

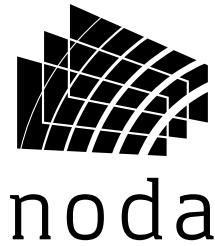


NODAC 2023

SPONSORSHIP GUIDE



IT
STARTS
HERE



ASSOCIATION FOR
Orientation • Transition • Retention
IN HIGHER EDUCATION

NODA is the premier association for orientation, transition, and retention professionals in higher education. As an inclusive community, NODA enhances and elevates orientation, transition, and retention practices that cultivate the professional development and education of student leaders, graduate students, practitioners, and scholars. Formally established in 1977, NODA has served the professional needs of higher education practitioners for over four decades. Today, NODA has 2,000+ members representing over 600 institutions around the world. NODA is a registered 501(c)3 with Employer Identification Number (EIN) 38-2526523.



ABOUT THE ANNUAL CONFERENCE

OCTOBER 15-18, 2023 | MINNEAPOLIS, MN

The NODA Annual Conference (referred to as NODAC) is held annually in the fall each year. The 2023 conference will mark the 76th gathering of orientation, transition, & retention professionals which predates the Association itself. The conference will be held at the Hilton Minneapolis in beautiful downtown Minneapolis. NODA expects an attendance of over 550 scholars, practitioners, administrators, and students representing more than 400 institutions. The conference is a four-day event starting in the afternoon of October 15. More information is available at NODAweb.org/nodac.

BECOME AN ASSOCIATE MEMBER

Joining NODA as an associate member shows your support to the field of orientation, transition, and retention. In addition, associate members have increased access to NODA members, discounted event rates, and additional collaboration opportunities with association programming. Consider joining today! More information at nodaweb.org/page/membership

CONTACT US

For more information or questions reach out to Chris Verhaeghe, Associate Director for Membership & Operations, at verh0020@umn.edu or 612.625.3684. You can also schedule a meeting directly with Calendly at calendly.com/verh0020/meeting.



SPACES / AREAS

- Private Lactation Space \$2,500
- Presenter Resource Room \$2,500
- Reconnect & Recharge Stations (Charging Stations) \$2,500
- Reflection Lounge \$5,000

EVENTS

- NODA 5K Fun Run/Walk/Roll. \$2,500
- Conference Wellness Activity. \$2,500
- First Night Entertainment & Social \$5,000
- NODA Talks. \$8,000
- Diversity, Equity, & Inclusion in OTR Workshop* \$10,000
- Author's Luncheon Participation \$10,000
- Featured Speaker*. \$25,000

PRE-CONFERENCE EVENTS

- Graduate Student Symposium* \$10,000
- HBCU Summit* \$25,000
- Orientation Professionals Institute* \$30,000

FOOD & BEVERAGE

- Coffee & Beverage Service in the Exhibit Hall \$5,000
- Afternoon Snack in the Exhibit Hall \$7,500
- Closing Brunch*. \$20,000
- Taste of NODA*. \$25,000
- Opening Dinner* \$35,000

MISCELLANEOUS

- Conference SWAG Market Value
- Conference WiFi*. \$20,000

* Full sponsorship will be credited with "Presenting Sponsor," otherwise multiple sponsorships in increments of \$5,000 will be accepted

SPONSOR BENEFITS



	Bronze	Silver	Gold	Platinum
Minimum Sponsorship	\$5,000	\$10,000	\$15,000	\$20,000+
Event Registration Credit - can be used on exhibit hall booths, conference registration, or highlight session fees. *Annual only	\$500	\$1,000	\$1,500	\$2,000
Conference Sponsor Ribbon for Conference Delegation	X	X	X	X
Recognition on the Conference Webpage	X	X	X	X
Social Media Acknowledgement	X	X	X	X
Conference Mobile App Listing	X	X	X	X
Conference Mobile App Rotating Banner Ad	X	X	X	X
Conference Signage Acknowledge Sponsors	X	X	X	X
Promotional Flyer Handed Out at Check-in or During Conference		X	X	X
One Email Advertisement to Conference Attendees Before or After the Event		X	X	X
Exhibit Hall Priority Booth Placement		X	X	X
Verbal Acknowledgement of Sponsorship at the Conference Closing			X	X
On Stage Acknowledgment & Presentation (<5 min)				X
Access to Conference Attendee Mailing List Prior to or After the Conference *opt-in				X



SPACES / AREAS

Private Lactation Space \$2,500

A private space on the first floor of the hotel for individuals nursing infants and small children.

Presenter Resource Room \$2,500

A reserved room for conference presenters and panelist; over 100 OTR leaders will utilize this space before and after their sessions.

