



Corporate Partner Sponsorship Guide
SACRAO Annual Conference
2026 | Orlando, Florida
February 1~4, 2026





Unlock the Magic of Partnership at SACRAO 2026

Step into a realm where innovation meets impact—SACRAO invites Corporate Partners to become part of the enchantment by sponsoring our 2026 conference. Corporate Partners will be recognized throughout the event and gain access to exclusive benefits reserved for those who invest in the success of higher education. This is your chance to connect directly with influential decision-makers from a diverse array of institutions, casting your brand into the spotlight.

To ensure a seamless experience, all Corporate Partners will enjoy complimentary wireless access within the exhibit space. A private communal Corporate Partner room will also be available, offering a quiet workspace away from the hustle and bustle.

We encourage our Corporate Partners to consider sponsoring specific events to create more personalized and memorable moments of engagement. Detailed sponsorship packages and magical benefits await within.

The SACRAO 2026 Local Arrangements Committee thanks you for your time, your support, and your commitment to the “Sorcery of Student Success.”

Warmest regards,

SACRAO Corporate Partners Committee
cpl@sacrao.org

Welcome to the SACRAO Corporate Partner Sponsorship Guidebook

We're pleased to introduce the Southern Association of Collegiate Registrars and Admissions Officers (SACRAO) Corporate Partner Sponsorship Guidebook. This resource is designed to provide details about the sponsorship levels available, and the unique benefits associated with each.

Introduction to the 2026 SACRAO Sponsorship Opportunities

SACRAO deeply values its Corporate Partners and acknowledges their vital role in supporting our annual events and strategic initiatives. Sponsorship offers your organization enhanced visibility among influential decision-makers in higher education, along with valuable opportunities to network and collaborate with industry leaders.

Sponsorship Levels

To meet the diverse needs of our corporate partners, SACRAO offers multiple sponsorship tiers. Each level is thoughtfully designed to maximize your organization's exposure and engagement with our membership community, providing tailored benefits that support your strategic objectives.

Magician Sponsorship Level \$1,000 (25)

This sponsorship is the basic level sponsorship.

Benefits:

One booth includes:

- One table, power outlet, two chairs
- Mention in conference app
- ONE conference registration (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for ONE advertising contact
- Partner Presentation available for an additional \$750



Alchemist Sponsorship Level

\$2,000 (6)

Add-Ons may be purchased with this package.

Benefits:

One booth includes:

- One table, power outlet, two chairs
- Opportunity to provide insert for conference bags
- Slide recognition at opening and closing events
- Signage recognition at sponsored events
- Color logo in conference app
- ONE conference registration (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for ONE advertising contact
- Partner Presentation available for an additional \$750



Packages Available:

Choose One Option:

- State Association Lunch
- Past President's Lunch
- SACRAO Event Pins
- **Logo Imprinted Lanyards (Workday)**
- Logo Imprinted Speakers Gifts
- Logo imprinted LAC T-shirts

Enchanter Sponsorship Level

\$4,000 (6)

Add-Ons may be purchased with this package.

Benefits:

One booth includes:

- One table, power outlet, two chairs
- Opportunity to provide insert for conference bags
- Slide recognition at opening and closing events
- Signage recognition at sponsored event
- Color logo in conference app
- Conference app push notifications before events
- ONE conference registration (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for ONE advertising contact
- Partner Presentation available for an additional \$600



Packages Available:

Choose One Option:

- Monday AM Break
- Monday PM Break
- Tuesday AM Break
- Program Committee Lunch
- First Time Attendee Event
- Hospitality Suite

Spell Master Sponsorship Level \$6,000 (4)

Add-Ons may be purchased with this package.

Benefits:

One booth includes:

- One table, power outlet, two chairs
- Opportunity to provide insert for conference bags
- Slide recognition at opening and closing events
- Signage recognition at sponsored events
- Color logo in conference app
- Conference App push notifications before events
- TWO conference registrations (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for TWO advertising contacts
- Partner Presentation available for an additional \$500



Packages Available:

Choose One Option:

- Corporate Partner Reception
- President's Reception
- Conference App
- Logo imprint on Hotel Key Card

Potion Master Sponsorship Level

\$8,000 (4)

Add-Ons may be purchased with this package.

