

RNLNC 2022

Washington, D.C. July 14-16

RNLNC 2022 SPONSORSHIP PROSPECTUS

About RNL

For nearly 50 years, colleges and universities have turned to RNL as a trusted partner for campus marketing, student recruitment, and student success. Their trust and confidence stems from RNL being the leaders in the field, sharing the best practices, major innovations, and groundbreaking solutions for higher education.

RNLNC 2022

The intersection of RNL's thought leadership and innovation comes together every year at RNLNC, the flagship event for enrollment and student success. Every year since 1987, 1,500 higher education professionals and industry experts come together to share their expertise and passion for education.

After two years of pivoting to a virtual conference—which won multiple national awards for virtual events—RNLNC will return to in-person this summer in Washington, DC.

The 2022 RNLNC will offer a robust program consisting of nearly 125 sessions spanning across six topical areas: Undergraduate Enrollment, Graduate and Online Enrollment, Student Success, Strategic Enrollment Planning, Financial Aid, and Innovations and Analytics.

We invite you to join us at the 36th annual RNL National Conference (RNLNC), July 14-16, 2022.

2022 RNL event sponsors will have unparalleled access and increased brand visibility to a highly targeted audience of higher education leaders and innovators. Attendees come to RNL events looking for solutions to their biggest enrollment marketing, student success, and fundraising challenges. See sponsorship details on the following pages.

EXCLUSIVE FINANCIAL SERVICES

HEADLINE SPONSOR—

INVESTMENT: **\$150,000** *Join us at multiple RNL events throughout 2022*

SPONSORSHIP INCLUDES

- Premium onsite branding including elevated signage in RNLNC promenade, key meeting areas, and exhibit hall
- Dedicated meeting room space to be used as company headquarters, where sponsor can conduct meetings, interviews, etc.
- Early access to RNLNC attendee registration list
- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website (multiple RNL events).
- Exclusive sponsor of RNLNC Opening Reception featuring international music sensation Dallas String Quartet. RNLNC Opening Reception sponsored by XXX on all conference marketing/agenda/onsite signage.
- 60-minute content session at RNLNC
- Twenty-minute Innovation Session at RNLNC
- Unlimited registrations at multiple RNL events in 2022
- Double booth at RNLNC with priority booth listing
- One (1) upgrade to one-bedroom suite at RNL group rate
- Ten (10) tickets to Nationals vs. Braves on July 15
- Presence at RNL's Strategic Enrollment Planning Executive Forum April 6-7, 2022
Includes complimentary registrations and onsite exhibit table.
- Presence at RNL's Virtual Advancement Innovation Summit, September 2022.
Includes complimentary registrations and virtual exhibit booth.
- Participation in 2022 RNL webinar

FINANCIAL SERVICES SPONSOR HIGHLIGHTS:

Light The Capital Wheel

An iconic landmark on National Harbor's waterfront and visible from RNLNC's host hotel, The Capital Wheel soars 180 feet over the Potomac River offering breathtaking views.

- The Capital Wheel will shine in Sponsor colors from sunset to closing on July 14-16, 2022;
- Sponsor receives 100 Capital Wheel tickets to distribute to clients and RNLNC attendees throughout the 3-day event.
- Every guest photo captured between July 14-16 will include custom photo frame branded with Sponsor logo and colors (guest's option to purchase);
- TV screens located in Capital Wheel que line will display branding marketing provided by Sponsor;
- Custom announcement provided by Sponsor will play over speaker system located throughout The Capital Wheel attraction from July 14-16.



Private Cocktail Cruise

Sponsor is host to a private charter to entertain clients and key RNLNC attendees on Friday, July 15—90 minute cruise includes cocktails and h'ordeurves.



EXCLUSIVE INTERNATIONAL ENROLLMENT

HEADLINE SPONSOR—INVESTMENT: **\$50,000**

SPONSORSHIP INCLUDES

- Onsite branding including signage in RNLNC promenade and exhibit hall
- Early access to RNLNC attendee registration list
- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- 60-minute content session at RNLNC
- Twenty-minute Innovation Session at RNLNC
- Fifteen (15) registrations for use by sponsor executives and sponsor clients
- Double booth at RNLNC with priority booth listing
- One (1) upgrade to one-bedroom suite at RNL group rate
- Eight (8) tickets to Nationals vs. Braves on July 15

INTERNATIONAL ENROLLMENT SPONSOR HIGHLIGHT:

RNLNC Keycards

Exclusive branding as the RNLNC hotel key card sponsor. Includes Sponsor logo/message on attendee key cards used daily throughout the conference.



