



RNLNC

2025 Atlanta, GA | July 22-24

Sponsorship Prospectus

We invite you to join us at the 39th annual RNL National Conference (RNLNC), July 22-24, 2025 at the Atlanta Marriott Marquis in Atlanta, Georgia.

As an RNLNC event sponsor, you will have unparalleled access and increased brand visibility to a highly targeted audience of 1,500 higher education leaders and innovators. Attendees come to RNL events looking for solutions to their biggest enrollment, marketing, and student success challenges. See sponsorship details on the following pages.

About RNL

For 50 years, colleges and universities have turned to RNL as a trusted partner for campus marketing, student recruitment, student success, and fundraising. They trust RNL as the leader in the field, sharing data-driven strategies, industry-leading innovations, and comprehensive solutions for higher education.

RNLNC 2025

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

120+ sessions spanning **6** key areas:



UNDERGRADUATE
ENROLLMENT



ONLINE AND GRADUATE
ENROLLMENT



STUDENT SUCCESS



FINANCIAL AID



STRATEGIC PLANNING



AI AND ANALYTICS



Welcome to Atlanta Headline Sponsor

The Spotlight: Own RNLNC's most unforgettable moments

INVESTMENT: \$100,000

As the exclusive "Welcome to Atlanta Headline Sponsor", you will be the centerpiece of RNLNC's most engaging moments, from welcoming attendees at check-in with a memorable gift to hosting the Atlanta-inspired lunch social on day one in the exhibit area. This exclusive headline sponsorship ensures maximum visibility and meaningful connections with attendees.

The "Welcome to Atlanta" Headline Sponsorship includes:

Meeting and Suite Space

- ✓ Meeting room for client meetings or staff retreat
- ✓ One (1) upgrade to one-bedroom suite at RNL group rate

Exhibit Space

- ✓ Double booth at RNLNC with priority booth selection
- ✓ Complimentary onsite lead retrieval and early access to RNLNC registrant list with emails

Registration

- ✓ Unlimited complimentary RNLNC registrations for your staff

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email
- ✓ Your company video featured with daily RNLNC updates on main stage before keynote

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Welcome Gift Sponsor

- ✓ Attendees will receive a curated welcome gift at RNLNC check-in, including a custom note from you and a memorable Atlanta-inspired keepsake to enjoy beyond the conference
- ✓ Gift welcome note will include QR code directing to your booth or website

Taste of Atlanta Lunch Sponsor

- ✓ Acknowledgement during day one opening remarks as lunch social sponsor
- ✓ Your logo featured on each boxed lunch. Attendees grab, enjoy and mingle. Atlanta inspired dessert station near your booth
- ✓ Lunch Sponsor signage provided in exhibit area and booth; featured blurb included in RNLNC daily e-newsletter

Your custom
note inside!



Promo photo only . Gift may vary.





Popcorn Palooza Diamond Sponsor

Deliver fun, flavor and memorable impressions

INVESTMENT: \$75,000

Turn heads and spark smiles with “Popcorn Palooza”, an engaging diamond level sponsorship opportunity. Delight attendees with a gourmet popcorn experience that will keep your booth buzzing with activity and traffic throughout the conference ensuring high engagement and memorable connections.

The “Popcorn Palooza” Diamond Sponsorship includes:

Exhibit Space

- ✓ Double booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Six (6) complimentary RNLNC registrations for your staff

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Popcorn Palooza Sponsor

- ✓ A rotating selection of popcorn flavors, with a unique and limited “Flavor of the Day” available each day of the conference
- ✓ Attendees visit your booth to grab the daily flavor, creating fun interactions and memorable connections
- ✓ “Popcorn Palooza” signage provided at your booth and a featured blurb included in the RNLNC daily e-newsletter to spark curiosity and drive traffic to you





Platinum

Pack Your Ideas Platinum Sponsor

Be the Buzz: Host the activity everyone's talking about
INVESTMENT: \$50,000

Inspire attendees to take their learnings, ideas and new-found connections back home with 'Pack Your Ideas', a platinum sponsorship that combines personalized luxury with high engagement. Featuring an onsite artist customizing premium leather luggage tags, this exclusive sponsorship creates a buzz-worthy experience attendees will remember and value long after the conference.

The "Pack Your Ideas" Platinum Sponsorship includes:

Exhibit Space

- ✓ Double booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Six (6) complimentary RNLNC registrations for your staff

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Pack Your Ideas Sponsor

- ✓ Interactive draw to your booth: professional artist will customize quality leather luggage tags with attendee initials or name
- ✓ "Pack Your Ideas" signage provided at your booth and a featured blurb in the RNLNC daily e-newsletter to drive traffic straight to you
- ✓ Your logo discreetly embossed on back of luggage tags, reinforcing your brand everytime they travel
- ✓ Luggage tag personalization will take place day one and day two of RNLNC. Any remaining luggage tags will be left with sponsor for continued distribution throughout the conference





Frame the Fun Gold Sponsor

Draw Attention, Drive Traffic

INVESTMENT: \$30,000

Bring smiles and creativity to life with the exclusive Frame the Fun Sponsorship! Attendees will enjoy having their caricature portraits drawn by a live digital artist during the event. Not only will you leave a lasting impression on attendees, but you'll also bring joy and a personalized touch to their conference experience. It's the perfect way to connect, engage, and create memories that stick!

