



# Sponsorship Prospectus

## 2024



# The Enrollment Management Association

A nonprofit organization, The Enrollment Management Association provides professional support, advocacy, and smart, strategic enrollment tools to the enrollment offices of more than 1,300 independent schools. We also administer the gold-standard SSAT to 50,000+ potential students each year.

# Overview & Statistics

**1,300**

member schools  
& organizations

**1,100**

attendees at  
in-person  
conference

**90%**

of attendees  
are school  
employees

- Smaller virtual events draw thousands of attendees each year
- Other attendees are community-based organizations, associations, and educational consultants
- Members are from US, Canada, and around the world
- Boarding and day schools
- Industry leading podcast, webinars, special reports and other content

# About Enrollment Leaders

## 74% of Revenue

Enrollment leaders are typically responsible for 74% of annual operating revenue of the school and need solutions that will help them reach this goal.

## Leadership Position

Most enrollment leaders sit at the leadership team level, report directly to the head of school, and regularly report to the board of trustees. Enrollment leaders are decision makers within their organizations.

## Path to Headship

Enrollment leader positions are increasingly seen as a path to executive leadership (headship) at independent schools.

## Access the Whole School

Enrollment is a whole-school activity. EMA's courses, online events, and content reach multiple constituencies within an organization from business managers, to heads, to trustees.

## Virtual Events

Online events focused on regional and timely topics. Typical attendance 100-500. [Find out more.](#)

## Webinars & Meetups

Popular free sessions occurring throughout the year held on Zoom. Typical attendance: 50-150. [See webinar recordings.](#)

## Podcasts

Four industry leading podcasts available on Apple Podcasts and other platforms with 200-1000 downloads per episode. [Listen](#) now.

## Online Courses

Industry leading online courses featuring on-demand content and live sessions on a variety of topics of interest to enrollment leaders. [See latest courses.](#)

Opportunity	Member Price	Non-Member Price
Corporate Membership	\$1,500	N/A
The Yield Magazine	See Pricing Guide	
EMLC Regional In Person Events	\$500 - \$7,500	\$750 - \$9,000
1-Day Online Symposium - Silver	\$2,500	\$3,000
Sponsor Spotlight	\$2,000	\$2,500
Webinar (deliver content)	\$1,000	\$1,250
Tuesday Talks (sponsor)	\$500	\$750

# EMLC In Person Regional Events

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- Multiple cities throughout the US and Canada
- Themed in-person seminars
- Lunch and professional development
- April and May 2024
- Ask about our additional discount if bundled with EMA AC24!



# EMLC Sponsor Levels\*

**Diamond**  
**\$7,500**

**Includes all EMLC events:** Attend events , Table, Logo on all marketing materials, Logo on Official meeting notebook, registration list (no emails), say hello, one free reg per event for a customer (*one available*)

**Platinum**  
**\$5,000**

**Includes all EMLC events:** Attend events, Table, logo on most marketing materials, registration list (no emails) (two available)

**Gold**  
**\$1,500**

**One EMLC event:** One in person registration, Table, logo on event website (one sponsor per city)

**Silver**  
**\$500**

**One EMLC event:** One in person registration, placement of one item on Swag Table, logo on event website (one sponsor per city)

*\*Additional discount if bundled with EMA AC24*





# Sponsor Spotlight (\$2,000-\$2,500)

Have a big announcement? Want to own the airwaves?

Exclusive Opportunity: One sponsor per month

- Two podcast spots (30 secs each)
- One member newsletter
- Two social posts on sponsor's behalf
- One webinar (*conditions apply*)
- Ad in exclusive Member Community



# EMA Monthly Member Newsletter



 **MEMBER NEWS & RESOURCES**  
Insights, Resources, and Tools for Enrollment Success

**Member Exclusive:**

**The Character Skills Snapshot Assessment Manual is Here!**



Make a membership application for a no-cost, no-obligation trial period. Download the new guide now!

According to the U.S. Department of Health and Human Services Centers for Disease Control and Prevention, more than 30% of high school students reported mental health concerns since the pandemic.

EMA's Guide to COVID-19 for Educational Outcomes Research also revealed that for middle and upper level students (grades 5-7 and 9-11), usage tracks, individual engagement and retention decreased.

