

→ SPONSORSHIP OPPORTUNITIES

2025 Competency Symposium

THURSDAY, NOVEMBER 13, 2025 | 10:45AM – 5:30PM ET | VIRTUAL



naceeducation

Sponsorship Opportunities

How invested is your organization in career readiness and student success?

NACE's 2025 Competency Symposium will bring together practitioners from colleges and universities across the country to learn best practices in understanding, applying, assessing, and articulating NACE Career Readiness Competencies.

Demonstrate your organization's commitment to career readiness for students by sponsoring this virtual event.

What is Career Readiness?

Career readiness is a foundation that demonstrates requisite core competencies, broadly preparing the college educated for success in the workplace and lifelong career management. NACE has identified eight competencies that are essential for success in the workplace.



Career & Self-Development



Leadership



Teamwork



Communication



Equity & Inclusion



Technology



Critical Thinking



Professionalism

For higher education professionals, career readiness provides a framework for addressing career-related goals and outcomes of curricular and extracurricular activities, regardless of the student's field of study.

For employers, career readiness plays an important role in sourcing talent, providing a means of identifying key skills and abilities across all job functions. Similarly, career readiness offers employers a framework for developing talent through internship and other experiential education programs.

Who Attends NACE's Competency Symposium?

Who is NACE?

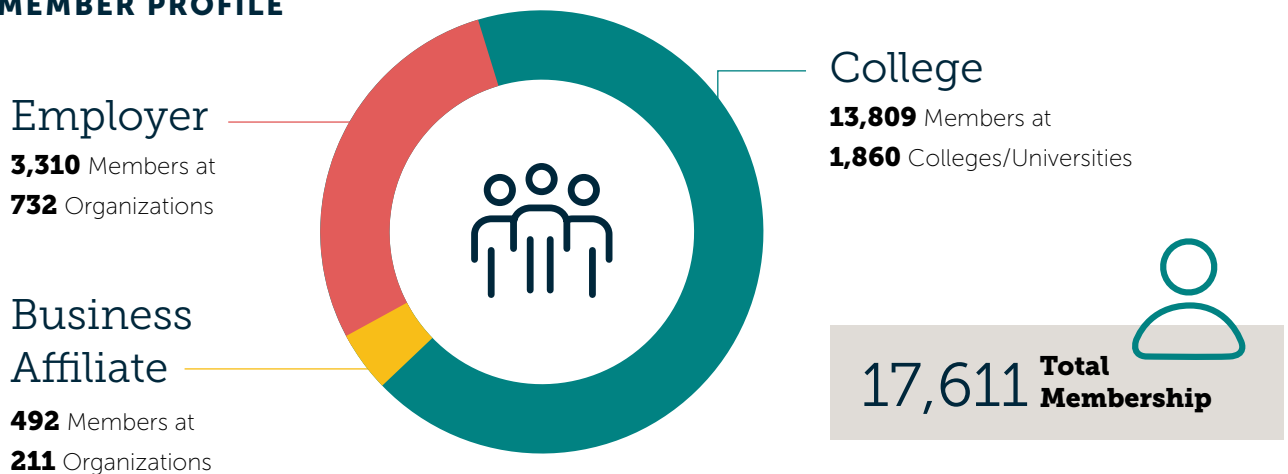
The National Association of Colleges and Employers (NACE) is the leading source of information on the employment of the college educated. NACE forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks. Established in 1956, NACE is a professional association that connects over 17,000 college career services professionals, university relations and recruiting professionals, and the business solution providers that serve this community. We are the only national association that serves both higher-education professionals and employers recruiting early talent.

NACE's Role in Career Readiness

NACE is a leading authority in the career readiness space, having developed the NACE Competencies, and most recently, launching the groundbreaking NACE Competency Assessment Tool.

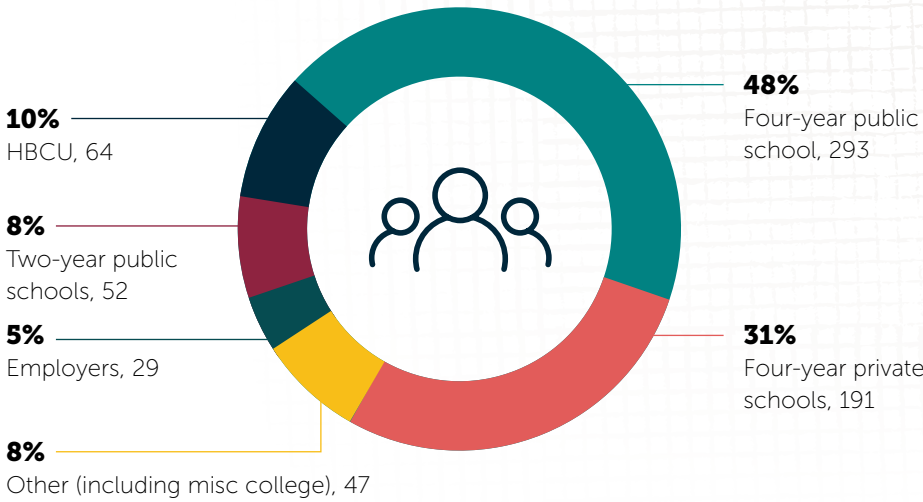
Rigorously field-tested, validated, reliable, and user-friendly, this tool allows students, faculty, career services professionals, and early talent recruiters to operationalize career readiness. It provides specific, actionable feedback that can be used to develop a clear and intentional career readiness plan, tailored to the job seeker's goals.

