EXPLORE NSHSS partnership opportunities to ACCESS, empower, and ENGAGE with the next generation of leaders.

NSHSS members are high-achieving academic performers who, along with their families, are engaged and eager to learn more about unique opportunities available to them inside the classroom as well as in the professional world. Our partners help provide these opportunities to NSHSS members as a means to give back to their communities through the form of scholarships, networking and educational events, internships and more — while also identifying top talent among young individuals and increasing their brand awareness.
DEMOGRAPHICS

NSHSS is a distinguished, international academic honor society recognizing the highest achieving student scholars in more than 26,000 high schools across 170 countries. With more than 1.7 million lifetime members spanning from high school to college and career, NSHSS students are not only academically outstanding, but are leaders in their schools and communities around the globe.

LANGUAGES

45% are fluent in a language other than English

STATES

100% of states represented

ACADEMICS

64% have a GPA of 3.7 or higher

1ST GENERATION

21% are first generation in their family to attend college

DIVERSITY

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>43%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>21%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>17%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>8%</td>
</tr>
<tr>
<td>Multi-Racial</td>
<td>6%</td>
</tr>
<tr>
<td>Native American/Alaskan</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>41%</td>
</tr>
<tr>
<td>Female</td>
<td>59%</td>
</tr>
</tbody>
</table>
DIGITAL & SOCIAL PLATFORMS

ANNUAL WEBSITE TRAFFIC

- Users: 2,647,414 (24.1% returning), 44.9% on mobile
- Sources of inbound traffic include: email, direct, organic search, referrals, display, and social

TARGETED EMAIL

- Active subscribers (current students, former students, parents, and educators) = 1,467,324
- Delivery rates = 100%
- Open rates = 28%

EMAIL SUBSCRIBERS

<table>
<thead>
<tr>
<th></th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Members</td>
<td>1,863,444</td>
</tr>
<tr>
<td>Active Members</td>
<td>218,812</td>
</tr>
<tr>
<td>Active Parents</td>
<td>1,499,309</td>
</tr>
<tr>
<td>Active Parents</td>
<td>198,713</td>
</tr>
<tr>
<td>Active Educators</td>
<td>67,592</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA OVERVIEW

<table>
<thead>
<tr>
<th>Profile</th>
<th>Total Followers</th>
<th>Posts Made</th>
<th>Impressions</th>
<th>Impressions per Post</th>
<th>Engagements</th>
<th>Engagements per Post</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>122,171</td>
<td>1,506</td>
<td>9,130,844</td>
<td>6,063</td>
<td>142,833</td>
<td>95</td>
<td>31.2k</td>
</tr>
<tr>
<td>Instagram</td>
<td>22,400</td>
<td>7,031</td>
<td>8,083,168</td>
<td>1,150</td>
<td>118,880</td>
<td>17</td>
<td>N/A</td>
</tr>
<tr>
<td>Twitter</td>
<td>7,503</td>
<td>1,105</td>
<td>2,382,753</td>
<td>2,156</td>
<td>17,612</td>
<td>16</td>
<td>1,208</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>7,376</td>
<td>121</td>
<td>31,312</td>
<td>259</td>
<td>1,064</td>
<td>9</td>
<td>542</td>
</tr>
</tbody>
</table>
PARTNERSHIPS ON NSHSS.ORG

PARTNER PAGE

Promote and advertise your brand, programs and products with your organization’s dedicated landing page on our website.

Technical Specs

Images:

• File Types: EPS, PNG, and JPG accepted.
• Minimum Size: 250 x 250 pixels.
• Maximum Size: 500 x 500 pixels.
• Orientation: 1:1 ratio or landscape. No portrait images.

Content/Text:

• Word Count: Unlimited. Embedded links are encouraged.

Tracking Links:

• CTA link with UTM parameters for tracking.

WEBINAR

Engage directly with members and their families by hosting a live panel or presentation. Partners may utilize the NSHSS Zoom or their own platform. Hosting partners are featured in NSHSS bi-weekly webinar promotional emails. Partners receive all registrant information from those who have consented to share.
KEY PARTNER
Key partner logos are featured on the NSHSS Partner Landing Page. This is an interactive carousel of select partner logos that link to partner landing pages.

Technical Specs
Images:
- File Types: EPS, PNG, and JPG accepted.
- Image Size: 260 x 260 pixels.
- Orientation: 1:1 ratio required.

NEWS & PRESS ANNOUNCEMENTS
We are proud to announce new partnerships via the news section of the NSHSS website. Highlight key offerings for NSHSS members and unique features of your institution in this announcement.

Technical Specs
Images:
- File Types: EPS, PNG, and JPG accepted.
- Thumbnail Size: 225 x 225 pixels.
- Header Size: 500 x 500 pixels.
- Orientation: 1:1 ratio required.

Content/Text:
- Word Count: Unlimited. Embedded links are encouraged.

Tracking Links:
- CTA link with UTM parameters for tracking.
MEMBER DASHBOARD

Be one of the first partners to welcome new members to the society on the Member Dashboard Welcome Page. This is the first stop for each new member when they join.

Technical Specs

Images:
- File Types: JPG only.
- Image Size: 800 x 400 pixels.
- Orientation: landscape.
- Stock photos preferred. Do not use logo.

