



Sponsorship Prospectus

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About The National Resource Center for The First-Year Experience and Students in Transition

The National Resource Center for The First-Year Experience and Students in Transition serves as the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for all postsecondary student transitions.

The National Resource Center for The First-Year Experience and Students in Transition was born out of the success of the University of South Carolina's much-honored University 101 course. This course was the brainchild of President Thomas Jones, who in May 1970 faced a campus fractured by protests. In the aftermath of the campus riots, he hoped to bond students to the institution and transform the way that undergraduate students were taught.

Two years later, the first group of entering college students at the University of South Carolina signed up for a new course called University 101. Little did President Jones know that he would do more than create a course; he would provide the impetus for an international movement to improve the educational experiences of first-year college students. This mission was embraced by educators across the country, and in 1982, 175 of them joined John N. Gardner, then the faculty director of University 101, and his colleagues at the University of South Carolina for a meeting on the first-year seminar concept.

At the urging of participants, Gardner organized the first Annual Conference on The Freshman Year Experience the following year. The momentum created by the educators attending these early conferences paved the way for the development of the National Resource Center, which was established at the University of South Carolina in 1986. As the Center broadened its focus to include other significant student transitions in higher education, it underwent several name changes, adopting the National Resource Center for The First-Year Experience and Students in Transition moniker in 1998.

Today, the Center collaborates with its institutional partner, University 101 Programs, in pursuit of its mission to advance and support efforts to improve student learning and transitions into and through higher education. Through its work with conferences and continuing education, a full complement of publications, the pursuit of a research agenda, and the creation and dissemination of online resources, the Center has grown to become the trusted expert, internationally recognized leader, and clearinghouse for scholarship, policy, and best practice for the first-year experience and all postsecondary student transitions.

About Annual Conference on The First-Year Experience

The Annual Conference on The First-Year Experience provides an ongoing forum where higher education professionals can share experiences, concerns, and accomplishments related to supporting student learning, development, and success in the first college year. We invite you to be a part of productive collaborations, conversations, and relationships.

Conference Culture

The Annual Conference on The First-Year Experience is designed to provide educators from every segment of higher education a comfortable, welcoming environment to share innovative ideas, programs, tools, and research critical to the learning, development, and success of first-year college students. The conference aims to promote a comprehensive and engaging community open to a diversity of ideas, in which all delegates are given the opportunity and resources to grow personally and professionally. The conference welcomes graduate and undergraduate students, encouraging them to deepen their knowledge of the academic communities of which they are a part.

46th Annual Conference on The First-Year Experience

- When: February 13-16, 2027
- Where: Orlando, Florida
- Accommodation and Conference Location: Rosen Centre Hotel - 9840 International Drive, Orlando, FL 32819
- Sponsored by: National Resource Center for The First-Year Experience and Students in Transition, University of South Carolina

Conference Attendee Data (from previous year)

Attendees Demographic Information

- Total Number of Campus Attendees: 1,657
- Total Number of Campuses: 560+
 - Special Population Serving Institutions
 - Number of Hispanic-Serving Institutions: 21
 - Number of Historically Black Colleges and Universities: 8
 - Number of Tribal Colleges & Universities and Native American-Serving Nontribal Institutions: 2

Geographical Location of Attendees Institutions

- US States & Territories Represented: 49 States (we missed you last year South Dakota)
- International Countries Represented: Australia, Barbados, Canada, France, Japan, Saudi Arabia, South Africa, Taiwan, and United Arab Emirates.

Conference Attendee Breakdown by Role

Student Success, First-Year Experience & Retention Professionals	42%
Academic Advising Professionals	18%
Senior Leadership (Dean/Provost/VP/AVP Level)	15%
Faculty (Professors, Lecturers, Instructors)	14%
Student Affairs & Campus Life Professionals	6%
Career Services & Workforce Development Professionals	3%
Librarians & Learning Commons Professionals	1%
Graduate Assistants & Students	1%

Audience Snapshot (At-a-Glance)

- 75%+ are directly involved in first-year, retention, or student success work
- 15% are senior institutional leaders
- 60%+ hold director-level or higher positions

What Are Attendees Seeking?

Educational Content & Experts



Common Readers & Publishers



Experiential Education Programming



Career Readiness



Technology Services



Engagement & Retention Solutions



Assessment Tools



Academic Recognition Opportunities



Why FYE (Value Proposition)

- 10+ Individual Pre-Conference Workshops
- 50+ Hours of Pre-Conference Workshops
- 300+ Hours of Educational Sessions
- 280+ of Educational Sessions
- 60+ Vendors
- 13.5 Hours of Exhibit Hall Time
- 2 Keynote Addresses
- Networking Programs
 - o Continental Breakfast served three mornings (Sunday, Monday & Tuesday) in the Exhibit Hall
 - o Opening Reception hosted in the Exhibit Hall
 - o Two Refreshment Breaks hosted in the Exhibit Hall

What Do Exhibiting Vendors Receive?