Benefits:

One booth includes:

- **Featured** location includes one table, power outlet, two chairs
- Opportunity to provide insert for conference bags
- Slide and verbal recognition at the opening and closing events
- Signage recognition at sponsored events
- Color logo in featured location in conference app
- Conference App push notifications before events
- Opportunity to introduce speakers (bios will be provided)
- TWO conference registrations (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for TWO advertising contacts
- Partner Presentation included at no charge in this sponsorship package



Packages Available:

Choose One Option:

- Opening Keynote
- Tuesday Plenary
Speaker and sponsored book signing
- Closing Session/Brunch
- Conference Wi-Fi

Sorcerer Sponsorship Level \$10,000 (2 co-sponsorships)

Add-Ons may be purchased with this package.

Benefits:

One booth includes:

- **Premium** location includes two tables, power outlet, four chairs
- Opportunity to provide insert for conference bags
- Slide and verbal recognition at the opening and closing event
- Color logo in featured location in conference app
- Conference app push notifications before events
- FOUR conference registrations (additional attendees must register for the conference at the appropriate rate)
- Annual membership dues for 2026-2027
- Email list of attendees for FOUR advertising contacts
- Partner Presentation included in this sponsorship package at no charge



Packages Available:

- Big Event at the Walt Disney Magic Kingdom Park

Packages include tickets to the Magic Kingdom for all conference registrants, logo-imprinted conference bags, and bus transportation to the park

Bus tickets will be printed with each sponsor logo to be given out at the Corporate Partner's booth

Corporate Partner Sessions

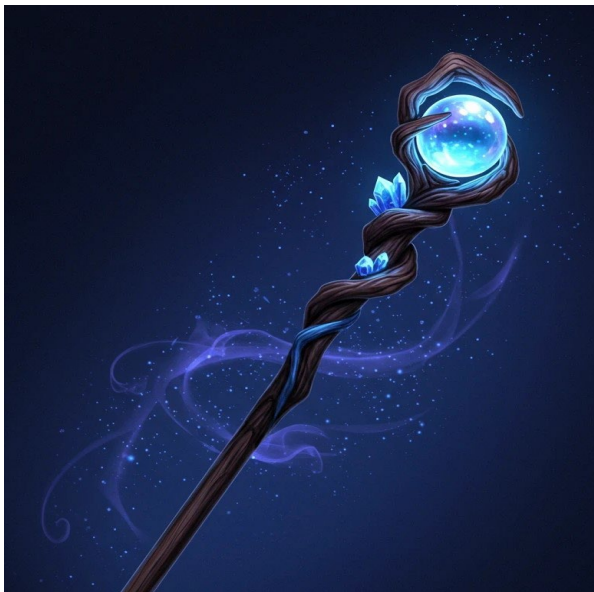
Ready to conjure new collaborations?

Step into the realm where innovation meets inspiration. Corporate Partner Sessions are your spellbinding opportunity to enchant influential leaders from colleges and universities across the Southern U.S.

Cast your pitch, showcase your product or service, and demonstrate the magic your organization brings to the pursuit of student success.

These sessions are where credibility, creativity, and competitive edge become powerful ingredients in the alchemy of higher education.

Discounted Partner Sessions are available with the purchase of the Enchanter or Spell Master Packages



ADD~ONS

- Additional presentation slots are available for \$750
- Additional opportunities may exist. Please contact cpl@sacrao.org to discuss options.

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

Keynote Speaker



Louie Gravance is a globally recognized expert on customer service, employee engagement, and corporate culture transformation. For over 25 years at the Walt Disney Company, Louie played a key role in designing live entertainment experiences and customer service training programs, including the world-renowned “Disney’s Approach to Quality Service” curriculum at the Disney Institute in Orlando, Florida. His work has helped countless organizations translate the legendary "Disney Difference" into actionable strategies that elevate employee performance, strengthen workplace culture, and create unforgettable customer experiences.

After his tenure at Disney, Louie distinguished himself as the premier expert for exporting the same training principles in multiple business sectors. He then expanded his expertise as a consultant, keynote speaker, and trainer, helping organizations like ING Financial, Choice Hotels, Nikon, and Microbac Technologies revolutionize their approach to service and culture. Money Magazine credited him with “literally changing the consciousness of business in America” through his groundbreaking service campaigns, including the Bank of America “Spirit” initiative—the most successful customer service training program in the company’s history.

