

SACRAO LUBBOCK 25

Where Education Meets the Endless Horizon!



SPONSORSHIP LEVELS

78TH ANNUAL CONFERENCE
LUBBOCK, TX
FEBRUARY 16 - 19, 2025

www.sacrao.org



ABOUT SACRAO

The **Southern Association of Collegiate Registrars and Admissions Officers (SACRAO)** exists to provide for the dissemination of information, the exchange of ideas, and leadership in policy interpretation in the region. To maintain a leadership position in pursuit of this mission, SACRAO identifies and promotes standards and best practices affecting admission officers, registrars and other academic support, and student-service professionals. Over the last 4 years, SACRAO has averaged around 400 conference attendees from all across the southern region. The 2024 attendees included higher education professionals in the areas of admissions (21%), registrars (58%) and enrollment management (11%).

SACRAO membership includes representation from over 500 institutional member colleges and universities in the 14-state region and one commonwealth, more than 60 corporate members from across the U.S., and three educational agencies.

CORPORATE PARTNERS

SACRAO offers Corporate Partners the opportunity to sponsor the annual meeting, with recognition provided throughout the conference, along with other benefits and opportunities available only to paid sponsors. **Sponsors will have the opportunity to make contact with decision makers and those in influential roles among a variety of higher education institutions.**

Corporate Partner Sessions are only available for corporate partners that serve as sponsors or exhibitors. Sponsorship levels and the total number of exhibits are limited in order to maximize corporate contact with conference attendees.

SACRAO is pleased to offer all sponsors and exhibitors the benefit of live, overnight security and wireless access within the exhibit hall. All sponsors and exhibitors will also have access to a private communal vendor room for a workspace away from the exhibit hall floor.

SACRAO seeks corporate partners to consider sponsoring specific events within the 2025 conference in order to showcase individual partners in a more personal manner. Sponsorship packages and benefits are listed within. The 2025 SACRAO Local Arrangements Committee appreciates your time and consideration.

Thank you,



SACRAO Corporate Partners Chair



SUNSET - \$6000

Five packages are available at this level. Custom benefit packages are listed below. Sponsors at this level will receive standard benefits listed on next page.

1. Opening Keynote Sponsor

- Verbal recognition of sponsorship in speaker introduction
- Recognition in pre-conference promotional emails
- Recognition on conference website

Opening Keynote Speaker - Trent Martin

Mr. Martin is the Senior VP of Space Systems for Intuitive Machines, named one of Time100's Most Influential Companies of 2024. Mr. Martin led a team of engineers that designed, built, tested, launched and landed a lunar lander on the south pole of the moon in February 2024. As the first ever commercial company to land a spacecraft on the moon, his team made history and put the first U.S. built spacecraft on the moon since 1972.

Mr. Martin's opening keynote will address the power of imagination and dreams fueled by ingenuity and teamwork to achieve great outcomes. He holds degrees from two SACRAO-member institutions and his message is sure to be inspiring and hopeful.

2. Closing Keynote Sponsor

- Verbal recognition of sponsorship in speaker introduction
- Recognition in pre-conference promotional emails
- Recognition on conference website

Closing Keynote Speaker - Dr. Cié Gee

Dr. Gee serves as the Associate Vice Provost of Career Engaged Learning, Director of the Quality Enhancement Plan (QEP), and clinical faculty member at The University of Texas San Antonio (UTSA). With over 18 years of experience in various facets of higher education, she has held key roles in Enrollment Management, Strategic Planning and Assessment, Admissions, and Registrar offices. She has also led a faculty and staff executive leadership development program for over 10 years.

This session will offer insights into the essence of adaptive and supportive leadership. With a blend of humor and strong interpersonal communication framework, we'll examine how daily interactions shape productivity and morale, fostering a thriving work environment. Participants will be able to take what they have learned at SACRAO 2025 and leave inspired and equipped to make a difference. It doesn't always require grand gestures—small actions can lead to amazing outcomes.



SUNSET - \$6000

3. Corporate Partner Reception (Sunday)

- Verbal recognition of sponsorship in opening session
- Recognition in pre-conference promotional emails
- Recognition on conference website

The *Corporate Partner Reception* immediately follows the Opening Session and Keynote Speaker on the first night of the conference. A very popular event, corporate partners and conference attendees mix and mingle within the corporate partner exhibit hall and are able to renew existing relationships and make new connections. Heavy hors d'oeuvres and bar service is available to provide a welcoming environment that encourages guests to stay and enjoy.