EXCLUSIVE INDUSTRY RESEARCH SPONSOR

HEADLINE SPONSOR—INVESTMENT: **\$50,000**

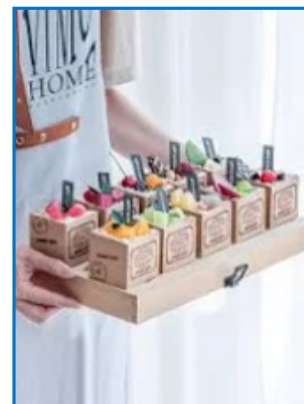
SPONSORSHIP INCLUDES

- Onsite branding including signage in RNLNC promenade and exhibit hall
- Early access to RNLNC attendee registration list
- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- 60-minute content session at RNLNC
- Twenty-minute Innovation Session at RNLNC
- Fifteen (15) registrations for use by sponsor executives and sponsor clients
- Double booth at RNLNC with priority booth listing
- One (1) upgrade to one-bedroom suite at RNL group rate
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SPONSOR HIGHLIGHT:

Sweet Conference Kick-off

Treat RNLNC attendees to DC inspired sips & custom cupcakes adorned with company logo/message/ other customizable options. RNLNC attendees encouraged to share photos enjoying [company name] cupcakes—photos post on RNLNC onsite social wall and social media.



GOLD LEVEL SPONSOR—INVESTMENT: **\$30,000**

SPONSORSHIP INCLUDES

- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- Ten (10) staff registrations at 2022 RNLNC
- 60-minute content session at RNLNC
- Twenty-minute Innovation Session at RNLNC
- Double booth at RNLNC with priority booth listing
- Introduce choice of breakout session

GOLD SPONSOR HIGHLIGHT:

Custom YETIs

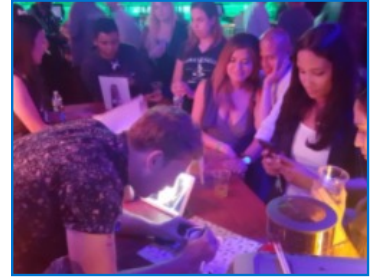
Nothing but the best. WOW RNLNC attendees with official YETI tumblers adorned with Sponsor logo. This first impression will last as long as the YETI it's on.



SILVER LEVEL SPONSOR—INVESTMENT: \$15,000

SPONSORSHIP INCLUDES

- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- Six (6) staff registrations at RNLNC 2022
- Twenty-minute Innovation Session at RNLNC
- Single booth at RNLNC with priority booth listing



SILVER SPONSOR HIGHLIGHT:

Latte Art Sponsor

The buzz of RNLNC and a draw to sponsor exhibit booth.

Michael Breach, world renowned artist will create DC inspired and sponsor logo latte art—LIVE!

Sponsor exhibit placed adjacent to latte experience & onsite screens project latte art in real time.



SILVER LEVEL SPONSOR—INVESTMENT: **\$15,000**

SPONSORSHIP INCLUDES

- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- Six (6) staff registrations at RNLNC 2022
- Two (2) Twenty-minute Innovation Sessions at RNLNC
- Single booth at RNLNC with priority booth listing

SILVER SPONSOR HIGHLIGHT:

Vendor Theatre Sponsor

RNLNC Vendor Theatre Sponsored by XXX

BRONZE LEVEL SPONSOR—INVESTMENT: **\$3,200** (single booth); **\$5,500** (double booth)

SPONSORSHIP INCLUDES

- Recognition during opening session, pre-event attendee email, and logo/company description on RNL website
- Exhibit booth at RNLNC
- One (1) complimentary registration single booth; Three (3) complimentary registrations double booth

ADD-ON FOR RNLNC SPONSORS

Vendor Theatre Session

- Investment: \$1,000
- 20 minute session in vendor theatre

60 Minute Session

- Investment: \$5,000
- 60 minute content session on RNLNC program
(must be approved by RNL)