The success of Louie's involvement in high-profile projects, such as Harry Potter's Diagon Alley expansion and Ollivanders Wand Experience at Universal Orlando, speaks volumes about his ability to create immersive, customer-centric experiences that drive magical memories AND business results.

Louie’s philosophy is rooted in the belief that employee engagement and exceptional service are the foundations of business success. His signature presentations, including “Service is a Superpower!” and the “7 Secrets for Consistently Creating WOW Service,” empower leaders and teams to foster cultures of accountability, creativity, and exceptional customer care. He combines his Disney-honed insights with actionable strategies to help organizations create environments where employees thrive and customers are delighted.

Through his company, Louie Gravance Creative Content, Louie develops customized training programs that inspire organizations to redefine their approach to culture and service. His acclaimed book, ***SERVICE is a SUPERPOWER! (Lessons Learned in a Magic Kingdom)***.

With humor, heart, and a wealth of experience, Louie Gravance delivers high-impact keynotes and training sessions that leave audiences inspired, informed, and equipped to build workplaces that shine from the inside out. Whether transforming company culture or delivering unforgettable customer experiences, Louie is the go-to expert for organizations striving to achieve exceptional results.



Tuesday Plenary Speaker and sponsored book signing

Dr. Camesha Whittaker-Samuel brings over two decades of innovative leadership experience in nonprofit management, education technology, and community advocacy to her role as Chief Executive Officer of the Boys & Girls Clubs of Volusia/Flagler Counties (BGCVFC).

A visionary leader and audacious innovator, Dr. Whittaker Samuel has a distinguished record of launching transformative initiatives, fostering strategic partnerships, and advancing organizational growth. Before joining BGCVFC, Dr. Whittaker-Samuel served as the Chief Learning & Innovation Officer at the Propel Center in Atlanta, Georgia. Under her leadership, the Propel Center launched its inaugural tech product, Propel Learn, in 2023, impacting nearly 7,000 users in its first year and providing career upskilling opportunities for over 300,000 HBCU students nationwide.

Dr. Whittaker-Samuel has led Propel's virtual campus operations, overseeing product development, instructional design, curriculum innovation, and faculty development. Her work has been pivotal in equipping students with the tools and knowledge to advance the global workforce.

Dr. Whittaker-Samuel's influence extends beyond education technology. She is a nationally recognized thought leader whose expertise has been showcased on platforms such as C-SPAN and PBS. Before her time at Propel, she served as the inaugural Director of the BJ Moore Center for Faculty Innovation at Bethune-Cookman University, where she managed e-learning and faculty development while mentoring hundreds of educators and students.

An award-winning academic and business communication expert, Dr. Whittaker-Samuel holds a Ph.D. in Communication Studies from Regent University, a Master's degree in Public Communication from American University, and a Bachelor's degree in Mass Communication from Bethune-Cookman University.

For Camesha, the Boys & Girls Clubs of Volusia/Flagler Counties opportunity is an honor: *"I am honored to serve and lead the Boys & Girls Clubs of Volusia/Flagler Counties as CEO. This organization represents hope, opportunity, and transformation for the young people in this community. I am committed to advancing our mission by expanding future-focused programs, strengthening community partnerships, and fostering innovation to ensure every child has the resources to thrive."*

Dr. Whittaker-Samuel's passion for community impact is deeply rooted in her personal values and professional journey. In addition to her achievements, she enjoys mentoring future leaders, exploring culinary traditions inspired by her Caribbean heritage, and spending quality time with her family.

