



NACAS
foundation



2026

**NACAS
Foundation
Principal
Sponsorship
Opportunities**



Purpose



The NACAS Foundation funds the pivotal programs, resources, and platforms that work to advance our profession through evolving market conditions and societal changes.

As shifts occur, the Foundation supports the future of NACAS and finances new initiatives that give us the right leadership skills and strategies that enrich campus experiences and shape student growth. NACAS Professional Development, CASP, Developing Impactful Auxiliary Leaders(DIAL), Research, Scholarships & Awards, and the NACAS Marketplace are all supported by the Foundation.

Your donations go directly to our mission driven work and they are fully tax-deductible



Who We Serve

Broad Reach, Personal Impact

We serve thousands of auxiliary professionals from over 600 institutions across North America. The NACAS Foundation ensures access for professional development and growth regardless if you are new to the profession or are seasoned executive.

“NACAS has really become a valuable resource for education, idea sharing, innovation, and networking for me very quickly. Even more than these important aspects, the camaraderie that I have experienced has really helped me build a strong community in my profession that I was missing before I joined NACAS.”

Ashley Clark, Executive Director of Events Management - Purdue University Northwest

600+ Colleges
and Universities
Impacted

20+ Annual
Scholarship
Recipients

100% of
Donations Support
Education &
Research

Our Impact

The Impact of Your Support

Every dollar donated directly funds initiatives that not only help grow college auxiliary professionals, but also strengthens the campus services and student life.

In the past couple of years, your support has provided:

- \$155,887 in scholarships and grants to campus professionals.
- \$13,000 directly to undergraduate students.
- \$904,000 in professional development and learning initiatives for higher educational professionals.

Your contribution is more than a donation, it's an investment in someone's future





Principal Sponsorships

BENEFITS	VISIONARY \$30,000	CHAMPION \$20,000	INNOVATOR \$15,000	SUPPORTER \$5,000	FRIEND \$2,500
RECOGNITION IN ANNUAL REPORT	✓	✓	✓	✓	✓
LOGO ON FOUNDATION WEBSITE	✓	✓	✓	✓	✓
VERBAL RECOGNITION AT FOUNDATION EVENTS	✓	✓	✓	✓	
THOUGHT LEADERSHIP FEATURE ON WEBSITE	✓	✓	✓		
INDUSTRY ROUNDTABLE WEBINAR	✓	✓			
SOCIAL MEDIA RECOGNITION (BRANDED POST)	3X/YEAR	2X/YEAR	1X/YEAR	GROUPED POST	GROUPED POST
EARLY ACCESS TO BOOTH SELECTION FOR THE C3X CONFERENCE & EXPO	✓	✓			
COMPLIMENTARY EXHIBIT SPACE AT THE C3X CONFERENCE & EXPO (10X10)	✓				
CUSTOM THANK-YOU VIDEO FROM SCHOLARSHIP RECIPIENTS	✓				

A La Carte Opportunities

Customize Your Impact

Cornerstone of the Profession - \$12,000

Brand Recognition

- Exclusive recognition as the Principal Sponsor of the Cornerstone of the Profession Award.
- Prominent logo placement on all award-related promotional materials, including website, social media, and event signage.
- Acknowledgment during the award presentation at the NACAS C3X Annual Conference & Expo general session stage.
- Speaking opportunity at the award ceremony to share the sponsoring organization's commitment to excellence in auxiliary services.
- Recognition as a leader in the industry, aligning with NACAS's mission to promote professional development and innovation.

Brand Exposure

- Logo featured prominently in all marketing materials related to the award, including press releases and email campaigns.
- Opportunity to display promotional materials and branded items at the award ceremony.
- Recognition in NACAS publications, such as newsletters and College Services Magazine.
- Complimentary registration for the NACAS Annual Conference & Expo for up to 2 Business Partner representatives.

A La Carte Opportunities

Customize Your Impact

Silent Auction Donations

Popular Donations Include

- Consulting Services
- Gift Baskets
- Vacation Packages
- Campus Gear
- Technology (Laptops, Ipads, Etc)
- Kitchen Equipment

Donor Benefits

- Recognition at C3X
- Logo Displayed with Auction Item

CASP Exam Fee Sponsorship - \$1,000

White Paper/Case Study - \$3,000

Foundation Donor Reception - \$10,000

A La Carte Opportunities

Customize Your Impact

Exclusive DIAL Program Sponsorship - \$15,000 per year*

The following outlines branding for principal supporters:

- Logo inclusion on all branding and marketing of DIAL (emails, onsite events, print materials, etc. throughout the year)
- Company message on DIAL webpage sharing support of program values
- Joint press release announcing company's support of DIAL (throughout the year)
- Special recognition in College Services magazine as well as on the NACAS website (throughout the year)