Get more about the critical two cognitive factors to consider now. Then, download the new 2023 Character Skills Snapshot Assessment Manual to understand the scores and your students better.

[Read the Article](#)

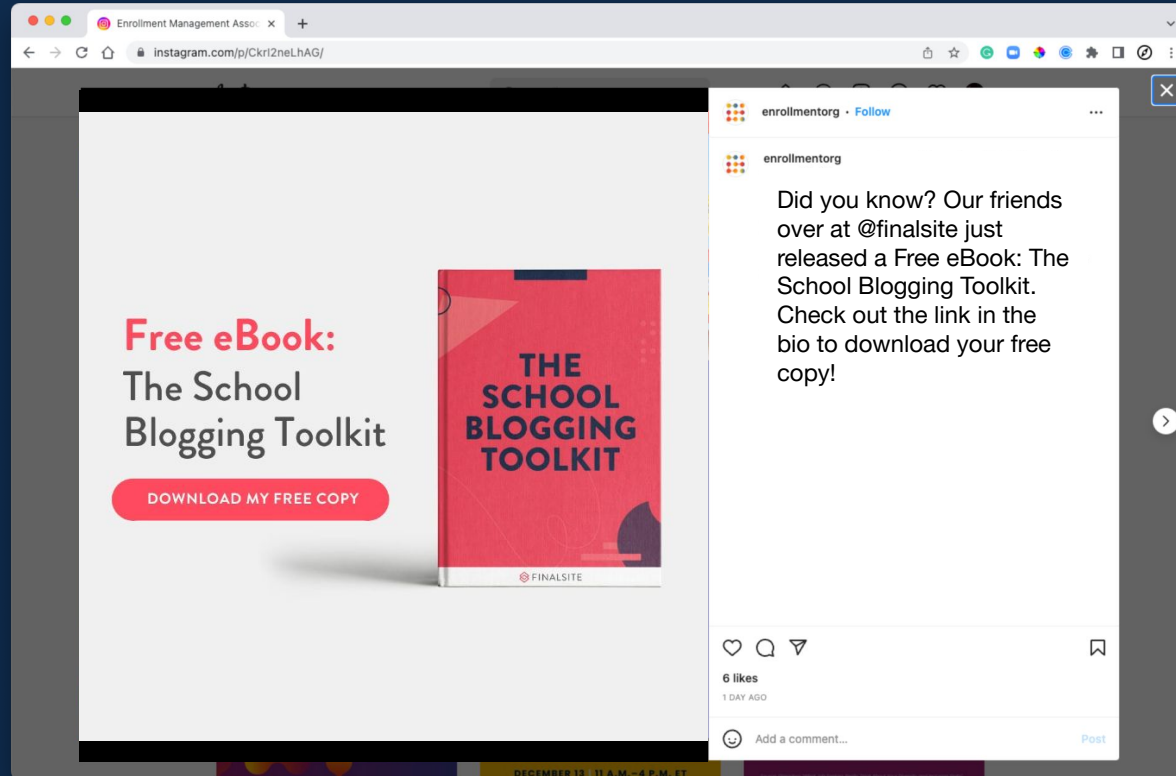
 **FINALSITE**

**Better tools. Stronger schools.**

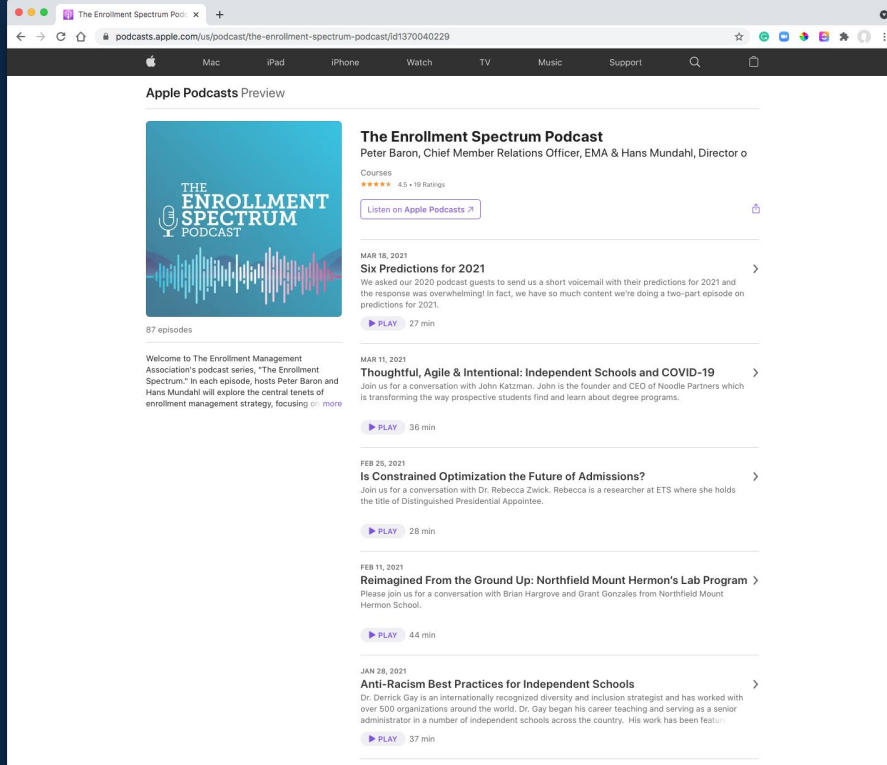
We believe in the power of education. This fuels our mission at Finalsite—to help schools prepare students to be successful and make the world a better place. Strong faculty engagement is linked to increased student achievement, social-emotional skill development, and better student outcomes. That's why we've developed software, services, and a thriving network of people to ensure our communities engage with their schools.

- Custom Banner, Tagline, Link
- 3,000+ Distribution (Enrollment Leaders — U.S., Canada, Global)
- 50%+ Open Rate
- 8%+ Clickthrough Rate

# Social Media Post (\$250 – \$500)



# Podcast



The screenshot shows the Apple Podcasts interface for 'The Enrollment Spectrum Podcast'. The page features a blue and white cover art with the text 'THE ENROLLMENT SPECTRUM PODCAST' and a waveform graphic. The podcast is hosted by Peter Baron and Hans Mundahl. The page lists several recent episodes with their titles, dates, and durations, each accompanied by a 'PLAY' button.

**The Enrollment Spectrum Podcast**  
 Peter Baron, Chief Member Relations Officer, EMA & Hans Mundahl, Director o  
 Courses  
 4.5 • 19 Ratings  
[Listen on Apple Podcasts](#)

