



RNLNC

2024 Dallas, TX July 23-25

Sponsorship Prospectus

We invite you to join us at the 38th annual RNL National Conference (RNLNC), July 23-25, 2024 at the Sheraton Dallas Hotel in Dallas, Texas.

As an RNLNC event sponsor, you will have unparalleled access and increased brand visibility to a highly targeted audience of 1,600 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.

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 2024

The intersection of RNL's thought leadership and innovation comes together at the annual RNLNC, the flagship event for enrollment, student success, and fundraising. The conference has convened every year since 1987, and each year 1,600 higher education professionals and industry experts come together to share their expertise and passion for education.

120+ sessions spanning **7** key areas:



UNDERGRADUATE ENROLLMENT



ONLINE AND GRADUATE ENROLLMENT



STUDENT SUCCESS



FUNDRAISING AND DONOR ENGAGEMENT



FINANCIAL AID



STRATEGIC ENROLLMENT PLANNING



INNOVATIONS AND ANALYTICS



Pre-Conference Sponsorship Opportunities

Lead Your Own Workshop

Create your own pre-conference experience

INVESTMENT: **\$12,000**

This sponsorship gives you the opportunity to lead a one-day pre-conference workshop: “Workshop name, sponsored by XXX.” This workshop will take place on Monday, July 22, prior to the start of RNLNC. This opportunity includes choice of workshop topic, agenda development, and presenting the program’s session to workshop attendees. The workshop will be listed on RNL’s website and included in select RNLNC promotions. One refreshment break and AV costs are included. Sponsor has the option of hosting a lunch during the workshop program. Sponsorship also includes RNLNC single exhibit booth and early access to RNLNC attendee list with emails.


Present at the RNLNC Pre-Conference Workshop

Get a jump start on getting in front of attendees

INVESTMENT: **\$7,500**

RNL is hosting a pre-conference workshop on Monday, July 22. As sponsor, you will present a session within the day’s program. This sponsorship provides the opportunity to provide your industry knowledge to workshop attendees and establish new professional connections prior to the start of the conference.





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 RNLNC Demo Pod session

Brand Presence

- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website





RNLNC 2024 Opening Reception **Headline Sponsor**

Get top billing for your brand with 1,600 attendees

INVESTMENT: \$50,000

The Opening Reception Headline Sponsor puts you front and center with attendees for one of the most exciting and energizing parts of the conference, the reception after the opening keynote session. You will be the exclusive sponsor of the opening reception. Your sponsorship will be promoted on all conference marketing, signage, and the agenda as: RNLNC Opening Reception sponsored by {Sponsor Name}.

The Opening Reception Headline Sponsorship also 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

Registration

- ✓ Early access to RNLNC attendee registration list
- ✓ Unlimited RNLNC 2024 registrations

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute RNLNC Demo Pod session
- ✓ Participation in 2024 RNL webinar on a mutually agreeable topic/date

Brand Presence

- ✓ Premium onsite branding including elevated signage in RNLNC promenade, key meeting areas, and exhibit hall
- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website





RNLNC 2024 Luncheon Keynote **Headline Sponsor**

Get top billing for your brand with more than 1,600 attendees

INVESTMENT: \$50,000

The RNLNC Luncheon Keynote is one of the major parts of the conference experience, and being the exclusive Luncheon Keynote Headline Sponsor puts your brand in front of a captive audience of 1,600 attendees during the keynote presentation as well as the lunch that follows. It's a premium promotional opportunity to increase awareness in your company with hundreds of higher education decision makers. Your sponsorship will be promoted on all conference marketing, signage, and the agenda as: RNL Luncheon Keynote sponsored by {Sponsor Name}.

The Luncheon Keynote Headline Sponsorship also 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

Registration

- ✓ Early access to RNLNC attendee registration list
- ✓ Unlimited RNLNC 2024 registrations

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute RNLNC Demo Pod session
- ✓ Participation in 2024 RNL webinar on a mutually agreeable topic/date

Brand Presence

- ✓ Premium onsite branding including elevated signage in RNLNC promenade, key meeting areas, and exhibit hall
- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



Platinum

Latte Art Sponsor

Make an impression with attendees by sponsoring the RNLNC Latte Art Experience

INVESTMENT: **\$30,000**

This Platinum Level Sponsor includes sponsorship of the RNLNC Latte Art Experience. World-renowned artist Michael Breach will create Dallas-inspired art, pet portraits, company logos, and other requested latte art LIVE! Adjacent to the Platinum Sponsor's exhibit booth, this area will be the buzz of RNLNC and brew up traffic! Signage near latte artist: RNLNC latte art sponsored by {Sponsor Name}.