→ NACE MEMBER PROFILE



→ **WHO ATTENDS**

Fall 2024 Attendee Profile



394 **Total Organizations**

612 **Total Individuals**



Questions

→ Contact Katrina Schreefer, Senior Manager of Business at 610.625.1020 or businessdevelopment@naceweb.org.

Sponsorship Package Details

Thought Leader

\$10,000 – 1 Available

Overview

- + Sponsor logo on session image on program schedule.
- + Opportunity to address the full audience with a two-minute speaking engagement.
- + Verbal recognition by NACE at beginning and end of session.
- + Branding in the platform for up to 60 days after the event.
- + Branding in the event recording sold as on-demand product after the event.
- + Lead the Q&A following the keynote presentation.

Marketing Emails

- + Sponsor logo and link in all marketing emails, including member newsletters and event marketing emails.
- + Sponsor logo in confirmation email for all registrants.

Advertising

- + Banner ad on NACE Career Readiness Resources page for a full month (November 1-30, 2025).
- + Sponsor logo on NACE homepage slider.

Social Media

- + Dedicated LinkedIn post highlighting your organization as a sponsor.
- + Promotional banners with sponsor's logo provided by NACE for use on LinkedIn, Facebook.

Staff Professional Development

Includes eight complimentary attendee registrations with access to the platform 60 days after the event.

Logo and link on NACE's 2025 Competency Symposium website.

Innovation Sponsor

\$7,500 – 2 Available

Overview

- + Opportunity to address the full audience with a two-minute speaking engagement at either the Opening Morning Brew or Closing Session
- + Sponsor logo on session image on program schedule.
- + Verbal recognition by NACE at beginning and end of session.
- + Branding in the event recording sold as on-demand product after the event.

Marketing Emails

- + Sponsor logo and link in all marketing emails, including member newsletters and promotional emails.

Advertising

- + Sponsor logo on NACE homepage slider.

Social Media

- + Promotional banners with sponsor's logo provided by NACE for use on LinkedIn, Facebook.

Staff Professional Development

Includes four complimentary attendee registrations with access to the platform 60 days after the event.

Logo and link on NACE's 2025 Competency Symposium website.

Post-Event Survey Sponsor

\$5,000

Overview

Get in front of attendees after the event with our new Post-Event Survey Sponsorship — a simple, cost-effective way to keep your brand top-of-mind while collecting valuable insights from a highly engaged audience.

- + Branded Sponsor Recognition in the post-event email to attendees and introductory message (e.g., “This survey is sponsored in part by [Your Company Name]”)
- + One (1) Sponsor-Supplied Question included in the official post-event survey (multiple-choice, rating scale, or open-ended; subject to approval)
- + Data Delivery: Receive anonymized, aggregated responses to your question, delivered in a post-event summary

Social Media

- + Promotional banners with sponsor’s logo provided by NACE for use on LinkedIn, Facebook, and X.

Staff Professional Development

- + Includes three complimentary attendee registrations with access to the platform 60 days after the event.

Sponsor recognition in a NACE member digital newsletter following the event.

Logo and link on NACE’s 2025 Competency Symposium website.

Ally Sponsor

\$2,500

Overview

- + Show your organization’s support of the NACE Competencies
- + Logo and link on NACE’s 2025 Competency Symposium website

Staff Professional Development

- + Includes two complimentary attendee registrations with 60 days access to the platform after the event.

Sponsor recognition in a NACE member digital newsletter following the event.

Product Showcase

\$2,000 – 4 Available

Showcase your business solutions in a dedicated 20-minute spotlight session, strategically built into the main event program. These exclusive opportunities are fully integrated into the agenda—ensuring high visibility without competing against other sessions or activities. It’s your chance to engage a targeted audience, demonstrate value, and spark meaningful conversations.

→ **NEW**

Competency Champion

\$1,500 COLLEGE MEMBER EXCLUSIVE

Overview

- + Competency Champion Digital Badge for use on your website, recruiting pages, or social media
- + Institution name highlighted on Competency Champion slide, featured in the looping slide deck displayed before the program begins.
- + Institute listed as a sponsors on NACE’s 2025 Competency Symposium website.

Sponsor recognition in a NACE member digital newsletter following the event, sent out to full NACE database.

Staff Professional Development.

- + Includes two complimentary attendee registrations with 60 days access to the platform after the event.

Questions

→ **Contact Katrina Schreefer,
Senior Manager of Business
at 610.625.1020 or
businessdevelopment@nacweb.org.**



About NACE

Established in 1956, the National Association of Colleges and Employers (NACE) connects more than 17,600 career services and university relations and recruiting professionals, as well as the business solution providers that serve this community.

NACE believes in a world that is unifying in approach and where equal opportunities and equitable outcomes exist for all.

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