2026 SACRAO ANNUAL CONFERENCE

Corporate Partner Exhibit Instructions

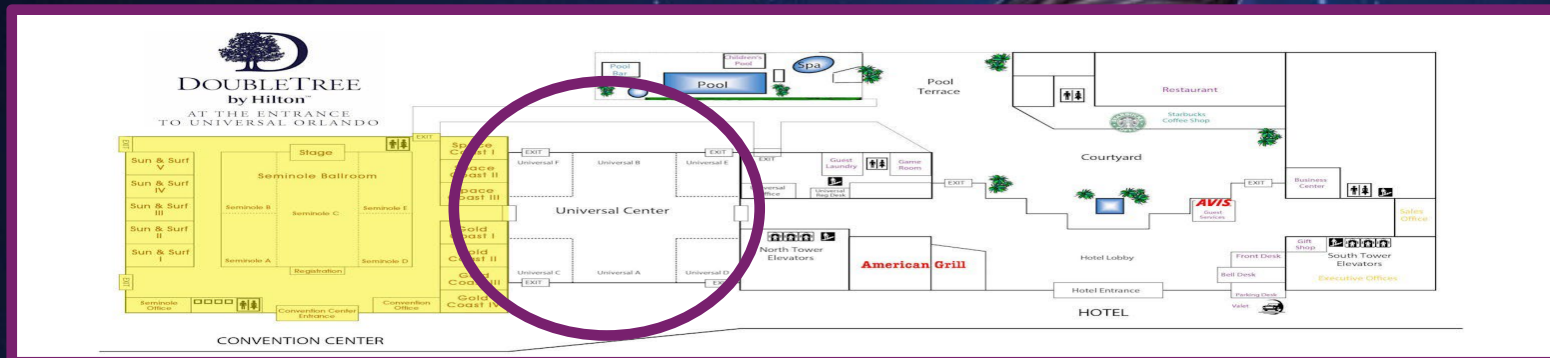
Event Dates: February 1 – 4, 2026

Location: DoubleTree® by Hilton Hotel at the Entrance to Universal Orlando

Exhibit Hours:

- Sunday, February 1, 6:30 pm – 8:30 pm
- Monday, February 2, 8 am~5 pm
- Tuesday, February 3, 8 am~3 pm
- Wednesday, February 4, 8 am-Noon

Exhibitor Area:



Set-up:

- Begins at noon on Sunday, February 1. Corporate Partners should be ready for attendees by 5 p.m.
- Corporate Partners are responsible for coordinating with Bridget Strzelecki, SACRAO Corporate Partner Liaison, to ensure that all materials are scheduled for arrival in time to be set up and ready when the Corporate Partner area opens. PLEASE TRACK YOUR PACKAGES ahead of time.
- SACRAO does not assume any responsibility or liability for loss or damage to exhibits, equipment, personal belongings, etc. during set up.

Tear-down:

- May begin after noon and must be complete by 5 p.m. on Wednesday, February 4.
- All shipping arrangements are the responsibility of the Corporate Sponsor Organization.
- SACRAO is not responsible or liable for items not collected by the shipping company.



Shipping Information

*When shipping packages to the hotel, please
address them as follows:*

*DoubleTree by Hilton at the Entrance to Universal
Orlando*

*Name of Corporate Partner Rep to receive package
2026 SACRAO Conference*

*ATTN: Shannelle Brabell, Convention Services
Manager*

*5780 Major Boulevard
Orlando, Florida 32819*

407-351-1000

Crates/Pallets:

Crates and Pallets must be pre-arranged for delivery through the hotel Convention Services/Catering team. With advance arrangements, the hotel can receive pallets up to three days before the scheduled event date. Please note that the hotel does have limited storage space so crates/pallets will be assessed based on the hotel's availability. Outbound fees are subject to any outbound freight handling charges. Please contact your Convention Services/Catering Manager for further assistance.

Outgoing Packages and Pick-Up Responsibility:

*Corporate Partners are responsible for scheduling the pick-up of any outgoing packages directly with their preferred shipping provider. All packages must be clearly labeled prior to being collected. Please note that the hotel security team will only accept outgoing packages that are properly labeled **and** have a confirmed scheduled pick-up. There is no need to provide the hotel with your pick-up details, as we work with multiple shipping carriers (including FedEx and UPS) who regularly collect packages from the property on designated days.*



Magical Terms & Conditions: Your Guide to Safe Spellcasting

- **Cancellation Policy:** Notification of cancellation for booth space and sponsorship must be submitted in writing by email to cpl@sacrao.org. Any booth space that remains unoccupied by noon on Monday, February 2, 2026, will be considered a no-show and may have its booth space re-assigned or removed unless notification of the circumstances is made to SACRAO. There will be no refund for a no-show.
- **Insurance:** If desired, the Corporate Partner may obtain insurance at their own cost and expense. All property shipped to and from the hotel by the Corporate Partner for set-up and tear-down will be the sole responsibility of the Corporate Partner. It is recommended that the Corporate Partner obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.
- **Liability:** Corporate Partners shall be fully responsible for all damages to property owned by The DoubleTree by Hilton Hotel and its owners or managers, which result from any act or omission by the Corporate Partner. Corporate Partner agrees to defend, indemnify, and hold harmless SACRAO and the DoubleTree by Hilton Hotel, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, from any liability resulting from the Corporate Partner's use of the property. Corporate Partner's liability shall include all losses, costs, damages or expenses arising from, out of, or because of any accident, bodily injury or other occurrences to any person or persons including, but not limited to, the Corporate Partner, its agents, employees and business invitees which arise from or out of the Corporate Partner's occupancy and use of the exhibition premises, or any part thereof.