This Platinum Sponsorship also includes:

Exhibit Space

- ✓ Double booth at RNLNC with priority booth selection

Registration

- ✓ Early access to RNLNC attendee registration list with emails
- ✓ Ten (10) complimentary RNLNC registrations for sponsor staff and/or clients

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute RNLNC Demo Pod session
- ✓ Participation in 2024 RNL webinar on a mutually agreeable topic/date

Brand Presence

- ✓ Premium onsite branding including elevated signage in RNLNC promenade, key meeting areas, and exhibit hall
- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



Internationally renowned coffee artist
Michael Breach
(Photo credit: Max Kopanygin)
(CNW Group/Natre)

Platinum

Swag Box Sponsor

Open your brand to every attendee with the RNLNC Swag Box and registration area sponsorship

INVESTMENT: **\$30,000**

This Platinum Level Sponsor includes sponsorship of the RNLNC swag box and registration area. This includes the check-in area and information hub for RNLNC attendees throughout the event. Registration kiosks will welcome attendees with custom splash page featuring sponsor name and logo. Upon onsite check-in, attendees receive a specially curated swag box filled with Dallas goodies and note from Sponsor. Signage in registration area: RNLNC swag box sponsored by {Sponsor Name}.

This Platinum Sponsorship also includes:

Exhibit Space

- ✓ Double booth at RNLNC with priority booth selection

Registration

- ✓ Early access to RNLNC attendee registration list with emails
- ✓ Ten (10) complimentary RNLNC registrations for sponsor staff and/or clients
- ✓ A piece of swag with your company branding included in the swag box

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute RNLNC Demo Pod session
- ✓ Participation in 2024 RNL webinar on a mutually agreeable topic/date

Brand Presence

- ✓ Premium onsite branding including elevated signage in RNLNC promenade, key meeting areas, and exhibit hall
- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



RNLNC 2023 Swag Box goodies

RNLNC "Paris" Swag Box goodies



Key Card Sponsor

Unlock brand awareness with every attendee by sponsoring the hotel key cards

INVESTMENT: \$25,000

This Gold Level Sponsor includes sponsorship of the RNLNC key card that every attendee will receive. Includes exclusive branding on key cards used daily throughout the conference.

This Gold Sponsorship also includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection

Registration

- ✓ Early access to RNLNC attendee registration list with emails
- ✓ Five (5) complimentary RNLNC registrations for sponsor staff and/or clients

Speaking Presence

- ✓ 60-minute content session
- ✓ 20-minute RNLNC Demo Pod session

Brand Presence

- ✓ Web address or QR code linking to your website on hotel key card
- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



Key cards from previous RNLNC



Daily Newsletter Sponsor

Elevate your brand with the RNLNC Daily Newsletter

INVESTMENT: **\$20,000**

Maximize your company's visibility with a Silver Sponsorship. Your logo and company shout-out will be featured in the daily RNLNC newsletter, reaching 1,600+ attendees with highlights, agendas, and entertainment. Enjoy a dedicated sponsor shout-out and extend your reach with a printed version in the registration area.

This Silver Sponsorship also includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection

Registration

- ✓ Access to RNLNC attendee registration list with emails
- ✓ Four (4) complimentary RNLNC registrations for sponsor staff and/or clients

Speaking Presence

- ✓ 60-minute content session

Brand Presence

- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



Silver

Presenter Lounge Sponsor

Be the Sponsor who helps presenters kick back and relax

INVESTMENT: **\$20,000**

This Silver Level Sponsor includes the sponsorship of the RNLNC Presenter Lounge. The RNLNC Presenter Lounge *sponsored by {Sponsor Name}* will serve as respite for RNLNC presenters throughout the event. Complimentary beverages and snacks will be available. Sponsor will have full access to this space throughout the conference to network with industry thought leaders and campus administrators.

This Silver Sponsorship also includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection

Registration

- ✓ Access to RNLNC attendee registration list with emails
- ✓ Four (4) complimentary RNLNC registrations for sponsor staff and/or clients

Speaking Presence

- ✓ 60-minute content session

Brand Presence

- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website





Silver

RNLNC Demo Pod Sponsor

Showcase your brand among all RNLNC demos

INVESTMENT: **\$20,000**

This Silver Level Sponsor includes sponsorship of the RNLNC Demo Pod. Located in the exhibit area, this sponsorship includes one demo per conference day with first choice of demo session dates/times.

This Silver Sponsorship also includes:

Exhibit Space

- ✓ Single booth at RNLNC with priority booth selection

Registration

- ✓ Access to RNLNC attendee registration list with emails
- ✓ Four (4) complimentary RNLNC registrations for sponsor staff and/or clients

Speaking Presence

- ✓ Sponsorship of RNLNC Demo Pod and one demo per conference day

Brand Presence

- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website



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 (single booth); or Two (2) complimentary registrations (double booth)

Brand Presence

- ✓ Recognition during opening session, pre-event attendee email, logo/ company description on RNL website





Sponsorship *add-ons*

Maximize your onsite impact.

RNLNC Demo Pod Session

INVESTMENT: **\$1,000**

Track Sponsor

INVESTMENT: **\$1,000**

60-Minute Content Session

INVESTMENT: **\$10,000**

[session must be approved by RNL]

Keynote Sponsor

INVESTMENT: **\$1,000**

**Join us for three days of
industry-leading innovation**

RNLNC

2024 Dallas, TX July 23-25



Let's work together!

Email ContactUs@RuffaloNL.com

Call **800.876.1117**