4. Big Event (co-sponsored - 2 packages available)

- Verbal recognition of sponsorship with event promotion
- Recognition in pre-conference promotional emails
- Recognition on conference website

The *SACRAO 2025 Big Event* will showcase the rich history and experiences that Lubbock and West Texas have to offer. Hosted at the Frazier Alumni Pavilion on the Texas Tech University campus, guests will be treated to a local wine bar and a live band to experience the musical and wine industries that thrive in Lubbock. Top Tier catering will keep your mouth watering with several food stations, including everyone's favorite: a mac-n-cheese bar! Uniquely western experiences will showcase our West Texas roots and allow our guests to let loose their inner cowboy and cowgirl. It will be a night of boot scootin' fun!

**Some benefits may expire due to order and print deadlines.
Commit early to guarantee maximum benefit and exposure.**



SUNSET - \$6000

Standard Benefits

- Priority Booth Placement, including:
 - 2 tables
 - (2) 3-plug outlets
 - 4 chairs
- Special Recognition:
 - Special recognition at hosted events
 - Corporate Partner Opening Reception
 - Special booth signage
- One complimentary Corporate Partner Session
- Two complimentary conference attendee registrations
 - Additional attendees must register for the conference at the appropriate rate.
- Sponsor may provide:
 - Color advertisement on conference website and conference app
 - Insert in conference registration materials
- Email contact list of attendees with approval for maximum of FOUR advertising contacts.
- Annual corporate partner membership SACRAO dues

All Sunset sponsors will receive the standard benefits listed. Add-Ons may be purchased with this package.



BUDDY HOLLY - \$40000

Seven packages are available at this level. Custom benefit packages are listed below.
Sponsors at this level will receive standard benefits listed on next page.

1. Registration

- Logo inclusion on signage at Registration
- Logo inclusion on conference bag
- Logo inclusion on hotel room keys
- Recognition of sponsorship in program description

2. State Association President's Luncheon*

- Logo inclusion on signage at luncheon
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

3. Past President's Luncheon*

- Logo inclusion on signage at luncheon
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

4. Program Committee Luncheon*

- Logo inclusion on signage at luncheon
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

5. President's Reception*

- Logo inclusion on signage at reception
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

6. First-Time Attendees Orientation Reception*

- Logo inclusion on signage at event
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

7. Charter Bus Transportation to the Big Event

- Logo inclusion on signage at bus drop off and pick up locations.
- Recognition of sponsorship in program description
- One custom benefit to be determined in consultation with CSC¹

**Some benefits may expire due to order and print deadlines.
Commit early to guarantee maximum benefit and exposure.**

*Corporate representatives may not attend event

¹Corporate Sponsor Chair



BUDDY HOLLY - \$4000

Standard Benefits

- One Booth, including:
 - 1 table
 - (1) 3-plug outlet
 - 2 chairs
- Special Recognition:
 - Special recognition at hosted events
 - Corporate Partner Opening Reception
 - Special booth signage
- Corporate Partner Session discounted rate of \$500
- One complimentary conference attendee registration
 - Additional attendees must register for conference at the appropriate rate
- Sponsor may provide:
 - Color advertisement on conference website and conference app
 - Insert in conference registration materials
 -
- Email contact list of attendees with approval for maximum of ONE advertising contact.
- Annual corporate partner membership SACRAO dues

All Buddy Holly sponsors will receive the standard benefits listed. Add-Ons may be purchased with this package.



GRAPES & WINE - \$2000

Eight packages are available at this level. Custom benefit packages are listed below.
Sponsors at this level will receive standard benefits listed on next page.

1. Conference Celebration Bandanas

- Logo inclusion on bandanas
- May provide pins to be worn by all Local Arrangement Committee members

2. Hospitality Room

- May provide logo for inclusion on signage
- One custom benefit to be determined in consultation with Corporate Sponsorship Chair

3. Digital Signage

- May provide logo for inclusion on signs attached to 5 monitors
- Special digital recognition on monitors

4. Conference Session Signage

- May provide logo for inclusion on session signs

5. Conference Break Sponsors (4 packages available)

- May provide logo for inclusion on break signage
- Available Packages:
 - Monday AM Break
 - Monday PM Break
 - Tuesday AM Break
 - Tuesday PM Break

**Some benefits may expire due to order and print deadlines.
Commit early to guarantee maximum benefit and exposure.**



GRAPES & WINE - \$2000

Standard Benefits

- One Booth, including:
 - 1 table
 - (1) 3-plug outlet
 - 2 chairs
- Special Recognition:
 - Special recognition at hosted events
 - Corporate Partner Opening Reception
 - Special booth signage
- Corporate Partner Session discounted rate of \$600
- One complimentary conference attendee registration
 - Additional attendees must register for conference at the appropriate rate
- Sponsor may provide:
 - Color advertisement on conference website and conference app
 - Insert in conference registration materials
- Email contact list of attendees with approval for maximum of ONE advertising contact.
- Annual corporate partner membership SACRAO dues

All Grape & Wine sponsors will receive the standard benefits listed. Add-Ons may be purchased with this package.



