



61ST ANNUAL CONFERENCE | PCACAC

# LLUMINATE

CAMBRIDGE, MD

## YOUR PATH

APRIL 12-14, 2026

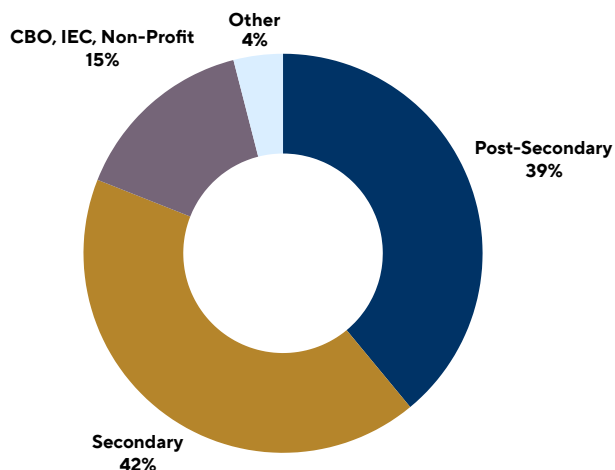
## ABOUT PCACAC

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

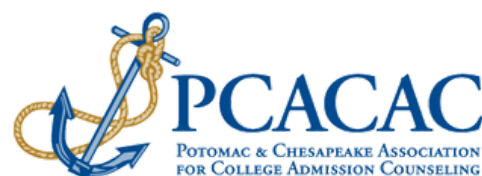
## CONFERENCE ATTENDEE DEMOGRAPHICS



## CONTACT US

 [INFO@PCACAC.ORG](mailto:INFO@PCACAC.ORG)

 [PCACAC.ORG](http://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
<b>Potomac</b>	Premier brand visibility on conference signage, 10-min. speaking opportunity, guaranteed session, 3 registrations, exhibitor table, full-year web ads, 2 app messages
<b>Chesapeake</b>	High visibility on conference signage, 10-min. speaking, guaranteed session, 2 registrations, exhibitor table, full-year web ads
<b>Appalachian</b>	Moderate visibility on conference signage, 2 registrations, full-year web ads
<b>Blue Ridge</b>	General visibility on conference signage, 1 registration, full-year web ads
<b>Delmarva</b>	Logo & digital ads via event app, web ad
<b>Brandywine</b>	Logo & digital ads via event app
<b>Anchor</b>	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
<b>President's Reception</b> (Special thanks to AccessU!)	\$7,000	<del>Chesapeake sponsorship benefits</del> 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
<b>Tuesday Morning Coffee</b> (Special thanks to The College Funding Coach!)	\$2,000	<del>Delmarva benefits plus coffee signage and cups/coasters with sponsor logo</del>
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