

nacemli

management leadership institute

JULY 19–23, 2026 | GEORGIA STATE UNIVERSITY | ATLANTA, GA

For aspiring leaders in intermediate-level career services roles



Program Overview

Career services are at a pivotal moment. Leadership now directly shapes student outcomes, institutional relevance, and workforce readiness—and the demand for prepared, confident leaders has never been higher.

The Management Leadership Institute (MLI) develops the next generation of career services leaders through a high-impact, blended learning experience led by nationally recognized faculty. Participants gain practical, evidence-based strategies to strengthen teams, lead change, and deliver measurable results across their institutions.

Designed as a **premium, participant-first experience**, MLI intentionally limits sponsor involvement to protect the integrity of learning. This approach fosters trust, focus, and meaningful engagement for participants while offering sponsors purposeful visibility and connection aligned with leadership development—not interruption.

→ [LEARN MORE AT NACEWEB.ORG/MLI](https://www.nacweb.org/mli)

Partner Levels at a Glance

Partner Level	Best For	Role in the Experience	Visibility	Investment
Executive Learning Partner	Deep leadership integration and influence	Integrated thought leadership and facilitated learning	Highest	\$25,000
Leadership Resource Partner	Engagement and value-add presence	Participant engagement and facilitated interaction	Moderate	\$10,000
Program Supporter	Brand-aligned support	Program element sponsorship	Light	\$5,000

All partnerships are intentionally limited to preserve a participant-first learning environment.

Executive Learning Partner — \$25,000 ^{1 available}

Best for: Organizations seeking deep engagement with emerging career services leaders through thought leadership, facilitated learning, and exclusive visibility within a premium leadership institute.

Your Role in the MLI Experience

As the sole Executive Learning Partner, your organization plays an integrated role in the MLI experience—contributing insight, facilitating dialogue, and engaging directly with participants in curated, high-trust learning moments.

Brand Presence Across the Participant Journey

- + Recognition as the **exclusive Executive Learning Partner**
- + Sponsor logo included in the Canvas learning course (*1,900 views by MLI participants in 2025*)
- + Premium logo placement across:
 - Event registration page
 - All attendee-facing marketing (email, newsletter, website, social media)
 - Event order confirmation emails
- + Company profile featured in a pre-event spotlight email (*150 words + logo*)
- + Custom-branded social media graphics (*designed by NACE for sponsor use*)
- + Dedicated LinkedIn post highlighting sponsor organization (*sponsor provides content; NACE approves*)

Engagement + Learning Contribution

- + Verbal recognition during the welcome session
- + Featured leadership role within the core program (*speaker or panel moderator*)
- + Curated thought leadership experience:
 - One facilitator-led educational session (30–45 minutes) held during lunch
 - Session aligned with MLI leadership themes
- + Invitation-only facilitated lunch discussion with 10–12 participants
 - Sponsor selects leadership topic
 - Participant list provided to finalize invitations
- + Two (2) sponsor-supplied questions included in the official post-event survey (*subject to approval; logo included*)

Included Registrations

- + Two (2) complimentary registrations for sponsor representatives to attend the final day of MLI
Thursday, July 23, 2026 | 9:00 a.m.–3:30 p.m. ET
 - Includes External + Employer Relations and Personal Development for Professional Growth sessions

Post-Event Engagement + Insight

- + Option to provide one (1) digital resource or toolkit on the curated participant resource page (*acknowledged as "This resource is provided thanks to..."*)
- + Access to anonymized, aggregated survey responses related to sponsor questions
- + Logo placement in a post-event email to all attendees

Leadership Resource Partner – \$10,000 ^{2 available}

Best for: Organizations that want to contribute practical value, spark engagement, and build brand awareness while maintaining a learning-first presence.

Your Role in the MLI Experience

Leadership Resource Partners support engagement and interaction within the program while respecting the participant-centered learning environment.

Brand Presence Across the Participant Journey

- + Recognition as a **Leadership Resource Partner**
- + Logo with hyperlink on the event registration page
- + Inclusion in select event marketing materials (*registration emails and member communications*)
- + One (1) custom social media graphic (*designed by NACE for sponsor use*)

Participant Engagement + Contribution

- + Verbal recognition during the welcome session
- + Inclusion in a brief, facilitator-led engagement activity following lunch
- + Opportunity to host one optional small-group discussion or networking session (*held at the end of a lunch break or program day*)
- + One (1) sponsor-supplied question included in the official post-event survey (*subject to approval*)

Included Registrations

- + One (1) complimentary registration for a sponsor representative to attend the final day of MLI on **Thursday, July 23, 2026 | 9:00 a.m.–3:30 p.m. ET**
 - Includes External + Employer Relations and Personal Development for Professional Growth sessions

Post-Event Engagement + Insight

- + Access to anonymized, aggregated survey responses related to sponsor question
- + Logo placement in a post-event email to all attendees

Program Supporter — \$5,000 *Unlimited*

Best for: Organizations looking to support leadership development and gain brand visibility through program-aligned sponsorship with minimal activation requirements.

Your Role in the MLI Experience

Program Supporters underwrite key elements of the participant experience while maintaining a low-touch, brand-aligned presence.

Brand Presence Across the Participant Journey

- + Logo placement on the event registration page
- + Inclusion in one (1) event marketing email
- + One (1) branded social media graphic for sponsor use

Program Alignment + Onsite Recognition

- + Sponsorship of one program element*, such as:
 - Welcome reception
(Sunday, July 18, 2026 | 6:00–7:00 p.m. ET)
 - One day of breakfast
 - Evening social event
- + Acknowledgment during the welcome session

**Offered on a first-come, first-served basis and subject to availability.*

Post-Event Visibility

- + Logo placement in a post-event email to all attendees

Questions

We'd love to partner with you!

Let's showcase your brand, create meaningful connections, and support the next generation of career services leaders.

Katrina Schreefer

Director of Business Development
businessdevelopment@naceweb.org
610.625.1020

Michael Lombardo

Business Development Associate
businessdevelopment@naceweb.org
610.477.0562

