

Meeting *at the* Crossroads

*The Rhythm of the
Student Experience*

SACRAO 2027
Jackson, MS
January 31-February 3



CORPORATE PARTNER SPONSORSHIP GUIDE

Jackson, Mississippi • January 31-February 3, 2027

Find your place in the rhythm.

Meet Us at the Crossroads

SACRAO 2027 brings our community to Jackson, Mississippi, for **Meeting at the Crossroads: The Rhythm of the Student Experience**. Corporate Partners are an important part of that experience, bringing ideas, services, technology, and expertise that support the work of admissions, records, enrollment management, and student success professionals across the region.

This year's partnership program is designed around a simple idea: every partner can find a meaningful place in the rhythm. Whether your goal is to establish a presence, increase visibility, create connections, shape an experience, or take center stage, the six sponsorship levels offer a clear progression of opportunities.

**BACKBEAT → HARMONY → BRIDGE → SOUL → SPOTLIGHT →
HEADLINER**

Presence • Visibility • Connection • Engagement • Prominence • Premier Partnership

What Every Corporate Partner Can Expect

- A dedicated place within the SACRAO Corporate Partner community and opportunities to connect with conference attendees.
- Complimentary wireless access within the exhibit space and access to the communal Corporate Partner workspace, subject to venue availability.
- Recognition and benefits based on the selected sponsorship level.
- The opportunity to add a Corporate Partner Session or other available enhancements where eligible.

Questions? Contact the SACRAO Corporate Partners Committee at cpl@sacrao.org.

HOW SPONSORSHIP OPPORTUNITIES WORK: The published package price includes one selected opportunity at the Harmony, Bridge, Soul, or Spotlight level; Headliner includes Big Event sponsorship/co-sponsorship. Each named opportunity is available to one sponsor unless explicitly designated as co-sponsored. Bridge breaks are exclusively one sponsor per break. Backbeat does not include a named event. Corporate Partner Sessions and optional add-ons cost extra unless the package expressly includes them. All selections are subject to availability and confirmation.

Sponsorship Levels at a Glance

LEVEL	INVESTMENT	FOCUS	BEST FOR
Backbeat	\$1,000	Presence	Core exhibit presence and conference access
Harmony	\$2,000	Visibility	Brand visibility plus one included sponsorship opportunity
Bridge	\$4,000	Connection	One included connection or break sponsorship
Soul	\$6,000	Engagement	One included social, digital, or conference experience sponsorship
Spotlight	\$8,000	Prominence	One included featured-program sponsorship and premium recognition
Headliner	\$10,000	Premier Partnership	Included Big Event partnership and premier visibility

Benefit Progression

BENEFIT	BACKBEAT	HARMONY	BRIDGE	SOUL	SPOTLIGHT	HEADLINER
Exhibit space	1 table	1 table	1 table	1 table	Featured 1 table	Premium 2 tables
Included registrations	1	1	1	2	2	4
Annual SACRAO membership	✓	✓	✓	✓	✓	✓
Conference app recognition	Mention	Color logo	Color logo	Color logo	Featured logo	Premier logo
Opening/closing recognition	—	Slides	Slides	Slides	Slides + verbal	Slides + verbal
Sponsored-event signage	—	✓	✓	✓	✓	✓
Conference bag insert	—	✓	✓	✓	✓	✓
App push notifications	—	—	✓	✓	✓	✓
Corporate Partner Session	+\$750	+\$750	+\$600	+\$500	Included	Included

Additional attendees must register at the appropriate conference rate. Some benefits are deadline-dependent and may expire as print, production, or ordering deadlines pass.

Backbeat Sponsor

\$1,000 PRESENCE

The backbeat provides the pulse that keeps the music moving. Backbeat is SACRAO's entry-level partnership for organizations seeking a strong, straightforward presence at the conference.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• One exhibit table, power outlet, and two chairs • One conference registration • Mention in the conference app • Annual SACRAO Corporate Partner membership for 2027-2028 • One attendee advertising contact • Corporate Partner Session available for an additional \$750	Core exhibit-level partnership; no named event sponsorship is included.