- Admission for two representatives and two authors per booth to the vendor area
- Access to:
 - o All conference sessions
 - o All conference continental breakfasts, and snack breaks
 - o Opening Reception
- Company description in electronic program PDF
- An emailed copy of attendee list with email addresses (sent one week prior to the conference)
- An electronic list of attendees mailing addresses (one-time use after the conference)
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.
- A pipe and drape (10' x 10') booth, 6- to 8-foot table (site dependent), two chairs, and a waste receptacle

Sponsorship Opportunities

Companies/organizations are invited to sponsor special events, rooms, and sessions. Recognition will be provided in the electronic conference program, and digital event app. Sponsorships will be assigned on a first-come, first-serve basis according to when registration forms are received.

Diamond (1 Available) - \$8,000

- Up to 2 slides included during general session presentation
- One (1) Full page ad included in electronic conference program
- Access to participant list for conference: including email and mailing addresses
- Logo/Name included on signage and in conference app for breaks
- Recognition on Sponsors Page in conference program and in conference app
- Four (4) tickets for Director's Reception (vendor registration required)
- One (1) Push Notification will be sent at 9:00am via the digital events app on Feb. 14th, 2027.
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.
- Two (2) vendor conference registrations for the length of the conference.
- One (1) vendor hall exhibit booth.

Platinum (2 Available) - \$6,000

- Up to 1 slide included during general session presentation
- One (1) Full page ad included in electronic conference program
- Access to participant list for conference: including email and mailing addresses
- Logo/Name included on signage and in conference app for breaks
- Recognition on Sponsors Page in conference program and in conference app
- Two (2) tickets for Director's Reception (vendor registration required)
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.
- Two (2) vendor conference registrations for the length of the conference.
- One (1) vendor hall exhibit booth.

Gold (2 Available) - \$5,000

- One (1) Full page ad included in electronic conference program
- Access to participant list for conference: including email and mailing addresses
- Logo/Name included in conference app for breaks

- Recognition on Sponsors Page in conference program and in conference app
- Two (2) tickets for Director's Reception (vendor registration required)
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.

Silver - \$3,500

- One (1) Half page ad included in conference program
- Access to participant list for conference: including email and mailing addresses
- Recognition on Sponsors Page in conference program and in conference app
- Two (2) tickets for Director's Reception (vendor registration required)
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.

Bronze - \$2,500

- Access to participant list for conference: including email and mailing addresses
- Recognition on Sponsors Page in conference program and in conference app
- Two (2) tickets for Director's Reception (vendor registration required)
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.

Conference Kickoff & Opening Keynote Table Drop (1 Available) - \$4,000

- This sponsor will have the opportunity to have up to 2 items placed on the tables for each attendee prior to the doors opening for the Conference Kickoff & Opening Keynote so they can pick up one as they enter the room.
- All items will be provided and shipped (directly to the conference location) by the sponsor. The conference staff will manage the placement of the items. Items will be distributed how they are shipped. The conference staff will not assembly any items.
- The NRC will incorporate a Golden Ticket Giveaway into this sponsorship giving away free registration(s) to the 47th Annual Conference on The First-Year Experience at no additional cost to the sponsor.

Day 2 Keynote Table Drop (1 Available) - \$2,500

- This sponsor will have the opportunity to have up to 2 items placed on the tables for each attendee prior to the doors opening for the Day 2 Keynote so they can pick up one as they enter the room.

- All items will be provided and shipped (directly to the conference location) by the sponsor. The conference staff will manage the placement of the items. Items will be distributed how they are shipped. The conference staff will not assembly any items.

A Primer for First-Time Attendees Table Drop (1 Available) - \$2,500

- This sponsor will have the opportunity to have up to 2 items placed on the tables for each attendee prior to the doors opening for the A Primer for First-Time Attendees event so they can pick up one as they enter the room.
- All items will be provided and shipped (directly to the conference location) by the sponsor. The conference staff will manage the placement of the items. Items will be distributed how they are shipped. The conference staff will not assembly any items.
- The NRC will incorporate a Golden Ticket Giveaway into this sponsorship giving away free registration(s) to the 47th Annual Conference on The First-Year Experience at no additional cost to the sponsor.

Attendee Nametag Sponsor (1 Available) - \$2,500

As the Attendee Nametag Sponsor, your brand will be prominently featured on the Attendee Nametags worn by conference staff, volunteers, and event coordinators throughout the entirety of event, providing high-visibility exposure and lasting brand recognition.

- This sponsor will have the opportunity to provide a QR code and logo that will be displayed on the back of attendee badges where the Hotel Map, Mobile Event's App, and Conference Program QR Codes are located.
- The sponsor will receive signage at the registration desk and a full-page ad in the Digital Conference Program.
- One (1) Push Notification will be sent recognizing you as a sponsor via the digital events app on TBD. This push notification will be jointly shared with the Nametag, Lanyard, and Pen Sponsors.

Lanyard Sponsor (1 Available) - In-Kind

As the Lanyard Sponsor, your brand will be prominently featured on the Lanyards Nametags worn by conference staff, volunteers, and event coordinators throughout the entirety of event, providing high-visibility exposure and lasting brand recognition.

