



61ST ANNUAL CONFERENCE | PCACAC

ILLUMINATE

CAMBRIDGE, MD

YOUR PATH

APRIL 12-14, 2026

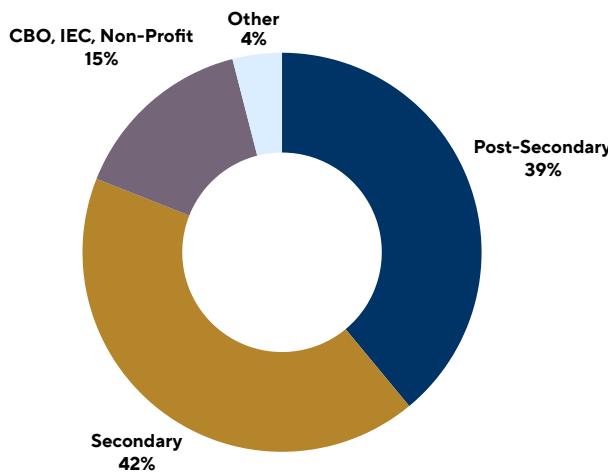
## ABOUT PCACAC

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

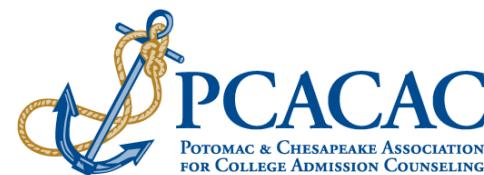
## CONFERENCE ATTENDEE DEMOGRAPHICS



## CONTACT US

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

 [PCACAC.ORG](http://PCACAC.ORG)



POTOMAC & CHESAPEAKE ASSOCIATION  
FOR COLLEGE ADMISSION COUNSELING

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