Additional enhancements may be available. Contact cpl@sacrao.org to discuss options.

Harmony Sponsor

\$2,000 VISIBILITY

Harmony brings individual parts together into something stronger. Harmony Sponsors build on the core exhibit experience with greater brand visibility. The \$2,000 package includes one sponsorship opportunity selected from the Harmony options at no additional cost, subject to availability.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• One exhibit table, power outlet, and two chairs • Opportunity to provide a conference bag insert • Slide recognition at opening and closing events • Signage recognition at the sponsored opportunity • Color logo in the conference app • One conference registration • Annual SACRAO Corporate Partner membership for 2027-2028 • One attendee advertising contact • Corporate Partner Session available for an additional \$750	• Past Presidents' Luncheon • State Association Presidents' Luncheon • Program Committee Lunch • LAC Lunch • Conference/event pins • Logo-imprinted lanyards • Logo-imprinted speaker gifts • Logo-imprinted LAC/volunteer shirts

Bridge Sponsor

\$4,000 CONNECTION

A bridge connects sections of a song and moves the listener somewhere new. Bridge Sponsors help create the moments where SACRAO attendees meet, reconnect, and engage with Corporate Partners. The \$4,000 package includes one sponsorship opportunity selected from the Bridge options at no additional cost, subject to availability. Each of the four Corporate Partner breaks has one exclusive Bridge Sponsor.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• One exhibit table, power outlet, and two chairs • Opportunity to provide a conference bag insert • Slide recognition at opening and closing events • Signage recognition at the sponsored opportunity • Color logo in the conference app • Conference app push notification before the sponsored opportunity • One conference registration • Annual SACRAO Corporate Partner membership for 2027-2028 • One attendee advertising contact • Corporate Partner Session available for an additional \$600	• First-Time Attendee Reception • SACRAO Reunions • Monday Morning Corporate Partner Break / Four Notes experience • Monday Afternoon Corporate Partner Break / Four Notes experience • Tuesday Morning Corporate Partner Break / Four Notes experience • Tuesday Afternoon Corporate Partner Break / Four Notes experience

Four Notes tasting experiences are subject to venue, catering, and Local Arrangements Committee confirmation.

The Four Notes

A Crossroads Tasting Experience

SACRAO's four dedicated Corporate Partner breaks become four reasons for attendees to return to the exhibit area, move throughout the space, and engage with partners. Each break features a small Jackson- or Mississippi-inspired tasting experience located in a different area of the exhibit hall. Each of the four breaks has one exclusive Bridge Sponsor. Sponsoring one break is included in that sponsor's \$4,000 Bridge package; no additional event sponsorship fee applies. Each Bridge Sponsor selects only one opportunity, subject to availability.

 NOTE 1 Mon. AM	 NOTE 2 Mon. PM	 NOTE 3 Tue. AM	 NOTE 4 Tue. PM
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Complete the Rhythm

Attendees collect one musical note at each break. Those who collect all four have 'completed the rhythm' and may be eligible for a drawing or conference item. The tasting stations are intentionally designed as small, mobile experiences - encouraging circulation rather than creating a separate attraction that competes with Corporate Partner conversations.

Why Sponsor a Note?

- Your organization is the exclusive sponsor of one of four repeat engagement moments.
- The experience is positioned to drive attendee traffic through the exhibit area.
- Sponsored signage and app promotion connect your brand to the tasting experience.
- The concept gives attendees a reason to return across both Monday and Tuesday rather than making one pass through the exhibit hall.

Soul Sponsor

\$6,000 ENGAGEMENT

Soul gives music its feeling and identity. Soul Sponsors help shape the atmosphere of SACRAO 2027 through high-engagement social, digital, and community experiences. The \$6,000 package includes one selected Soul sponsorship opportunity at no additional cost, subject to availability.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• One exhibit table, power outlet, and two chairs • Opportunity to provide a conference bag insert • Slide recognition at opening and closing events • Signage recognition at the sponsored opportunity • Color logo in the conference app • Conference app push notification before the sponsored opportunity • Two conference registrations • Annual SACRAO Corporate Partner membership for 2027-2028 • Two attendee advertising contacts • Corporate Partner Session available for an additional \$500	• Corporate Partner Reception & Grad Fair for Working Professionals • President's Reception • Sunday Hospitality Suite • Monday Hospitality Suite • Conference App • Live local music experience connected to an approved reception or social event

Live music would be designed as atmosphere for networking and is subject to venue, artist, and LAC confirmation.