Reconnect & Recharge Stations

(Charging Stations) \$2,500

Tables will be provided throughout the conference space for individuals to plug in and recharge their electronic devices as well as catch up on work.

Reflection Lounge \$5,000

This lounge will be a quiet place for individuals to get away and take a break from the conference. Quiet activities and projects will be available for individuals. This is part of NODA's commitment to health & wellbeing during the conference.

EVENTS

NODA 5K Fun Run/Walk/Roll. \$2,500

Hosted through the streets and skyways of downtown, this annual event draws dozens of participants each year. A portion of the sponsorship will be utilized to provide participants with SWAG items for completion of the event. This is part of NODA's commitment to health & wellbeing during the conference.

Conference Wellness Activity \$2,500

Wellness activities such as yoga, meditation, fitness classes will be offered throughout the conference to help participants maintain their well being. This is part of NODA's commitment to health & wellbeing during the conference.

First Night Entertainment & Social . . . \$5,000

To celebrate the opening of the conference and support connections for Association members, NODA will be hosting a social after the conference opening. Activities such as trivia, karaoke, and bingo are being considered. A portion of this sponsorship will provide complementary non-alcoholic beverages throughout the evening as well as giveaways.

NODA Talks \$8,000

A signature event of every NODA conference. NODA talks highlight the personal and professional experience of our members. All conference participants are anticipated to attend this event.

Diversity, Equity, & Inclusion

in OTR Workshop* \$10,000

NODA is committed to creating inclusive environments for our professionals and students. This workshop will help advance this work. Panelists will be announced in June. Please contact the Association office for more information about this event. All conference participants are anticipated to attend this event.

Author's Luncheon Participation . . . \$10,000

A NODA signature event, the Author's Luncheon provides an opportunity to hear from distinguished authors from some of the best up and coming books. This event is limited to 500 participants.

This is opportunity is limited to publishing companies

Featured Speaker* \$25,000

The Featured Speaker will be announced in June. Please contact the Association office for more information about this event.



PRE-CONFERENCE EVENTS

Graduate Student Symposium* \$10,000

The Graduate Student Symposium (GSS) is a symposium designed to support masters-level graduate students by providing informational workshops, mentoring opportunities, and networking with professionals and peers. The symposium provides sessions on a variety of topics to assist with professional development and the transition from graduate student to professional. GSS typically draws 100 graduate students who are often the future of the profession. This sponsorship will help provide meals and refreshments for the event.

HBCU Summit* \$25,000

The HBCU Summit at NODAC will provide HBCU professionals the opportunity to gather to create meaningful and solution based dialogue around the challenges and opportunities of doing the work of orientation, transition, and retention at their institutions. The HBCU Summit workshops will be comprised of HBCU leaders from across the country meeting to empower, uplift, and educate participants. Over 50 leaders are anticipated to attend. The sponsorship will be used to provide keynote speakers, panelists, and meals.

Orientation Professionals

Institute* \$30,000

NODA's longest running and most well-known institute, OPI is designed to serve new full-time professional staff who are responsible for orientation programming and possess less than four years of total professional experience. The institute is not open to graduate or undergraduate students. We recognize that many professionals have significant professional experience in higher education and may have recently become responsible for orientation programs on their campus, but our primary goal is to serve emerging professionals in the field. This is a three-day intensive program and participation is capped at 80 participants. Sponsorship of this event will help provide meals and refreshments.

FOOD & BEVERAGE

Providing meals and snacks throughout the conference is a great way to show support to the OTR community. With limited professional development dollars, many professionals are on their own when it comes to conference travel. NODA tries to provide as many meals as possible to help lessen the burden. The following food and beverage items are available for sponsorship.

Coffee & Beverage Service

in the Exhibit Hall \$5,000

Afternoon Snack in the Exhibit Hall. . . \$7,500

Closing Brunch* \$20,000

Taste of NODA* \$25,000

Opening Dinner* \$35,000



MISCELLANEOUS

Conference SWAG Market Value

Conference items such as totes, notebooks, pens, water bottles, apparel, etc. are always appreciated by NODA conference attendees. Items can be shipped directly or purchased through the Association. When purchased through NODA an additional \$500 will be added to the final sponsorship invoice. All items are required to have the logo NODA printed on the item and designs must be approved by Association staff.

Conference WiFi* \$20,000

Wifi has become an integral part of any conference experience; it helps our members stay connected and engaged. By providing conference wifi the sponsors will be able to choose a password or phrase related to their company.

ADDITIONAL NOTES

Sponsorships are accepted on a first-come, first-served basis. A signed sponsorship agreement constitutes a committed sponsorship.

In kind or trade sponsorships are welcome but will not qualify for the event credit benefit listed above.

Sponsorships must be committed by July 1, 2023 to guarantee priority booth placement.



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