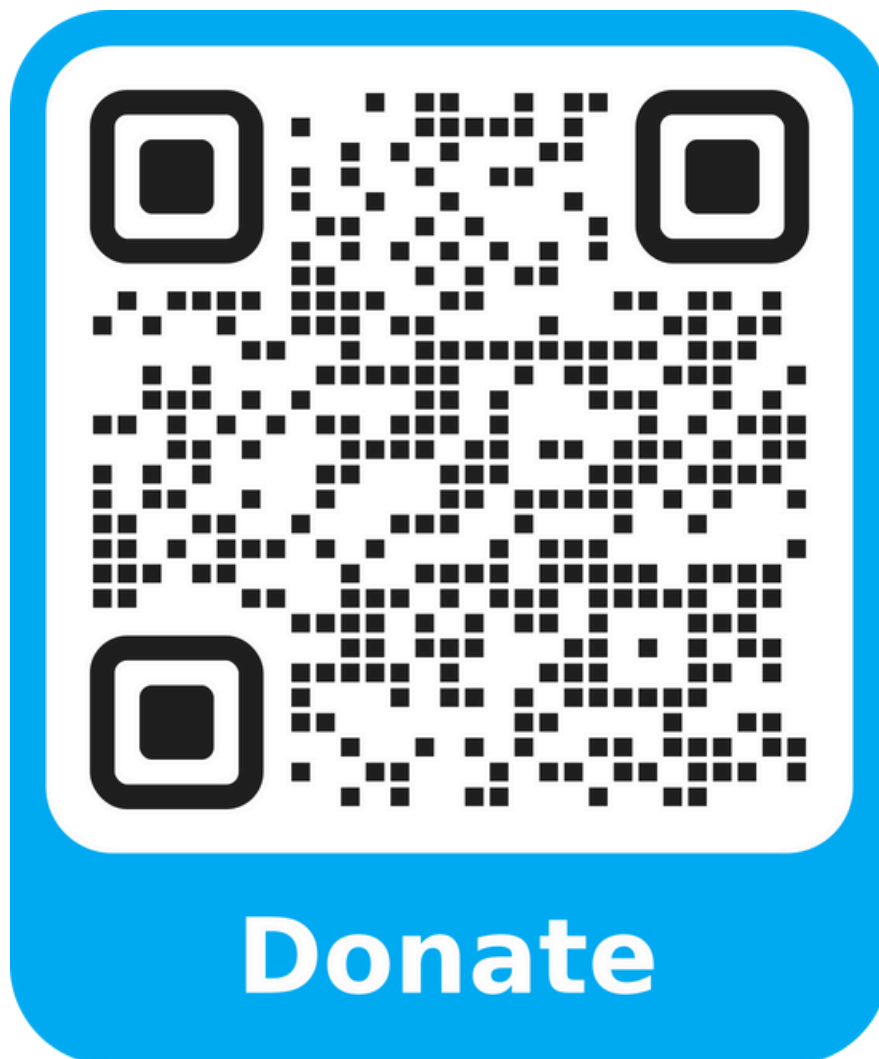
The following thought leadership and activation opportunities:

- Host an annual virtual webinar for DIAL scholars on mutually agreed content and learning objectives (date to be agreed upon by both NACAS and Sponsor based on timing provided by NACAS)
- One (1) dedicated email per quarter to all NACAS members
- Two (2) C3X full registrations (these registrations are in addition to your booth and sponsorship package)
- Opportunity to host a DIAL reception at C3X (Sponsor will be responsible for all cost associated with any upgrades or F&B supplied in by your team)

*(2-year minimum financial commitment)

How to Donate

Your Contributions Matter



For Principal Sponsorships, please reach out to Artem Mulitsa -
artem.mulitsa@nacas.org

Thank You to Our Valued Sponsors



The NACAS Foundation Board extends its deepest gratitude to our generous sponsors, whose unwavering support empowers us to advance the mission of supporting college auxiliary services professionals and the good work happening across our campuses to support student success. Your contributions are more than financial—they are investments in innovation, education, and the future of campus communities.

Thanks to your partnership, we are able to fund groundbreaking research, provide professional development opportunities, and support initiatives that enhance the student experience at institutions of higher education. Your commitment helps us build stronger, more resilient institutions and ensures that auxiliary services continue to thrive in an ever-evolving landscape.

Together, we are shaping the future of higher education. Thank you for being an essential part of our journey.

Emily A. Messa, PhD, CASP
Senior Associate Vice Chancellor for
Administration | Senior Associate Vice
President for Administration

