



NATIONAL COUNCIL ON STUDENT DEVELOPMENT
an affiliate council of the American Association of Community Colleges

REIMAGINE THE

FUTURE

OF COMMUNITY COLLEGES

NCS D 2019 NATIONAL CONFERENCE
HENRY FORD COMMUNITY COLLEGE DEARBORN, MI.



2019 NCS D NATIONAL CONFERENCE



SPONSORSHIP & ADVERTISING OPPORTUNITIES

DATE : OCTOBER 10TH - 12TH, 2019
HENRY FORD COMMUNITY COLLEGE, DEARBORN, MI.



ABOUT THE NATIONAL COUNCIL ON STUDENT DEVELOPMENT (NCSd):

The National Council on Student Development is an affiliate council of the American Association of Community Colleges and the only organization solely dedicated to serving the needs of student development professionals in community colleges.

The National Council on Student Development (NCSd) provides and promotes knowledge, expertise and professional development of higher education student development professionals. NCSd supports and fosters opportunities to address the student development agenda, which informs policies, practices and programs based on empirical and ethical principles for the higher education community. The National Council on Student Development supports the understanding of and respect for all community college students and professionals through advocacy and education.

THE PURPOSE OF THE NATIONAL COUNCIL ON STUDENT DEVELOPMENT IS:

- To provide and promote leadership in student development by enhancing opportunities for training and leadership of student development professionals
- To promote and foster student development in community colleges by focusing on student success for a diverse student population
- To support civic responsibility and workforce development in communities
- To be proactive and responsive to the American Association of Community Colleges in policy that affects student development
- To serve as a central repository of the collection and dissemination of information on historical, current and future trends in the field of community college student development

NCSd SPONSORS:

- National conferences
- Women's Leadership Institute for students, and
- Leadership Institute for student development professionals.

NCSd periodically provides an opportunity for professionals to participate in drive-In Institutes, webinars, and other professional development opportunities with our partnering organizations to collaborate, develop and share research, and expand on the current trends in higher education.

SPONSORSHIP:

Sponsorship Levels and Benefits are provided on the following pages and run a full fiscal year beginning July 1st through June 30th.

CONTACT:

Please visit the NCSd website at <http://www.ncsd-aacc.com/become-a-sponsor/> to see the various Sponsorship Levels. Further, the information is also provided for your convenience within this Sponsorship Packet. For additional information, or to move forward NOW with your sponsorship contribution, send an email to: sponsorship@ncsd-aacc.com

SPONSORSHIP & ADVERTISING OPPORTUNITIES

GREAT INVESTMENT

The 2018 NCS D National Conference will engage chief student services officers, leaders, and managers from community colleges. The National Council on Student Development provides your company with the perfect occasion to reach student development professionals and key decision makers before and during the conference. Take advantage of this opportunity to enhance your company's visibility, maximize your company's brand, expand sales, and obtain new customers at this targeted industry event. By sponsoring or advertising, your company will be recognized as a strong supporter of NCS D and the student development profession.

SPONSORSHIP LEVELS

The following sponsorship opportunities are available for the 2018 NCS D Conference:

LEVEL 1 (\$250 MINIMUM)

- Listing on NCS D website includes name, logo, contact information, description of company services (200 words) and links to organization's website and e-mail

LEVEL 2 - \$500

- Listing on NCS D website (sponsor name, logo, contact information, 200-word description of sponsor services and links to sponsor's website and e-mail)
- Exhibitor table at national conference (request must be received at least three weeks prior to conference date)
- 1/4 page ad in the conference program (print-ready ad must be received at least three weeks prior to conference date)

LEVEL 3 - \$1000

- Listing on NCS D website (sponsor name, logo, contact information, 200-word description of sponsor services and links to sponsor's website and e-mail)
- Exhibitor table at national conference (request must be received at least three weeks prior to conference date)
- 1/2 page ad in the conference program (print-ready ad must be received at least three weeks prior to conference date)
- One e-mail to NCS D membership
- Introduction at opening session of annual conference

LEVEL 4 - \$2000

- Listing on NCSD website (sponsor name, logo, contact information, 200-word description of sponsor services and links to sponsor's website and e-mail)
- Exhibitor table at national conference (request must be received at least three weeks prior to conference date)
- Full Page ad in the conference program (print-ready ad must be received at least three weeks prior to conference date)
- One e-mail to NCSD membership
- Introduction at opening session of annual conference
- Inclusion of collaterals/marketing materials (provided by sponsor) in conference folders
- One complimentary conference registration

LEVEL 5 - \$3000 & ABOVE

- Listing on NCSD website (sponsor name, logo, contact information, 200-word description of sponsor services and links to sponsor's website and e-mail)
- Exhibitor table at national conference (request must be received at least three weeks prior to conference date)
- Full page ad in the conference program (print-ready ad must be received at least three weeks prior to conference date)
- One e-mail to NCSD membership
- Introduction at opening session of annual conference
- Inclusion of collaterals/marketing materials (provided by sponsor) in conference folders
- One complimentary conference registration
- Concurrent session at annual conference. Presentation must offer content that is relevant to student development practice and theory (request must be received at least three weeks prior to conference date)

CONFERENCE PROGRAM ADVERTISEMENTS

The following advertisement sizes are available in the 2018 Conference Program Book:

AD SIZES & RATES:

PROGRAM BOOK:

Page trim size: 8.5' wide X 11" high

Full-page ad: 7.5" wide X 10" high **\$500**

Half-page ad: 7.5" wide X 4.75" high **\$300**

Quarter-page ad: 3.5" wide X 4.75" high **\$200**

Business Card (1/8) - 3.5" wide X 2" high **\$125**

AD FILE FORMATS ACCEPTED:

- Please note: Ads will be printed in black and white. Color will incur additional charges.
- PDF: Hi-res, press-setting (or PDF/X-1a:2001) pdf, with all pictured and fonts embedded
- EPS: Illustrator Cs4 eps file (or earlier version) with all linked pictured provided,
- and fonts saves as outline
- TIF: Photoshop tif file, full-size, 300 resolution minimum