**MAR 18, 2021**  
**Six Predictions for 2021**  
 We asked our 2020 podcast guests to send us a short voicemail with their predictions for 2021 and the response was overwhelming! In fact, we have so much content we're doing a two-part episode on predictions for 2021.  
 ▶ **PLAY** 27 min

**MAR 11, 2021**  
**Thoughtful, Agile & Intentional: Independent Schools and COVID-19**  
 Join us for a conversation with John Kutzman. John is the founder and CEO of Noodle Partners which is transforming the way prospective students find and learn about degree programs.  
 ▶ **PLAY** 36 min

**FEB 25, 2021**  
**Is Constrained Optimization the Future of Admissions?**  
 Join us for a conversation with Dr. Rebecca Zwick. Rebecca is a researcher at ETS where she holds the title of Distinguished Presidential Appointee.  
 ▶ **PLAY** 28 min

**FEB 11, 2021**  
**Reimagined From the Ground Up: Northfield Mount Hermon's Lab Program**  
 Please join us for a conversation with Brian Hargrove and Grant Genzales from Northfield Mount Hermon School.  
 ▶ **PLAY** 44 min

**JAN 28, 2021**  
**Anti-Racism Best Practices for Independent Schools**  
 Dr. Derrick Gay is an internationally recognized diversity and inclusion strategist and has worked with over 500 organizations around the world. Dr. Gay began his career teaching and serving as a senior administrator in a number of independent schools across the country. His work has been fe...  
 ▶ **PLAY** 37 min

Available on Apple Podcasts,  
 Spotify, and all major podcast  
 platforms  
 15-30 second spot  
 Stays on episode  
[Listen to example here](#)