- **Security:** SACRAO will assume no liability for any loss or damage by a Corporate Partner during such hours or at other times, whatever the cause. Booth space security and protection of valuable items may require additional security at the Corporate Partner's expense.
- **Subletting:** Subletting or assigning any portion of the booth space is prohibited. Corporate Partners that re-sell, sublet space, or give Corporate Partner name badges to unauthorized personnel will forfeit their booth space and/or future booth space privileges. Featuring names or advertisements of non-exhibiting companies/organizations is prohibited. Corporate Partners must showcase only goods manufactured and/or distributed, or services provided by them, in the regular course of business.
- **Use of Event Logo:** The event logo may be used only by registered Corporate Partners. No endorsement by SACRAO of Corporate Partner's products or services, expressed or implied, is permitted. Exhibiting at the event does not constitute an endorsement by SACRAO.



QUESTIONS?

Please contact the Corporate Partner Committee at cpl@sacrao.org





Corporate Partners Guide to Orlando

Orlando, Florida, is a vibrant city known for its world-famous theme parks, including Walt Disney World, Universal Studios, and SeaWorld. Beyond the attractions, it boasts a lively arts scene, diverse dining options, and beautiful natural areas like Lake Eola Park. With its sunny weather year-round and a mix of family-friendly fun and cultural experiences, Orlando is both a top tourist destination and a dynamic place to live and work.

Travel Accommodations

HOTEL: [DoubleTree® by Hilton Hotel at the Entrance to Universal Orlando](#)

To book your room for the conference, please use the following link to ensure that your reservation uses the SACRAO special rate code (SF2): [SACRAO Hotel Reservation Link](#). Reservations can also be made through Hilton Reservations at 1-800-222-TREE(8733) using the special rate code (SF2).

AIRPORT: [Orlando Airport](#), officially known as Orlando International Airport (IATA: MCO, ICAO: KMCO, FAA LID: MCO), is the largest and busiest airport in the state of Florida, located 6 miles southeast of Orlando.

WEATHER:

February Overview

- High temperature: 74°F (23°C)
- Low temperature: 53°F (12°C)
- Hours daylight/sun: 7 hours
- Water temperature: 59°F (0°C)

February in Orlando offers a delightful mix of weather, with cool mornings around 53°F and warm afternoons reaching up to 74°F—and occasionally even into the 80s! Sunshine is abundant, averaging over 7 hours a day, making it a perfect time to explore the city. Rain is rare, with only about 4 days of precipitation throughout the month, so you can likely leave the ponchos at home. If you're thinking of a seaside escape, the nearby Atlantic Ocean may be a brisk 59°F, but the beaches remain as beautiful and inviting as ever.

Restaurants near the conference hotel



[Miller's Ale House](#), 5573 S. Kirkman Road,
(407) 248-000

[TGI Fridays](#), 5933 Caravan Court, (321) 300-
1982

[Strong Water Tavern](#), 6601 Adventure Wy,
(407) 503-5000

[Tabla Indian Restaurant](#), 5847 Grand National
Drive, (407) 248-9400

[Finnegan's Bar & Grill](#), 6000 Universal Blvd,
(407) 363-8000

[Soupa Saiyan](#), 5689 Vineland Road, (407) 930-
3396

[Kobe Japanese Steakhouse](#), 5605 S. Kirkman
Road, (407) 248-1978

[KPOT Korean BBQ & Hot Pot](#), 5535 S. Kirkman
Road, (407) 704-8977

[Bahama Breeze](#), 5620 W. Oak Ridge Road,
(407) 226-9890

[Carrabba's Italian Grill](#), 5701 Vineland Road,
(407) 355-7277

UNIVERSAL
CITY
WALK

Anything But Ordinary

This is where it all comes together. This is where unforgettable fun meets restaurants that don't just make you say "Yum," but "Wow." The one place where the dining tastes of every member of the family and entertainment everyone can enjoy all intersect. It's everything you're looking for. And anything but ordinary.

Dining at Universal City Walk