TACAC

Texas Association for College Admission Counseling

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

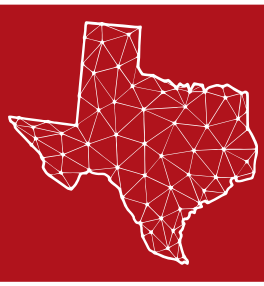
2026-2027

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%
Dallas/Fort Worth: 33%
East Texas: 5%
El Paso: 2%
Houston: 30%
Panhandle: 2%
Rio Grande Valley: 5%
West Texas: 4%
Outside of Texas: 3%
No Designation: 3%



MEMBERSHIP MAKE-UP

Higher Education Members: 49%
Honorary Lifetime Members: 2%
Independent Counselor Members: 6%
Organization & Community Members: 7%
Secondary Counselor Members: 35%

2026 ANNUAL CONFERENCE

Higher Education: 165
Secondary: 206
Community-Based Organizations: 32
Independent Educational Consultants: 10
Other: 14

McAllen, TX

REGIONAL COLLEGE FAIRS

Locations: 6
Students/Families Attended: 756
Participating Colleges & Universities: 330
Interaction: 5,413

ANNUAL EVENTS

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

*Some members represent more than one geographic region of Texas.

ANNUAL CONFERENCE

FEBRUARY 21-23, 2027

DENTON, TX

EXHIBITOR

INCLUDES

- One 6-ft. table
- Two conference registrations, including access to all meals, sessions, and conference social events
- Logo listed on the mobile app
- One pre- and post-conference email to conference registrants
- Exhibitor recognition throughout the conference
- Exhibitor Hall is located directly outside the session rooms
- Option to purchase a conference session presentation as an Add-On Package
- Hotel room block access

EXHIBITOR BINGO

- Conference attendees will be playing exhibitor bingo throughout the conference
- Consider contributing a monetary or prize donation

$1,500

WWW.TACAC.ORG/CONFERENCE

ANNUAL CONFERENCE

LONE STAR SPONSOR

CONFERENCE REGISTRATION (ONE AVAILABLE)

- Logo on name badges
- Logo on all conference marketing (digital and print)
- Full conference registration for 1 representative
- Optional conference session presentation
- Optional branded materials on tables (provided by sponsor)
- Premium recognition throughout the conference

SOLD!

CONFERENCE SOCIAL (TWO AVAILABLE)

- Personalized cocktail napkins or similar branded items
- Photobooth logo
- Covers the cost of music entertainment
- Logo on all conference marketing (digital and print)
- Full conference registration for 1 representative
- Optional conference session presentation
- Optional branded materials on tables (provided by sponsor)
- Premium recognition throughout the conference

PRESIDENT'S RECEPTION (ONE AVAILABLE)

- Personalized cocktail napkins or similar branded items
- Logo on all conference marketing (digital and print)
- Full conference registration for 1 representative
- Optional conference session presentation
- Optional branded materials on tables (provided by sponsor)
- Premium recognition throughout the conference

$7,500 EACH

ANNUAL CONFERENCE

BLUEBONNET SPONSOR

BREAKFAST (ONE AVAILABLE)

- Monday breakfast for all attendees
- Personalized cocktail napkins or similar branded items
- Logo on all conference marketing (digital and print)
- Optional branded materials on tables (provided by sponsor)

COUNSELOR NETWORKING RECEPTION (ONE AVAILABLE)

SOLD!

- Complimentary table at Counselor Network Reception
- Branded mints, candy, or similar items
- Logo on all conference marketing (digital and print)
- Optional branded materials on tables (provided by sponsor)

CONFERENCE FELLOWS (TWO AVAILABLE)

- Covers registration fee, hotel, and membership for 3 Fellows
- Introduction at Conference Fellows Meet & Greet
- Logo on all conference marketing (digital and print)

QUICK POUR (TWO AVAILABLE)

- Sunday evening cocktail hour before Conference Kickoff & Awards
- Service will include the conference signature drink
- Personalized cocktail napkins or similar branded items
- Logo on all conference marketing (digital and print)
- Optional branded materials on tables (provided by sponsor)

$4,000 EACH

ANNUAL CONFERENCE

ARMADILLO SPONSOR

HOTEL KEY CARD SLEEVES (ONE AVAILABLE)

- Covers customized key cards or key card sleeves
- Logo on all conference marketing (digital and print)

MOBILE APP (ONE AVAILABLE)

SOLD!

- Premier logo in the app banner
- Logo on all conference marketing (digital and print)

SNACK BREAKS (TWO AVAILABLE)

- Select from Sunday or Monday afternoon's snack break
- Personalized cocktail napkins or similar branded items
- Logo on all conference marketing (digital and print)
- Optional branded materials on tables (provided by sponsor)

$3,000 EACH

MOCKINGBIRD SPONSOR

BUSINESS MEETING (ONE AVAILABLE)

- Coffee, tea, & soda for all attendees on Monday mid-morning
- Opportunity to give a 2-3 minute welcome or video presentation
- Logo on all conference marketing (digital and print)

CONFERENCE TOTE BAGS (FIVE AVAILABLE)

- Promotional insert included in bag (provided by the sponsor)
- Logo on bags
- Logo on all conference marketing (digital and print)

$1,500 EACH

ANNUAL CONFERENCE

Package Add-Ons

CONFERENCE BAG INSERTS

- Provide branded material or an item to be pre-stuffed into the conference tote bag

CONFERENCE SESSION (THREE AVAILABLE)

- Conference sessions available between Sunday & Monday session blocks
- Sponsors are encouraged to partner with TACAC members using your product/service to create an engaging session

SOLD!

CONFERENCE KICK-OFF (ONE AVAILABLE)

- Opportunity to give a 2-3 minute welcome or video presentation

FITNESS CHALLENGE (ONE AVAILABLE)

- Logo on customized medals
- Opportunity to provide promotional materials to attendees

GENERAL FUND DONATION

- Monies collected will be applied to the operational cost of the TACAC programming (i.e. ACCI, college fairs, webinars)

$500 EACH

ANNUAL CONFERENCE

Package Add-Ons

MIDDLE MANAGEMENT INSTITUTE (ONE AVAILABLE)

- Breakfast for the MMI cohorts' final session

NOTEBOOKS (ONE AVAILABLE)

- Branded notebook or notepad for attendees given at registration

NAMETAG RIBBONS (ONE AVAILABLE)

- Includes traditional conference ribbons
- Option to add a custom ribbon (text only)
- Branding on ribbon display

WI-FI (ONE AVAILABLE)

- Provide Wi-Fi to all attendees
- Customizable Wi-Fi name & password

$500 EACH

PAYMENTS

- Must be received before any customized purchases can be made or promotion of sponsor can be made.

CERTIFICATE OF INSURANCE

- Please provide it to TACAC at least 21 days before the event to avoid being denied access by the hotel.