FARM & RANCH - \$1000

This is a basic level package for a booth within the Corporate Partner Space.

- One Booth, including:
 - 1 table
 - (1) 3-plug outlet
 - 2 chairs
- One complimentary conference attendee registration
 - Additional attendees must register for conference at the appropriate rate
- Email contact list of attendees with approval for maximum of ONE advertising contact.
- Annual corporate partner membership SACRAO dues

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CORPORATE PARTNER SESSIONS

Corporate Partner Session - \$750/each

- Seeking new collaborations? Pitch your product or business to conference attendees in influential roles among a variety of higher education institutions. Corporate Partner Sessions allow Sponsors to make contact with prominent members of colleges and universities across the Southern United States, while also showcasing their credibility, innovation, and competitive edge.

Discounted Partner Sessions available with the purchase of a Buddy Holly or Grapes & Wine Package

ADD-ONS

Add-Ons are only available with the purchase of a Sunset, Buddy Holly, or Grapes & Wine Sponsorship Package. Prices vary.

Door Prize Giveaway

- 3 Opening session and 3 Closing session opportunities are available

Conference Notebooks

- Sponsor may provide notebooks for registration bags.

Conference Lanyards

- Sponsor may provide lanyards for the conference check in.

Local Arrangement Committee Shirts

- Sponsor may provide logo for print on the back of T shirts worn by LAC members.

*Additional opportunities may exist. Please contact Saebree Gonzales to discuss additional options.

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CORPORATE PARTNERS GUIDE TO LUBBOCK

Home of Texas Tech, Buddy Holly, unique dining and a legendary ranching and music heritage. **Lubbock is a unique city where rich western history meets a bustling metropolitan hub.** We hope you find this guide to some of our favorite spots helpful as you explore the HUB city!

TRAVEL ACCOMODATIONS

Hotels

MCM Elegante Hotel & Suites
Overton Hotel & Conference Center
Cotton Court Hotel
DoubleTree by Hilton

Rental Car Services

Alamo Rent-A-Car
Avis Car Rental
Enterprise Rent-A-Car
National Car Rental

Airport

Lubbock Preston Smith International Airport is served by American Airlines, Southwest Airlines, & United Airlines.

RESTAURANTS

Italian Garden

Pizza, pasta & other traditional Italian dishes are offered at this modern brick-walled BYOB spot.

Triple J Chophouse & Brew Co.

Texas-themed steakhouse & brewery serving steaks, seafood & wood-fired pizzas, with live music.

Las Brisas Southwest Steakhouse

Elegant restaurant offering seafood, Southwest-style dishes & steaks cooked in an 1,800-degree oven.

Picoso's Mexican Kitchen

Locally owned and operated Tex-Mex restaurant offering street-style tacos, enchiladas, and grill favorites.

Check out visitlubbock.org for more information!
Additional recommendations available upon request.

WINERIES & BREWERIES

McPherson Cellars Winery

Former bottling plant, now a winery & industrial-chic tasting room offering tours.

Llano Estacado Winery

Working winery featuring complimentary tours & a simple tasting room for samples.

La Diosa Cellars

Spanish bistro offering tapas, a long wine list & sangria in an art-filled space with live music.

Two Docs Brewing Co.

Trendy taproom with expert staff who will guide you on your journey to explore beer, expand your tastes, and have a great time.

PLACES TO VISIT

The Buddy Holly Center

Historic Depot housing a historical tribute to a rock 'n' roll pioneer with personal memorabilia, exhibits, and a short film, plus a courtyard and nearby sculpture.

Museum of Texas Tech

A free, public museum, the Museum of Texas Tech University is a diverse and multidisciplinary institution comprised of Anthropology, Art, Clothing and Textiles, History, Paleontology, Natural History, and 9.5 million objects.

Silent Wings Museum

Step into the inspiring story of the Allied World War II Military Glider Program and the American Glider Pilot. Set in an old airport terminal, you can experience the fully restored CG-4A glider and rich history for yourself.

National Ranching Heritage Center

Historical center with interactive displays and authentic pioneer-era buildings, showcasing the rich legacy of Texas ranching and providing educational insight for all ages. Includes a gift shop.

CONTACT INFORMATION

Saebree Gonzales

SACRAO Corporate Partners Chair

Texas Tech University

saebree.b.gonzales@ttu.edu

806.834.6032