



Texas Association  
for College Admission  
Counseling

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

2024-2025

[WWW.TACAC.ORG](http://WWW.TACAC.ORG)

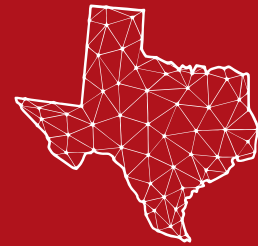
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Chartered in 1979, TACAC is one of 23 affiliates of the National Association for College Admission Counseling (NACAC). TACAC develops professionals committed to providing the highest quality counseling to ensure students' access to and persistence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

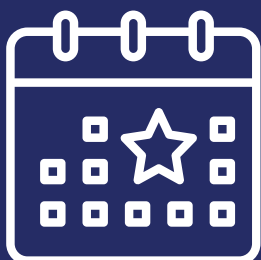
## 2024 ANNUAL CONFERENCE

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



**Lubbock, TX**

(first rural location)



## ANNUAL EVENTS

Admission & College Counseling Institute (entry-level)
Regional College Fairs
45th Annual Conference (The Woodlands)
Middle Management Institute (mid-level)
Virtual Workshops

# SPONSORSHIP OPPORTUNITIES

2024-2025

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## 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 (*up to 500 characters*)

## WEBSITE SPONSOR | \$2,500

*Multiple opportunities available*

- Prominent logo placement on TACAC website
- Customizable rotating website banner on TACAC homepage

# SPRING 2025 COLLEGE FAIRS

SAN ANTONIO | DALLAS | COLIN COUNTY | RIO GRANDE VALLEY | EAST TEXAS

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## PREMIER SPONSOR | \$7,500

*One sponsorship available*

- Booth registration included for all college fairs
- Prominent signage at each event
- Logo printed on student bags
- Insert included in student bags (*inserts to be provided by sponsor*)

## STUDENT BAG SPONSOR | \$2,500

*Three remaining sponsorships available | 1 sold*

- Logo printed on student bags
- Insert included in student bags (*inserts to be provided by sponsor*)

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[WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS](http://WWW.TACAC.ORG/COLLEGE-FAIR-EVENTS)

# MIDDLE MANAGEMENT INSTITUTE (MMI)

*2024-2025*

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## ELITE SPONSOR | \$2,500

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

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[WWW.TACAC.ORG/MMI](http://WWW.TACAC.ORG/MMI)

# ADMISSION & COLLEGE COUNSELING INSTITUTE

JULY 2025

**SCHREINER UNIVERSITY**

## NETWORKING RECEPTION SPONSOR

- Presentation during Networking Reception
- Prime logo placement
- Social media recognition

**\$3,500**

## WELCOME RECEPTION SPONSOR

- Welcoming remarks opportunity
- Prominent logo placement
- Social media recognition

**\$1,500**

## LANYARD SPONSOR

- Logo placement on lanyards (to be provided by sponsor)
- Recognition during Welcome Reception
- Social media recognition

**\$1,000**

## SNACK BREAK SPONSOR

- Branded napkins for use during snack breaks
- Coffee sleeves with sponsor logo

**\$500**