# Podcast

## Show Totals

Last Processed: Tuesday, January 18, 2022 2:20 PM, EST

UNIQUE DOWNLOADS  
75,915

### EPISODE TOTALS BREAKDOWN

Search:  Show 10 entries

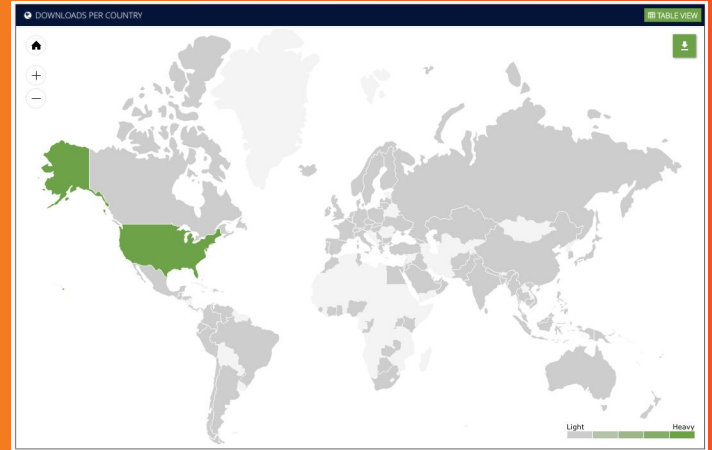
CSV PDF

Downloads beginning Nov 1, 2017

TITLE	RELEASED	NOV	DEC	JAN	TOTAL
The Double Edged Sword of Diversity	02/18/20	22	46	0	1,857
Live at ACDC: The Future of Boarding School Enrollm	09/25/19	202	147	78	1,407
Anti-Racism Best Practices for Independent Schools	01/08/21	51	25	19	1,275
Reinventing Your Tuition Model	12/10/18	16	3	0	1,210
Reconsidering your tuition for the fall?	04/27/20	4	2	1	1,148
Reducing Bias in the Admission Process: Best Practice	06/21/19	8	5	2	1,141
Now is a Good Time to Launch an Idea Factory	03/21/20	8	7	6	1,094
Retention with Intention	02/27/19	9	5	1	1,070
A Novel Approach to Tuition Setting	03/14/19	5	6	0	1,069
How to create a winning school brand	08/28/19	2	3	2	1,045

Showing 1 to 10 of 102 entries

Previous 1 2 3 4 5 ... 11 Next



# Tuesday Talks

**Member Exclusive**



**Enrollment  
Management  
Association**

- Member Exclusive Content
- 1 Hour Long
- FREE to registrants
- Timely topics often requested by members
- Once or twice a month based on interest

# Tuesday Talks

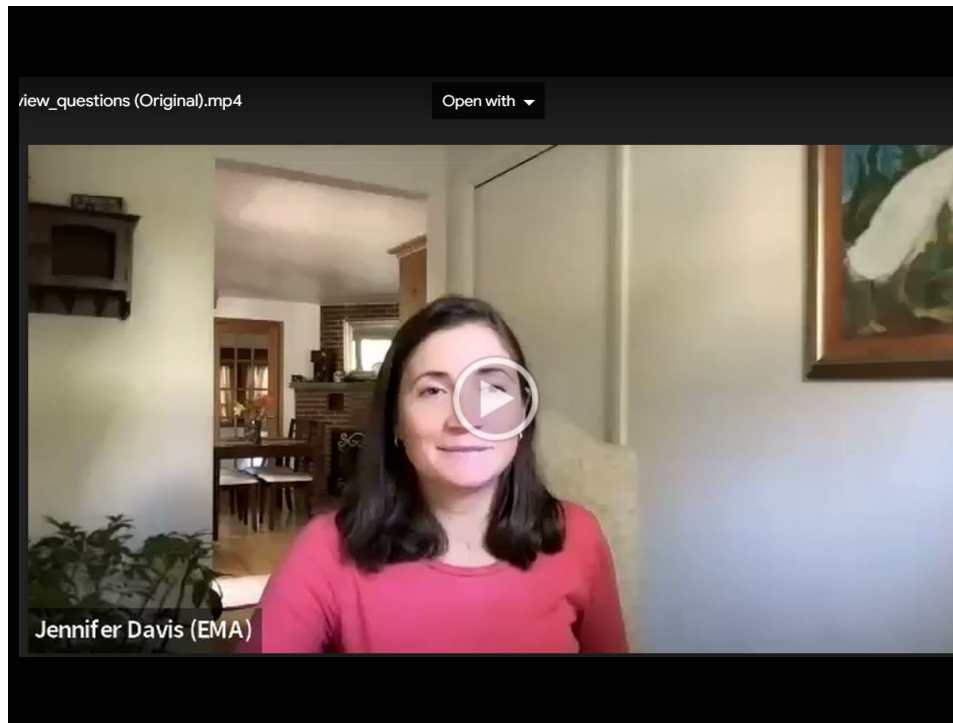
Date	Topic	Lead	Registration #
August 15	Use your values to get re-inspired for the year ahead	Jennie Winton, Mission Minded	32
November 14	Retention Activities & Outcomes	EMLC	169
January 16	Navigating the Rebranding Process	Lucy Kelley, Dux Studio	27

