



## 2021-2022 Sponsorship Opportunities

2021-2022 continues to bring new educational event models to our membership, including virtual-only and hybrid events. Opportunities may vary based on platform capabilities. NAGAP can tailor support to meet your mission and exposure needs. If you are interested in a customized package, please contact NAGAP Executive Office, at [info@naqap.org](mailto:info@naqap.org).

### **Annual Conference/GEM Summit**

Held each spring, the conference brings over 1,000 GEM professionals together to gain insight and knowledge from peers and experts in the field. Amounts range from \$2,000 to \$30,000. The comprehensive 2022 Sponsorship & Exhibitor Prospectus is not yet available. NAGAP is moving forward with the planning of a Hybrid GEM Summit in 2022.

- Sponsorships
- Exhibit
- Vendor Presentations
  - The Call for Proposals is distributed in the Fall each year.

### **Professional Development Institutes**

Four distinct Institutes each offering the opportunity to market to a smaller, targeted audience. The levels range from \$500 to \$4,000. Registration and attendance may vary.

- **Summer Institute** for New Graduate Enrollment Management Professionals (100+)
  - Virtual July 15-16, 2021
- **Winter Institute** for Advanced Graduate Enrollment Management Professionals (50+)
  - In-person January 20-21, 2022
- **Pre-Conference/Summit Institute** - in conjunction with the Annual Conference (75-130+)
  - In-Person April 16, 2022
- **Fall Institute** for all levels of professionals
  - Virtual, October 26-29 (hour-long sessions each day)

### **Research**

NAGAP conducts weekly and monthly 60-second Flash Feedback surveys. These surveys provide members the opportunity to give NAGAP their opinion on association-related topics. **Example:** Institutional Funding for Graduate Students, Use of Social Media in Graduate Enrollment Management, and Legal Issues in Graduate Enrollment Management. There are two ways in which to collaborate, and the amounts range from \$250 each to \$2,000 annually.

### **The Exchange**

*The Exchange* is a real-time, interactive, social networking platform for members to collaborate about GEM topics and consistently engage with each other and vendors outside of live educational events. This has been a strategic initiative

for NAGAP at the request of the membership. Annual sponsorship of the platform ranges from \$1,000 to \$10,000, relative to branding desires and exposure needs.

### **Webinars**

NAGAP strives to provide free educational webinars throughout the year to our members. There are two ways in which to collaborate, and the amounts range from \$500 to \$1,500.

- **Sponsored Webinar** – collaborate with NAGAP on content and production “sponsored by” vendor noted in promotion materials.
- **Vendor-Sourced Webinar** – full production and content provided by the vendor, marketing and promotion provided to NAGAP members.

### **Podcasts**

The NAGAP Report, NAGAP’s podcast, provides the latest and greatest in graduate enrollment management and NAGAP-specific updates in a free, convenient way to learn. The amounts range from \$500 to \$1,500.

- **Sponsored Podcast** – collaborate with NAGAP on content and production “sponsored by” vendor noted in promotion materials.
- **Vendor-Sourced Webinar** – full production and content provided by the vendor, marketing and promotion provided to NAGAP members.

### **Advertising**

NAGAP reaches its diverse membership of individuals in areas of graduate admissions, educational administrators, faculty, student affairs professionals, and enrollment management decision-makers, as well as a growing partnerships with dedicated experts from higher education, government, foundations, non-profit groups, and corporations in a multitude of ways. Sponsorship opportunities include:

#### **Print Advertising**

- *Perspectives* – NAGAP’s Newsmagazine

<b>Member Rates</b>	<b>Non-Member Rates</b>
Quarter-page ad – full color - \$500	Quarter-page ad – full color - \$600
Half-page ad – full color - \$700	Half-page ad – full color - \$800
Full-page ad – full color - \$1,600	Full-page ad – full color - \$1,900

- NAGAP Membership Mailing List \$1,500

#### **Digital Advertising**

- *NAGAP News* – our informative e-news is sent weekly and boasts open and click rates well over the industry standard. NAGAP receives a 20% royalty on the newsletter and site retargeting.
  - *NAGAP News*, includes 13 emails:
    - Leaderboard - \$1,625
    - Lower Leaderboard - \$1,487

- Boxes Ad - \$1,237
- Top Banner - \$1,400
- Bottom Banner - \$600
- Horizontal Product Showcase - \$1,350
- Callout Text - \$600
- Vertical Product Showcase - \$875
- Social Text Ad - \$450
- Sponsored Content - \$1,237
- Featured Article - \$900
- Website advertising and retargeting. NAGAP receives a royalty of 30% on the website advertising services.
  - Full Campaign - \$2,950 (per year)
  - Association Site Retargeting:
    - 120,000 Impressions - \$4,950 (per year)

### Chapter and Regional Events

NAGAP's chapters and special interest groups provide NAGAP members with many opportunities to network, engage, and share ideas and strategies related to the changing landscape of graduate enrollment management. Members can participate in chapter activities in their geographic region or with a special interest group focused on a specific academic area, institution type, or issue. Current chapters include:

- BAGAP (Bay Area)
- PAGAP (Pennsylvania)
- MAGAP (Midwestern Region)  
Includes: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, and Wisconsin
- NEGAP (New England)  
Includes: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut
- NYGAP (New York)
- SEAGAP (Southeastern Region)  
Includes: North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Louisiana, Mississippi, and Arkansas
- TXGAP (Texas)
- CAGAP (Canada)
- BioGap (Biomedical Research Programs)
- JGAP (Jesuit Universities)

Sponsorship and support of Chapter level activities range from \$250 to \$1,000 and include:

- Chapter Educational Conference (regional) - \$500
- Chapter Webinar - \$250