The Gold Level Frame the Fun Sponsorship includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Five (5) complimentary RNLNC registrations for your staff

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Frame the Fun Sponsor

- ✓ Attendees receive personalized caricature portraits drawn onsite
- ✓ Drawings are printed with a custom frame featuring your logo and subtle conference themes— leaving attendees with smiles and memorable keepsakes
- ✓ A monitor will display the live digital art, capturing attention
- ✓ Artist will be onsite for the entire conference, delivering an engaging experience that attracts attendees to your booth across all three days
- ✓ “Frame the Fun” signage provided at your booth and a featured blurb included in the RNLNC daily e-newsletter to spark curiosity and drive traffic to you





RNLNC Key Card Gold Sponsor

Put your brand in their hands— and bring them to your booth for a chance to win big

INVESTMENT: \$30,000

Make your brand unforgettable with this exclusive keycard sponsorship! The essential keycards put your logo in attendees' hands multiple times a day, making your brand integral to their conference experience. Boost engagement by inviting them to visit your booth for a chance to win an exciting tech gadget!

The Gold Level Keycard Sponsorship includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Five (5) complimentary RNLNC registrations for your staff

Brand Presence

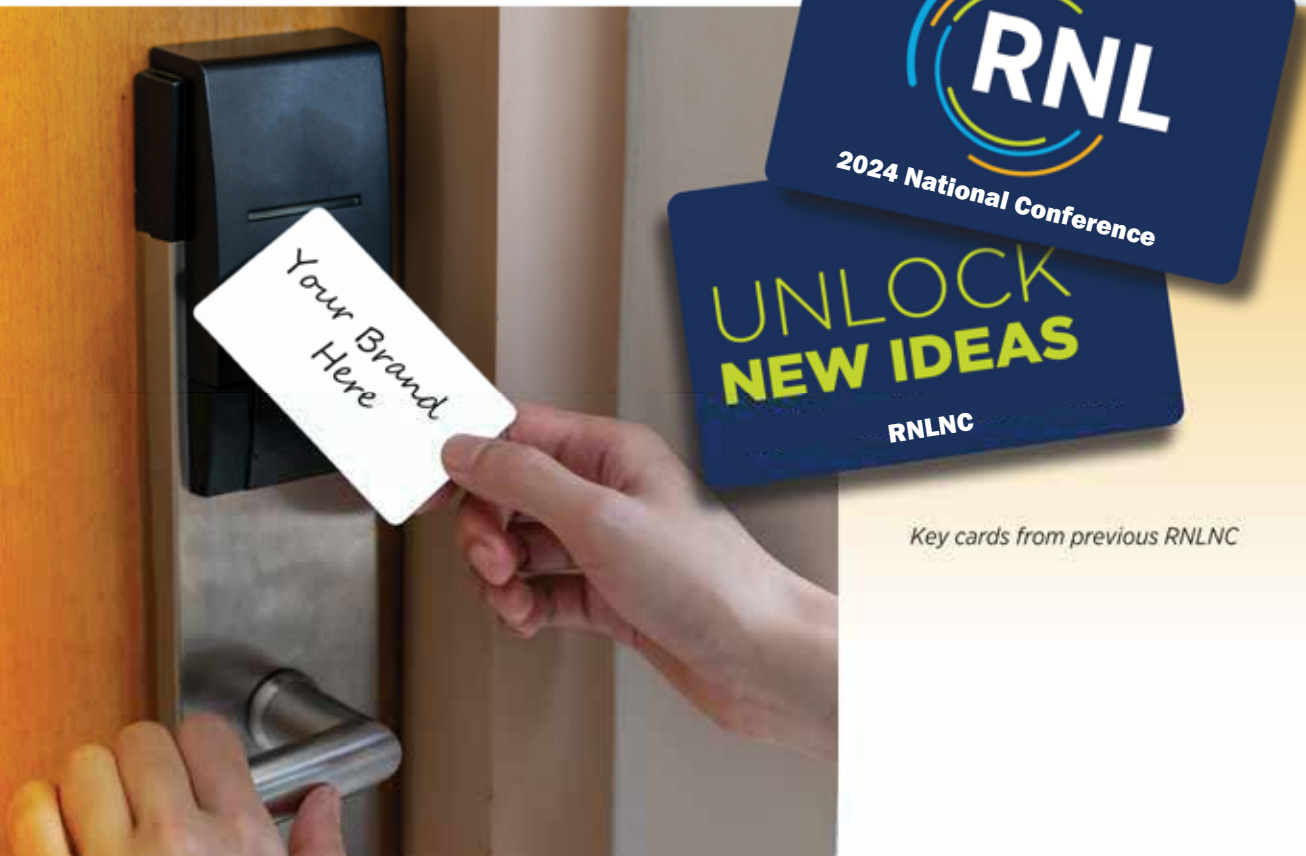
- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Keycard Sponsor

