



NACE'S 2024 Competency Symposium

Thursday, November 14, 2024
10 a.m. – 5 p.m. ET | Virtual

Sponsorship Opportunities

How invested is your organization in career readiness and student success?

NACE's 2024 Competency Symposium will bring together practitioners from colleges and universities across the country to learn best practices in understanding, applying, assessing, and articulating NACE Career Readiness Competencies.

Demonstrate your organization's commitment to career readiness for students by sponsoring this virtual event.



naceweb.org/competency-symposium

Questions? Contact Katrina Schreefer at businessdevelopment@naceweb.org.

What is Career Readiness?

Career readiness is a foundation that demonstrates requisite core competencies, broadly preparing the college educated for success in the workplace and lifelong career management.

NACE has identified eight competencies that are essential for success in the workplace.



Career &
Self-Development



Leadership



Communication



Professionalism



Critical Thinking



Teamwork



Equity & Inclusion



Technology

For higher education professionals, career readiness provides a framework for addressing career-related goals and outcomes of curricular and extracurricular activities, regardless of the student's field of study.

For employers, career readiness plays an important role in sourcing talent, providing a means of identifying key skills and abilities across all job functions. Similarly, career readiness offers employers a framework for developing talent through internship and other experiential education programs.

Learn more at
www.nacweb.org/career-readiness

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nacweb.org/competency-symposium

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Who Attends NACE's Competency Symposium?

Who is NACE?

The National Association of Colleges and Employers (NACE) is the leading source of information on the employment of the college educated. NACE forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks. Established in 1956, NACE is a professional association that connects over 17,000 college career services professionals, university relations and recruiting professionals, and the business solution providers that serve this community. We are the only national association that serves both higher-education professionals and employers recruiting early talent.

NACE's Role in Career Readiness

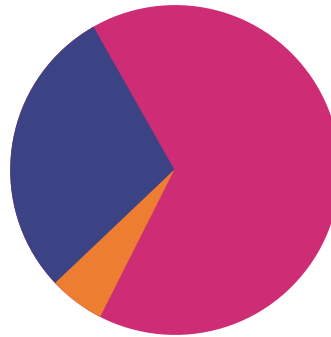
NACE is a leading authority in the career readiness space, having developed the NACE Competencies, and most recently, launching the groundbreaking NACE Competency Assessment Tool.

Rigorously field-tested, validated, reliable, and user-friendly, this tool allows students, faculty, career services professionals, and early talent recruiters to operationalize career readiness. It provides specific, actionable feedback that can be used to develop a clear and intentional career readiness plan, tailored to the job seeker's goals.

NACE Member Profile

NACE Represents
17,319 Total Members
at 2,882 Organizations

As of June 2024



Employer
3,855 Members at
837 Organizations

Business Affiliate
437 Members at
188 Organizations

College
13,027 Members at
1,857 Colleges/Universities

Who Attends? Fall 2023 Attendee Profile



369 total organizations



636 total individuals

- 48% Four-year college public schools
- 30% Four-year college private schools
- 9% Employers
- 7% Two-year college public schools
- 6% Other



Thought Leader: \$10,000 (one available)

Keynote Sponsorship includes:

Help kick off the event by sponsoring the Keynote: *Creating the NACE Competency Assessment Tool*. Attendees will hear directly from NACE's research team about the process of developing, testing, and launching the tool.

- Sponsor logo on session image on program schedule.
- Opportunity to address the full audience with a two-minute speaking engagement.
- Verbal recognition by NACE at beginning and end of session.
- Branding in the platform for up to 60 days after the event.
- Branding in the event recording sold as on-demand product after the event.

Marketing Emails

- Sponsor logo and link in all marketing emails, including member newsletters and event marketing emails.
- Sponsor logo in confirmation email for all registrants.

Advertising

- Banner ad on NACE Career Readiness Resources page for a full month (November 1 – 30, 2024).
- Sponsor logo on NACE homepage slider.

Social Media

- Dedicated LinkedIn post highlighting your organization as a sponsor.
- Promotional banners with sponsor's logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development

Includes eight complimentary attendee registrations with access to the platform 60 days after the event.

Prominent sponsor recognition in the *NACE Journal*, a quarterly print and digital publication distributed to NACE members, following the event.

Logo and link on NACE's 2024 Competency Symposium website.



BANNER AD



1 visited pages on
NACE webpage with
35,242
page views per month

Innovation Sponsor: \$7,500 (two available)

Opening or Closing Session Sponsor includes:

- Opportunity to address the full audience with a two-minute speaking engagement at either the Opening Morning Brew or Closing Session with AAC&U and NACE Leaders.
- Sponsor logo on session image on program schedule.
- Verbal recognition by NACE at beginning and end of session.
- Branding in the event recording sold as on-demand product after the event.

Marketing Emails

- Sponsor logo and link in all marketing emails, including member newsletters and promotional emails.

Advertising

- Sponsor logo on NACE homepage slider.

Social Media

- Promotional banners with sponsor's logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development

Includes four complimentary attendee registrations with access to the platform 60 days after the event.

Prominent sponsor recognition in the *NACE Journal*, a quarterly print and digital publication distributed to NACE members, following the event.

Logo and link on NACE's 2024 Competency Symposium website.



Visionary Sponsor: \$5,000

Session Sponsor includes:

- Opportunity to sponsor a specific concurrent session on the schedule.
- Two-minute speaking engagement at the beginning of session. *(Optional)*
- Sponsor logo on the website under the session.
- Sponsor logo on session image on program schedule.

Social Media: Promotional banners with sponsor's logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development: Includes three complimentary attendee registrations with access to the platform 60 days after the event.

Sponsor recognition in the *NACE Journal*, a quarterly print and digital publication distributed to NACE members, following the event.

Logo and link on NACE's 2024 Competency Symposium website.

Ally Sponsor: \$2,500

Show your organization's support of the NACE Competencies

- Logo and link on NACE's 2024 Competency Symposium website.

Staff Professional Development: Includes two complimentary attendee registrations with 60 days access to the platform after the event.

Sponsor recognition in the *NACE Journal*, a quarterly print and digital publication distributed to NACE members, following the event.

Product Showcase: \$2,000 *(four available)*

Showcase your business solutions during a 20-minute session. These spots are a seamless piece of the event program and do not compete with concurrent sessions.

Katrina Schreefer

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