Spotlight Sponsor

\$8,000 PROMINENCE

The Spotlight level places your organization alongside SACRAO's most visible conference moments. It is designed for partners seeking premium positioning and direct association with featured programming. The \$8,000 package includes one selected Spotlight sponsorship opportunity at no additional cost, subject to availability.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• Featured exhibit location with one table, power outlet, and two chairs • Opportunity to provide a conference bag insert • Slide and verbal recognition at opening and closing events • Signage recognition at the sponsored opportunity • Featured color logo placement in the conference app • Conference app push notification before the sponsored opportunity • Opportunity to introduce a sponsored speaker when applicable • Two conference registrations • Annual SACRAO Corporate Partner membership for 2027-2028 • Two attendee advertising contacts • One Corporate Partner Session included	• Opening Session & Keynote • Tuesday Plenary Session • Conference Wi-Fi • Conference Registration & Check-In

Speaker introduction benefits apply only to opportunities with an appropriate featured speaker.

Headliner Sponsor

\$10,000 PREMIER PARTNERSHIP

Headliners take top billing. This premier partnership level provides SACRAO's highest level of visibility and includes Big Event sponsorship or co-sponsorship at no additional cost. The \$10,000 package includes the listed Headliner benefits, subject to availability and final event arrangements.

INCLUDED BENEFITS	CHOOSE ONE — INCLUDED IN PACKAGE PRICE
• Premium exhibit location with two tables, power outlet, and four chairs • Opportunity to provide a conference bag insert • Slide and verbal recognition at opening and closing events • Premier color logo placement in the conference app • Conference app push notifications before sponsored events • Four conference registrations • Annual SACRAO Corporate Partner membership for 2027-2028 • Four attendee advertising contacts • One Corporate Partner Session included • Premier recognition connected to the Big Event	• The Big Event — included signature sponsorship / co-sponsorship

Specific Big Event sponsor activations will be finalized with the Local Arrangements Committee based on the event format and venue.

Corporate Partner Sessions

Take the Stage.

Corporate Partner Sessions provide dedicated time to share expertise, demonstrate a product or service, discuss emerging challenges, or showcase an approach that supports the work of higher education professionals.

Session Pricing by Sponsorship Level

LEVEL	SESSION BENEFIT	PRICE
Backbeat	Available as add-on	\$750
Harmony	Available as add-on	\$750
Bridge	Discounted add-on	\$600
Soul	Discounted add-on	\$500
Spotlight	One included	Included
Headliner	One included	Included

Additional presentation slots may be available for \$750, subject to program capacity. Session scheduling, room assignments, audiovisual availability, and content requirements will be communicated after sponsorship confirmation.

Where Partnership Happens

The 2027 schedule intentionally includes multiple points for Corporate Partner engagement. The sponsorship program is designed around those moments.

DAY	TIME	CONFERENCE MOMENT	LEVEL
Sunday, Jan. 31	3:45-4:45 PM	First-Time Attendee Reception / SACRAO Reunions	Bridge
Sunday, Jan. 31	5:00-6:30 PM	Opening Session & Keynote	Spotlight
Sunday, Jan. 31	6:30-8:30 PM	Corporate Partner Reception & Grad Fair	Soul
Sunday, Jan. 31	8:00-10:00 PM	Hospitality Suite	Soul
Monday, Feb. 1	10:00-10:30 AM	Break with Corporate Partners - Note 1	Bridge
Monday, Feb. 1	3:20-3:50 PM	Break with Corporate Partners - Note 2	Bridge
Monday, Feb. 1	5:30-7:00 PM	President's Reception	Soul
Monday, Feb. 1	8:00-10:00 PM	Hospitality Suite	Soul
Tuesday, Feb. 2	10:00-10:30 AM	Break with Corporate Partners - Note 3	Bridge
Tuesday, Feb. 2	2:00-3:15 PM	Plenary Session	Spotlight
Tuesday, Feb. 2	3:20-3:50 PM	Break with Corporate Partners - Note 4	Bridge
Tuesday, Feb. 2	6:00 PM	The Big Event	Headliner

Schedule note: This packet uses the 2027 calendar sequence for Tuesday, February 2 and Wednesday, February 3. Conference schedule and sponsorship inventory remain subject to change.

