any events.</td>
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<td>Four (4) complimentary registrations</td>
<td>Three (3) complimentary registrations</td>
<td>Two (2) complimentary registrations</td>
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### OPENING RECEPTION (DAY 1)

- Reception for Lawyers New to Higher Education (Pre-Conference)
- Opening Plenary (Day 1)
- Leadership & Membership Recognition Breakfast (Day 3)
- Hotel Room Keys
- Registration & Lanyards
- Event Wifi
- Charging Lounge

### GENERAL COUNSEL ROUNDTABLE RECEPTION (PRE-CONFERENCE)

- Post-Plenary Break (Day 1)
- Networking Breakfast (Day 2)
- Networking Breakfast (Day 3)
- Networking Lunch (Day 4)
- Networking Breakfast (Day 4)
- Water Stations
- Speaker Ready Room
- Tote Bags

### LUNCH FOR LAWYERS NEW TO HIGHER EDUCATION (PRE-CONFERENCE)

- Networking Lunch for New Members and First-Time Attendees (Day 1)
- Morning Networking Break (Day 2)
- Morning Networking Break (Day 3)
- Ice Cream Break (Day 3)
- Morning Networking Break (Day 4)

### NOTE:

NACUA maintains sole discretion in determining the specific dollar amounts that define each level of sponsorship; these dollar amounts may change from year to year without public notification.
**SPONSORSHIP DETAILS**

**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 on the NACUA website sponsor recognition page, sponsor signs, and brochure will appear in full color.

**Descriptions**
Sponsor descriptions will include the logo, address, city, state, telephone number, fax number, and website. The text of the description should not exceed 150 words, and may include a contact person and/or email. NACUA reserves the right to edit descriptions for content.

**Display Table**
Platinum, Gold, and Emerald sponsors receive one six-foot display table featured in the sponsorship area throughout the entire conference. Additionally, all meal sponsors receive one high cocktail round table during their sponsored event. This table may be used for company brochures and giveaways.

**Giveaways**
Sponsors may choose to have promotional items or giveaways displayed on the tables during the conference. All giveaways (tokens, gifts, products) provided by sponsors onsite during a NACUA meeting should have no monetary value. **All food products that are distributed as part of sponsorship giveaways must receive prior approval.** Details are included in the logistics packet, along with shipping information.

**Sponsor Attendance**
Sponsors are strongly encouraged to attend the NACUA meeting or event that they are sponsoring. 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 only 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.

**HOW TO RESERVE**
1. Select your sponsorship option by going to: [www.nacua.org/program-events/sponsorship](http://www.nacua.org/program-events/sponsorship) Opening December 1, 2019
2. NACUA will confirm availability of that option and send a sponsorship agreement and invoice.
3. NACUA will send sponsor logistics packet in early April.
4. Sponsor will send payment by **May 20, 2020**.

**QUESTIONS?**
Contact Ashley Hodak Sullivan at 202.833.8390 or [ahs@nacua.org](mailto:ahs@nacua.org).
**About the NACUA Annual Conference**

The NACUA Annual Conference offers attendees a diverse and rewarding experience. Attendees may choose from more than 90 sessions on a variety of legal issues and attend networking events that offer practitioners of higher education law the opportunity to expand their knowledge and build a beneficial network of resources, contacts, and friends. The NACUA Annual Conference directly addresses the needs of those who practice in the area of higher education law and is consistently rated by NACUA members as the association’s most important program.

**Attendee Profile**

All attendees at the NACUA annual conference are attorneys. The majority of attendees are NACUA members. Nonmember attorneys must be endorsed by a representative at a NACUA member institution to attend the conference. The majority of attendees are in-house general counsel. A little more than half of attendees tend to be from large institutions, which is defined as having an FTE student count of 15,000 or more.

**Attendance**: 1,700-1,800