



61ST ANNUAL CONFERENCE | PCACAC

ILLUMINATE

CAMBRIDGE, MD

YOUR PATH

APRIL 12-14, 2026

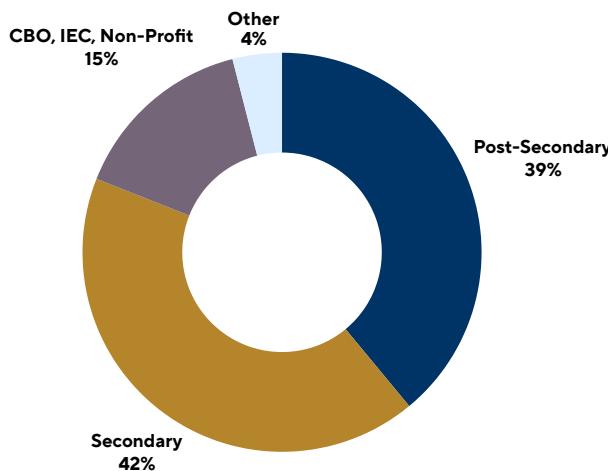
ABOUT PCACAC

The Potomac and Chesapeake Association for College Admission Counseling (PCACAC) is a non-profit, professional organization for those who work with students in the transition between high school and college. Founded in 1964, PCACAC exists to maintain high professional standards at both the secondary and college levels and to connect college admission officers, secondary school counselors, independent counselors, financial aid officers and educational organizations to discuss common professional concerns and to explore ways to empower students.

PCACAC is a chartered affiliate of the National Association for College Admission Counseling (NACAC) serving:

- Delaware
- District of Columbia
- Maryland
- Virginia
- West Virginia

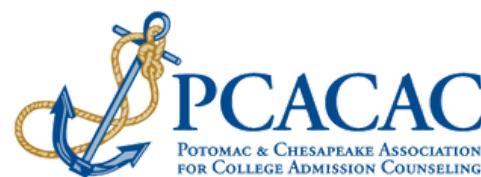
CONFERENCE ATTENDEE DEMOGRAPHICS



CONTACT US

 INFO@PCACAC.ORG

 PCACAC.ORG



Sponsorship Opportunities

Potomac
(Platinum)
\$10,000

Chesapeake
(Gold)
\$7,000

Appalachian
(Silver)
\$5,000

Blue Ridge
(Bronze)
\$3,500

Delmarva
(Supporter)
\$2,000

Brandywine
(Friend)
\$1,000

Anchor
(Contributor)
\$500

Sponsorship Level	Key Benefits
Potomac	Premier brand visibility on conference signage, 10-min. speaking opportunity, guaranteed session, 3 registrations, exhibitor table, full-year web ads, 2 app messages
Chesapeake	High visibility on conference signage, 10-min. speaking, guaranteed session, 2 registrations, exhibitor table, full-year web ads
Appalachian	Moderate visibility on conference signage, 2 registrations, full-year web ads
Blue Ridge	General visibility on conference signage, 1 registration, full-year web ads
Delmarva	Logo & digital ads via event app, web ad
Brandywine	Logo & digital ads via event app
Anchor	Digital ads via event app

Special Event Sponsorships

Item/Event	Cost	Inclusions
Evening Social Event	\$10,000	Potomac sponsorship benefits; banners at event and branded giveaways allowed
President's Reception (Special thanks to AccessU!)	\$7,000	Chesapeake sponsorship benefits plus branded bar/napkins
Counselor College Fair	\$5,000	Appalachian benefits plus signage, table presence and logo on fair materials
Hospitality & Registration	\$3,500	Blue Ridge benefits plus branding at check-in
Tuesday Morning Coffee (Special thanks to The College Funding Coach!)	\$2,000	Delmarva benefits plus coffee signage and cups/coasters with sponsor logo
Professional Headshot Studio	\$2,000	Delmarva benefits plus branding in headshot photo area
Marion Flagg Scholarship	\$700/scholar	Name recognition in program and at General Session
Sponsor a Counselor	\$185/day	Recognition on "Access Matters" wall/signage