# 2024/Future Tuesday Talks

Date	Topic	Session Leader
February 13	Stop Gambling with Your School Marketing: An Intelligent Guide to Optimizing, Tracking, and Measuring Your School Content	Deborah Janz, IMPACT Marketing International, Inc.
February 20	Learnings from the 23/24 Recruitment Season: Marketing and Admission Funnel Insights	Kevin MacNell, Metric Marketing
February 27	Admission Manuals	Jackie Montero-Sharpe, Fork Union Military Academy
March 12	Canadian Immigration Issues	David Garson, Garson Immigration Law - Toronto, Canada



# Sample of Tuesday Talks



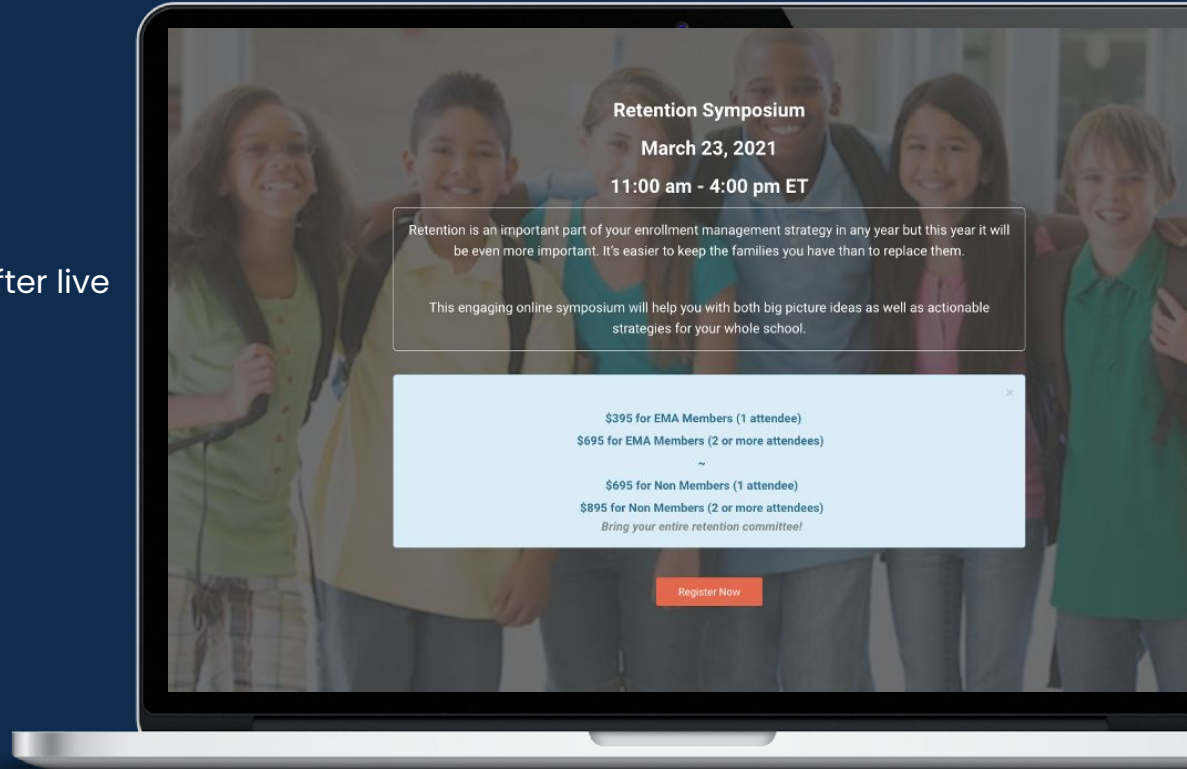
# Tuesday Talks Sponsor Benefits

- Logo on registration landing page (banner)
- “Brought to you by...” language on registration landing page
- Logo in waiting room
- Logo on main slide
- Thank you from meeting host
- Attend/participate in Tuesday Talk
- Include ‘brought to you by’ language in email with recording
- Logo and ad in community with recording
- EMA will provide registration report with attendee name, state and school name