- ✓ Customizable keycard with your logo, messaging and QR code, handed to all attendees at hotel check-in
- ✓ Exciting tech giveaway at your booth, with details on keycard and daily e-newsletter to drive traffic to you *(one item provided for giveaway, up to \$500 value)*



Key cards from previous RNLNC



RNLNC Happy Hour **Gold Sponsor**

Make your mark at the Day One Happy Hour with live music, a signature cocktail, and exclusive brand visibility

INVESTMENT: \$30,000

Sponsor the high-energy Day One RNLNC Happy Hour and get exclusive visibility in the heart of the exhibit area. Engage attendees with a live band, a signature cocktail named after your brand, and prominent exposure throughout the event!

The Gold Level Happy Hour Sponsorship includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Five (5) complimentary RNLNC registrations for your staff

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Happy Hour Sponsor

- ✓ Exclusive sponsor of the RNLNC happy hour, including live band, light hors d'oeuvres and an open bar, allowing attendees to unwind and celebrate the successful conclusion of day one
- ✓ Custom cocktail named after your brand, along with sponsor signage in the reception area





RNLNC Wi-Fi

Silver Sponsor

Sponsor the RNLNC Wi-Fi and Keep Attendees Connected

INVESTMENT: \$20,000

Stay front and center by sponsoring the Wi-Fi for all conference attendees! With a custom Wi-Fi network, you'll be providing essential connectivity that attendees will rely on throughout the event. Plus, enjoy elevated exposure with a monitor at your booth for displaying your branded videos and slides for the entire 3-day conference. This is your chance to make your brand shine while keeping everyone connected!

This Silver Level Wi-Fi sponsorship includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Three (3) complimentary RNLNC registrations for your staff

Speaking Presence

- ✓ 60-minute content session

Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

RNLNC Wi-Fi Sponsor

- ✓ You'll have the opportunity to customize the WiFi network name and password
- ✓ Floor-stand monitor at your booth for displaying looping videos/slides of your company throughout the entire conference, ensuring continuous visibility for your brand
- ✓ Gain prime visibility as your brand is seamlessly integrated into the conference: Wi-Fi provided by [Company Name]





Daily RNLNC e-Newsletter Silver Sponsor

Elevate your brand with the RNLNC Daily News, sponsored by [Your Company]—the must-read guide to daily conference highlights

INVESTMENT: \$20,000

Get your brand in front of all 1,500 attendees every morning of the conference! With this exclusive Silver Sponsorship, your shout-out will be featured in the must-read RNLNC Daily e-newsletter. Attendees rely on this newsletter to stay in the loop on conference highlights, key sessions, and daily activities, making it the perfect way to keep your brand top of mind throughout the event!

This Silver Level e-newsletter sponsorship includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection
- ✓ Early access to RNLNC registrant list with emails

Registration

- ✓ Three (3) complimentary RNLNC registrations for your staff

Speaking Presence

- ✓ 60-minute content session


Brand Presence

- ✓ Live recognition, logo and company description on RNLNC website and pre-event attendee email

Daily e-Newsletter Sponsor

- ✓ Logo and company shout-out in the RNLNC Daily News, sponsored by [Your Company]
- ✓ Opportunity to customize your featured blurb in the e-newsletter to align with your messaging





Higher Ed Thought Leader Bundle

Featured Sponsorship

Limited availability

INVESTMENT: **\$15,000**

Exhibit Space

- ✓ Single exhibit booth

Registration

- ✓ Access to RNLNC attendee registration list with emails
- ✓ One (1) complimentary registration

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute demo session

Brand Presence

- ✓ Live recognition, logo and company email on RNL website and pre-event attendee email



Bronze

Exhibitor Sponsorship

Have multiple opportunities to reach RNLNC attendees

INVESTMENT: **\$5,000** single booth
\$8,500 double booth

Exhibit Space

- ✓ Exhibit booth

Registration

- ✓ Access to RNLNC attendee registration list with emails
- ✓ One (1) complimentary registration with single booth; or two (2) complimentary registrations with double booth

Brand Presence

- ✓ Live recognition, logo and company email on RNL website and pre-event attendee email





Sponsorship *add-ons*

Maximize your onsite impact.

RNLNC Demo Session

INVESTMENT: **\$2,500**

Track Sponsor

INVESTMENT: **\$1,000**

60-Minute Content Session

INVESTMENT: **\$10,000**

Keynote Sponsor

INVESTMENT: **\$1,000**

Meeting Room [for meetings or staff lounge; 3-day use; Includes Wi-Fi]

INVESTMENT: **\$5,000**

Join us for three days of industry-leading innovation

RNLNC

2025

Atlanta, GA | July 22-24



Let's work together!

Email ContactUs@RuffaloNL.com

Call 800.876.1117