Add-Ons & Additional Opportunities

Some organizations may want to extend their presence beyond the selected sponsorship package. Add-ons are available only with an eligible Corporate Partner sponsorship and are subject to availability.

Additional Corporate Partner Session: \$750 per additional session, subject to program capacity.

Additional Conference Registrations: Available at the appropriate conference registration rate.

Custom Opportunities: Additional opportunities may be possible based on conference needs, venue capabilities, and availability. Contact cpl@sacrao.org to discuss an idea.

Production Deadlines: Bag inserts, branded items, signage, app assets, and other benefits may have firm submission or ordering deadlines. Early commitment provides the greatest opportunity to receive all included benefits.

Ready to Join the Lineup?

Select the sponsorship level that best matches your goals and identify your preferred available opportunity. Harmony, Bridge, Soul, and Spotlight packages each include one opportunity from that level's list at no additional sponsorship fee; Headliner includes Big Event sponsorship or co-sponsorship. Backbeat includes exhibit participation but no named event sponsorship. Contact the SACRAO Corporate Partners Committee to confirm availability and next steps. Corporate Partner Sessions and other add-ons are priced separately unless specifically listed as included.

cpl@sacrao.org

Sponsorship opportunities are available on a first-confirmed basis.

Corporate Partner Terms & Conditions

Availability and confirmation: Each Harmony, Bridge, Soul, or Spotlight sponsorship package includes one selected opportunity from its level at no additional sponsorship fee. Headliner includes the Big Event sponsorship or co-sponsorship. Named opportunities are subject to availability, assigned on a first-confirmed basis, and are not confirmed until SACRAO accepts the sponsorship and any required payment or registration steps are completed. Additional sessions and optional add-ons may have separate charges.

Benefit deadlines: Some benefits may expire because of print, production, app, signage, food-service, or ordering deadlines. Corporate Partners are encouraged to commit early to receive maximum benefit and exposure.

Exhibit space: Corporate Partners are responsible for staffing their exhibit space during designated exhibit hours. Booth assignments and premium/featured locations are determined by SACRAO.

Additional attendees: Only the number of conference registrations listed in the selected package are included. Additional representatives must register at the appropriate conference rate.

Sponsored opportunities: Specific menus, performers, speakers, activations, signage, and event details are subject to venue rules, conference logistics, and approval by SACRAO and the Local Arrangements Committee.

Use of event logo: The SACRAO 2027 event logo may be used only by registered Corporate Partners and only in a manner consistent with SACRAO guidance. Participation does not constitute SACRAO endorsement of a Corporate Partner's products or services.

Subletting: Subletting, assigning, or reselling any portion of exhibit space is prohibited. Corporate Partners may showcase only the goods and services they provide in the regular course of business.

Security and property: Corporate Partners are responsible for their property and materials. SACRAO is not responsible for loss or damage to exhibitor property. Partners should obtain appropriate insurance coverage when desired.

Cancellation and no-show: Cancellation of exhibit space or sponsorship must be submitted in writing to cpl@sacrao.org. Refund eligibility, if any, will be governed by the cancellation terms communicated during registration. Unoccupied exhibit space may be reassigned if SACRAO has not received notice of delayed arrival or other circumstances.

Changes: SACRAO reserves the right to adjust schedules, locations, sponsorship inventory, and operational details when necessary. If a material change affects a purchased opportunity, SACRAO will work with the Corporate Partner on an appropriate alternative.

Questions?

Please contact the SACRAO Corporate Partners Committee at cpl@sacrao.org.

We look forward to meeting you at the crossroads.