# One Day Online Symposium Sponsorship



- 200–900 Registrants
- 75%–80% attendance rate
- Recordings available to attendees after live event
- Registrant list
- Welcome attendees
- Email sent on behalf of sponsor
- Logo on event center
- Ad in waiting room



**Concurrent Session B:** Inspiring Your School Community to Keep Your Families Enrolled, Rick Newberry, President, Enrollment Catalyst (FL)

**Concurrent Session C:** Surveys! How to Create and Use Parent Survey Results to Drive Retention Efforts, Dana Nelson-Isaacs, Founder and President, DNI Consulting (CA)

3:00 pm ET - 3:45 pm ET

**Action Planning and Brainstorming in Small Groups with Panelists**

3:45 pm - 4:00 pm ET

**Closing Session**

- Group Share Out
- Summarize key takeaways

After the symposium, each attendee will be provided with a key takeaways document - a nugget of knowledge from each of the panelists and speakers.

Thank you to our Sponsors

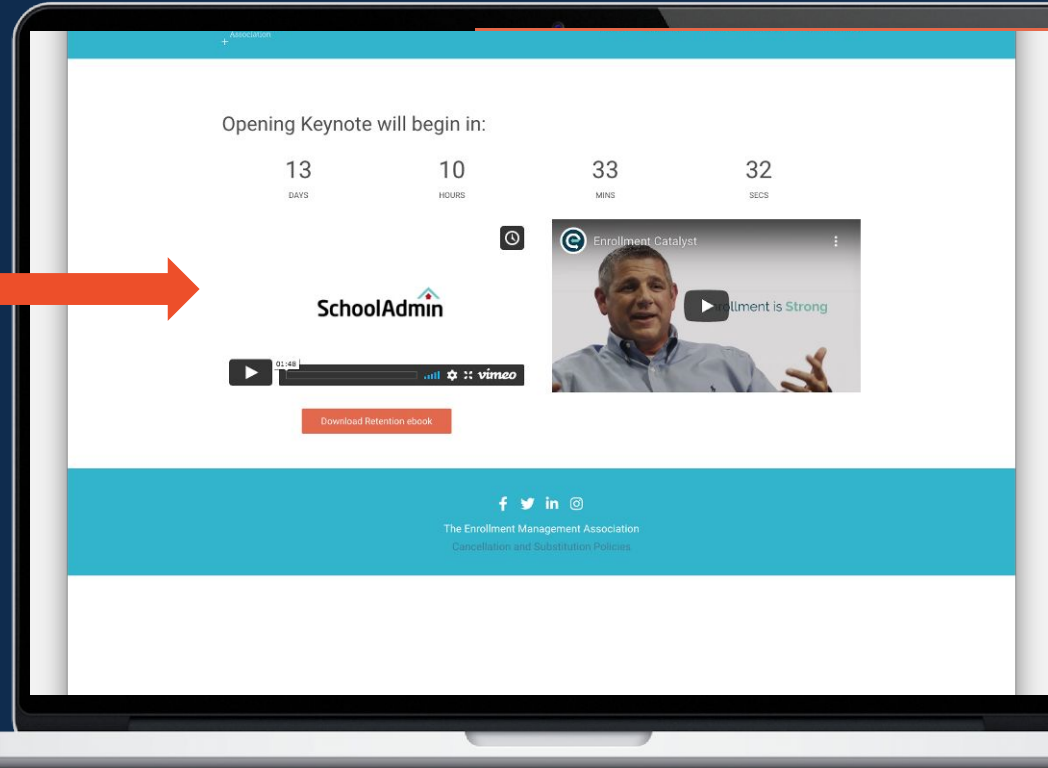


Check out our full line-up of EMA events and online courses

[Learn More](#)



# Symposium Sponsorship Ad in Waiting Room



Please contact  
[sponsor@enrollment.org](mailto:sponsor@enrollment.org)  
for additional information



# Thank You