- This sponsor will have the opportunity to provide branded lanyards for the conference that will be distributed to all attendees.
- 2,250 Lanyards (Single Clip)

- One (1) Push Notification will be sent recognizing you as a sponsor via the digital events app on TBD. This push notification will be jointly shared with the Nametag, Lanyard, and Pen Sponsors.

Pen Sponsor (1 Available) - In-Kind

A good pen is worth its' wait in gold, especially at a conference!

- This sponsor will have the opportunity to provide branded pens for the conference that will be distributed to all attendees.
- The sponsor will receive signage at the registration desk and a full-page ad in the Digital Conference Program.
- One (1) Push Notification will be sent recognizing you as a sponsor via the digital events app on TBD. This push notification will be jointly shared with the Nametag, Lanyard, and Pen Sponsors.

Opening Reception Sponsor (1 Available) - \$6,000

One of the cornerstone aspects of the Annual FYE Conference, as the Opening Reception Sponsor, your brand and message will be prominently featured on the drink ticket which is distributed to each attendee as they enter the space for the reception.

- Logo, QR Code, and up to 15-word message on custom drink tickets that will be distributed to the conference attendees.
- The conference staff will manage the production and distribution of the tickets
- Full Page Ad in the Conference Program Guide
- Push Notification will be sent at 7:30pm or at the conclusion of the Opening Session with Keynote via the digital events app prior to the start of the Opening Reception
- Signage at the entrance of the Reception Space
- Recognition in the Conference Program Guide and Guidebook as a Sponsor
- Access to participant list for conference: including email and mailing addresses

NRC Staff Conference Apparel Sponsor (1 Available) - \$2,500

As the Apparel Sponsor, your brand will be prominently featured on the uniforms (quarter-zip) worn by conference staff, volunteers, and event coordinators on the first full day (Tuesday, Feb. 16th) event, providing high-visibility exposure to attendees, speakers, exhibitors, and media representatives.

- Access to participant list for conference: including email and mailing addresses
- Logo on the quarter zip
- Two (2) tickets for Director's Reception (vendor registration required).
- Opportunity to submit one proposal for conference presentation for consideration (pending vendor registration). Selection is not guaranteed.
- One (1) Full-page ad in the Digital Conference Program.
- One (1) Push Notification will be sent at 9:00am via the digital events app on Feb. 16th, 2027.



Custom Sponsorship

Looking for an opportunity that is not listed. We are open to any ideas! Feel free to contact Michael Hood at MH254@mailbox.sc.edu to see your idea become reality.

CUSTOM
Sponsorships
AVAILABLE

CREATE A PARTNERSHIP THAT
ELEVATES YOUR BRAND AT OUR CONFERENCE

 **BUILD CONNECTIONS**

 **INCREASE VISIBILITY**

 **MAXIMIZE IMPACT**

Advertising Opportunities

Conference Program Guide Advertisement

- Inside Back Cover - 8.5" x 11"
- Full-Page Ad - 7.5" x 10"
- Half-Page Ad Horizontal - 7.5" x 4.875"

Advertising Guidelines

The National Resource Center also offers vendors the opportunity to advertise in our conference program. By purchasing an ad in the conference program, you place your company or organization's products or services focused on student learning, development, and success in front of conference attendees who will share their program with colleagues. To purchase ad space, complete the ad space section on the Vendor Registration form. Materials will not be returned and become the property of the National Resource Center. Conference organizers reserve the right to review and approve ad copy.

The deadline for materials is **December 3, 2026**, for the 46th Annual Conference on The First-Year Experience.

Submitted ads should be print-ready (300 dpi or higher) and in either a .pdf or .jpg format. All program ads will be produced in full color in the electronic conference program.

Dimensions

The electronic program is 8.5" x 11" and produced in full color. Ads will be sold in three sizes. See the vendor registration form for costs.

Placement of Advertisement (For Annual Conference on The First-Year Experience Only)

Only one advertisement per company/organization will be a part of the daily listings of sessions in the electronic program. All other advertisements will be in a "featured vendors" section of the electronic program.

Digital Event App Push Notification

Digital Event App Push Notification

- Send a push notification to our highly engaged audience via the conference mobile app. Each push notification will be sent to all registered attendees that download the app and choose to receive the mobile app notifications. Limit (1) per exhibitor for the entirety of the conference.
 - Push Notification Schedule
 - Saturday, February 13th, 2026
 - 7:30pm – *Exclusive to Opening Reception Sponsor*
 - Sunday, February 14th, 2026
 - 8:00am – *Exclusive to Diamond Sponsor*
 - 1:45pm – \$350 (Cost)
 - Monday, February 15th, 2026
 - 8:30am – \$350 (Cost)
 - 12:00pm – \$250 (Cost)
 - Tuesday, February 16th, 2026
 - 8:30am – \$200 (Cost) – *Exclusive to NRC Staff Conference Apparel Sponsor*