



Welcome to the Tennessee Experience

Thank you for your interest in supporting the Tennessee Association of Collegiate Registrars and Admissions Officers (TNACRAO) Annual Meeting. The TNACRAO Annual Meeting brings together higher education professionals from across the state for collaboration, professional development, and networking. Our Tennessee-themed sponsorship program offers enhanced visibility and meaningful engagement with higher education professionals across the state.

❤️ Volunteer State Level – \$395

Theme Inspiration: Tennessee's proud nickname: *The Volunteer State*

Includes:

- 1 display area
- Registration for 1 attendee
- Company logo displayed on annual meeting app

🏞️ Smoky Mountain Level – \$750

Theme Inspiration: The Great Smoky Mountains National Park

Includes:

- 1 display area
- Registration for 2 attendees
- Company logo displayed on annual meeting app
- Recognition during opening session

🎵 Music City Level – \$1,250

Theme Inspiration: Nashville's historic Music Row & recording culture

Includes:

- 1 display area
- Registration for 2 attendees
- Opportunity to present 1 concurrent session*
- Company logo displayed on annual meeting app
- Social media recognition

👑 Tennessee Legacy Level – \$1,750

Theme Inspiration: Tennessee's cultural heritage and enduring influence

Includes:

- 1 display area
- Registration for 2 attendees
- Opportunity to present 1 concurrent session*
- Company logo featured on annual meeting app
- Social media recognition

🌊 Tennessee River Level – \$3,000

Theme Inspiration: One of Tennessee's most significant waterways, connecting communities and regions across the state

Includes:

- 1 display area
- Registration for 2 attendees
- Opportunity to present 1 concurrent session*
- Company logo displayed on annual meeting app
- Social media recognition
- Sponsor a break OR meal (with signage)
- Verbal recognition at sponsored event

 Tennessee Soundstage Level – \$5,000

Theme Inspiration: Tennessee's role as a cornerstone of American music and live performance

Includes:

- 1 display area
- Registration for 2 attendees
- Opportunity to present 2 sessions*
- Company logo listed on annual meeting app
- Social media recognition
- Sponsor a major annual meeting element (break, meal, AV, or scholarship)
- Priority display placement

 Tri-Star Elite Level – \$7,500

Theme Inspiration: Tennessee's state flag and symbol of unity and excellence

Includes:

- Premium display area
- Registration for 2–3 attendees
- Opportunity to present 2 sessions* + optional vendor demo
- Company logo listed on annual meeting app and event signage
- Social media spotlight post
- Exclusive sponsorship of the Big Event
- 3-minute presentation during general session/keynote
- First right of refusal for next year's Elite tier

** Presentation opportunities are based on conference program availability and overall session balance.*

 Why Sponsor?

Partnering with us connects your organization with:

- Higher education and professional leaders from across the region
- Decision-makers seeking innovative products & services
- A vibrant Tennessee-based community rich in culture and collaboration
- Our TN-themed approach provides a warm, memorable identity that resonates with attendees and leaves a lasting impression.

 Become a Sponsor

For questions or to secure your sponsorship level, contact:
Rachel McCollough or Carol Laney at board@tennacro.org

We look forward to welcoming you to the Tennessee experience at our annual meeting!

TNACRAO 2026 Sponsorship Tier Comparison

Tier	Cost	Display Area	Registrations	Session Presentation	App Logo	Social Media	Event Sponsorship
Volunteer State 	\$395	1	1	No	✓	No	No
Smoky Mountain 	\$750	1	2	No	✓	No	No
Music City 	\$1,250	1	2	1 Session	✓	✓	No
Tennessee Legacy 	\$1,750	1	2	1 Session	✓	✓	No
Tennessee River 	\$3,000	1	2	1 Session	✓	✓	Break/Meal
Tennessee Soundstage 	\$5,000	1	2	2 Sessions	✓	✓	Major Element
Tri-Star Elite 	\$7,500	Premium	2–3	2 Sessions + Demo	✓	Spotlight	Big Event