



Texas Association
for College Admission
Counseling

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2025-2026

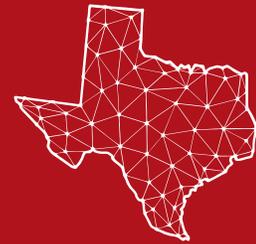
WWW.TACAC.ORG



Chartered in 1979, TACAC is one of 23 affiliates of the National Association for College Admission Counseling (NACAC). TACAC develops professionals committed to providing the highest quality counseling to ensure students' access to and persistence through post-secondary education.

TEXAS COVERAGE

Central Texas: 26%	Panhandle: 2%
Dallas/Fort Worth: 31%	Rio Grande Valley: 5%
East Texas: 4%	West Texas: 3%
El Paso: 3%	Outside of Texas: 4%
Houston: 27%	No Designation: 5%



MEMBERSHIP MAKE-UP

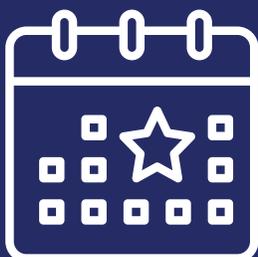
Higher Education Members: 49%
Honorary Lifetime Members: 1%
Independent Counselor Members: 6%
Organization & Community Members: 7%
Retired Members: <1%
Secondary Counselor Members: 37%

2025 ANNUAL CONFERENCE

Higher Education: 214
Secondary: 245
Community Based Organizations: 18
Independent Educational Consultants: 11
Other: 18



The Woodlands, TX



ANNUAL EVENTS

Admission & College Counseling Institute (entry-level)
Regional College Fairs
47th Annual Conference
Middle Management Institute (mid-level)
Virtual Workshops

SPONSORSHIP OPPORTUNITIES

2025-2026

COMMUNICATIONS SPONSOR | \$2,500

Two opportunities available annually

- Inclusion in monthly TACAC email distributed to 1500+ members
- Prominent logo placement in four monthly communications (*Fall or Spring*)
- Sponsor “blurb” inclusion on the monthly communication

WEBINAR SPONSOR | \$2,500

Three unique opportunities available

- Prominent logo placement in advertisement of the webinar
- Sponsor “blurb” and “branding” during the webinar
- Opportunity for introduction during webinar or host

MEMBERSHIP NETWORKING SPONSOR | \$2,500

Four unique opportunities available

- Prominent logo placement in advertisements and during the networking event
- Opportunity to provide promotional materials to attendees
- Sponsor “blurb” inclusion in all communication for the event

NACAC RECEPTION SPONSOR | \$7,000

One unique opportunities available

- Sponsor “blurb” and logo inclusion in TACAC email distributed to 1500+ members, including a dedicated reception email
- Prominent logo placement in advertisements and during the networking event
- Opportunity to provide promotional materials to attendees

ANNUAL CONFERENCE



APRIL 12-14, 2026

MCALLEN, TX

EXHIBITOR

ONE SIX-FT. SKIRTED TABLE

- One conference registration, including access to all meals, sessions and conference social
- Logo listed on the mobile app
- One pre-conference email to conference registrants
- Exhibitor highlight and thank you during Keynote Lunch
- Exhibitor Hall located directly outside of the Keynote Lunch
- Room block access

\$1,200

SPONSORSHIP

ALL SPONSORSHIP LEVELS INCLUDE:

- Logo listed on the mobile app
- Pre and post-conference contact lists
- Hyperlinked logo on TACAC website and conference event registration
- One push notification in the conference app
- Signage at event
- Verbal recognition at conference

VARIOUS LEVELS

ANNUAL CONFERENCE



AMPLIFY SPONSOR

CONFERENCE REGISTRATION

OPENING REMARKS

- Logo included on all marketing communications
- 2-3 minute video (provided by the sponsor) or speaking opportunity
- Personalized table tents or promotional materials (provided by the sponsor)
- Sponsor highlight and thank you

CONFERENCE SOCIAL

- Logo included on all marketing communications
- Personalized table tent or promotional materials on the tables (provided by the sponsor)
- Sponsor highlight and thank you
- Personalized napkins
- Photobooth logo

MEMBER SPOTLIGHT RECOGNITION

- Opening remarks opportunity
- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and coffee cup sleeves

\$7,500 EACH

ANNUAL CONFERENCE



ANTHEM SPONSOR

PRESIDENT'S WELCOME AND RECEPTION

- 90 sec. video (provided by the sponsor) or speaking opportunity
- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins
- Logo included on all marketing communications
- Sponsor highlight and thank you

NETWORKING RECEPTION AND FAIR

- Personalized promotional materials/swag (provided by the sponsor)
- Personalized napkins and coffee cup sleeves
- Registration and featured table for the Networking Fair is included

\$5,000 EACH

MOMENTUM SPONSOR

CONFERENCE FELLOWS

Three sponsorships available

- Covers registration, hotel, and travel expenses for conference fellows
- Introduction at Conference Fellows Meet & Greet

HOTEL KEY CARD SLEEVES

\$3,000 EACH

ANNUAL CONFERENCE



HARMONY SPONSOR

MOBILE APP

- Premier logo in the app banner

COFFEE/SWEETS BAR TWO SPONSORSHIPS AVAILABLE

- Personalized napkins
- Personalized coffee cup sleeves

\$2,500 EACH

RESONANCE SPONSOR

CONFERENCE SESSION SIX SPONSORSHIPS AVAILABLE

- Conference sessions available between day 1 and day 2 session blocks
- Sponsors are encouraged to partner with TACAC members using your product/service to create an engaging session

CONFERENCE TOTE BAG FIVE SPONSORSHIPS AVAILABLE

- Promotional insert included in bag (provided by the sponsor)

FITNESS CHALLENGE

- Logo and name recognition in all communications about fitness challenge
- Opportunity to provide promotional materials to attendees

\$1,500 EACH

SPRING 2026 COLLEGE FAIRS

SAN ANTONIO | DALLAS | FRISCO | EL PASO | MCALLEN

PREMIER SPONSOR | \$7,500

One sponsorship available

- Booth registration included for all college fairs
- Prominent signage at each event
- Logo printed on student bags

STUDENT BAG SPONSOR | \$2,500

Three sponsorships available

- Logo printed on student bags

WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS

ADMISSION & COLLEGE COUNSELING INSTITUTE

JULY 2026

VIRTUAL

ELITE SPONSOR

- Logo placement on all presentation slides
- Welcoming remarks opportunity
- Social media recognition

\$2,500

WWW.TACAC.ORG/ACCI

MIDDLE MANAGEMENT INSTITUTE (MMI)

2025-2026

ELITE SPONSOR

- 2-minute presentation before six sessions (five virtual, one in-person)
- Sponsor acknowledgement during and after the program
- Attendee lists and contact information shared with sponsors
- Invitation to in-person gathering during TACAC Annual Conference

\$2,500

WWW.TACAC.ORG/MMI