Content/Text:
- Title: Word Count: 50 characters max.
- Title: Call To Action: 25 characters max.

Tracking Links:
- CTA link with UTM parameters for
PARTNERSHIPS IN NSHSS EMAIL

NEW MEMBER WELCOME EMAIL

Be a part of each member’s exciting new adventure with NSHSS and feature your institution within the welcome email each new member receives upon joining.

Technical Specs

Images:
- File Types: JPG, PNG, AI, and EPS accepted.
- Image Size: 650 x 250 pixels.
- Orientation: landscape.
- May include link, URL, and logo.

NSHSS PARTNER EMAIL TO MEMBERS

Connect with NSHSS members and parents via email. Share details about the exclusive benefits NSHSS members receive from your institution.

Technical Specs

Images:
- File Types: JPG, PNG, AI, and EPS accepted.
- Image Size: 650 x 250 pixels.
- Orientation: landscape.
- May include link, URL, and logo.

100% Delivery Rate
SCHOLAR’S JOURNAL E-NEWSLETTER
Reach 1,368,809 members, parents, and educators internationally, four times a year.

Technical Specs
Images:
• File Types: JPG, PNG, AI, and EPS accepted.
• Image Size: 280 x 200 pixels.
• Orientation: landscape.

Content/Text:
• 275 characters max.
SOCIAL MEDIA

Partner content that utilizes NSHSS branding on average sees:

• 11% more impressions
• 13% more engagements

With this in mind, we ask that partners provide images created with the NSHSS brand guidelines in mind or provide raw images files our team can use to create images for these posts.

SOCIAL IMAGE GUIDELINES

Font:

For social media graphics, NSHSS utilizes the font Gotham Bold in all capital letters.

Colors:

ANTIQUE RUBY
CMYK: C0 M76 Y65 K45
RGB: R140 G33 B49
WEB: #8C2131
PANTONE: 202 C

SUNBURST
CMYK: C0 M19 Y83 K14
RGB: R220 G179 B38
WEB: #DCB326
PANTONE: 117 C
Text Overlay:
Part of the NSHSS social media branding utilizes bars of color on images behind any text or copy on those images. These bars can be either our Antique Ruby or Sunburst, but an image should only utilize one color bar. Text should be white. Alternatively, bars can be white with Antique Ruby or Sunburst text.

Partner Logos:
Partner brand names can either be included as a part of the text overlay or as a logo. We recommend utilizing a solid, white logo as we find this performs better than the use of colors outside of the NSHSS brand color palette. However, this is not a requirement.

FACEBOOK
Technical Specs
Images:
• File Types: JPG, PNG, AI, and EPS accepted.
• Image Size: 1200 x 630 pixels OR 1080 x 1080.
• Little to no text on image.
• Orientation: landscape.

Content/Text:
• 1-3 sentences. Content should be short and to the point. No character limit.
• Please include a link to your social media page so we can tag you in the post.

Tracking Links:
• If linking to a page, please include any UTM tracking parameters that you need to be able to track content from our Facebook page to your website.
INSTAGRAM

Technical Specs

Images:

- File Types: JPG, PNG, AI, and EPS accepted.
- Image Size: 1080 x 1080 pixels.
- Orientation: 1:1 ratio required.

Content/Text:

- 1-2 sentences. Content should be short and to the point. Only the first 140 characters (spaces included) will appear in the Instagram feed without the user clicking to read more. Please include any relevant hashtags (no more than 30 total).

Tracking Links:

- Links do not work in Instagram posts. Include a tag to your page in the post and mention visiting the link on your profile.
TWITTER

Technical Specs

Images:

• File Types: JPG, PNG, AI, and EPS accepted.
• Image Size: 1024 x 512 pixels.
• Little to no text on image.
• Orientation: landscape.
• May include link, URL, and logo.

Content/Text:

• 280 characters max, including 25 characters max for each link.
• Please include your Twitter profile name so we can tag you in the post.

Tracking Links:

• If linking to a page, please include any UTM tracking parameters that you need to be able to track content from our Twitter page to your website. We will shorten links.

Searching for a 21st century university experience? @MinervaSchools might be what you're looking for. Spend four years in seven global cities, and prepare yourself to take on tomorrow's challenges:
bit.ly/31yrrVm
### ADVERTISING RATES

#### COMPREHENSIVE MARKETING PACKAGES

Packages include a variety of integrated tactics designed to maximize your message, reach, and spend.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Opportunity</th>
<th>Gold ($20,000)</th>
<th>Silver ($10,000)</th>
<th>Bronze ($5,000)</th>
<th>University ($2,200)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>New Member Welcome Page</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dashboard Member Profile</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Partner Landing Page (SEO)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Key Partner</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>News &amp; Press Announcement</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Blog Post (SEO)</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Email</td>
<td>New Member Welcome Email</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dedicated adhoc Member Email</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Scholar’s Journal Newsletter Spotlight Feature</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Social</td>
<td>Post</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Event</td>
<td>Webinar</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Complimentary exhibit booth at member event or webinar</td>
<td>2</td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Discounted exhibit booth at Scholar’s Day</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>21</td>
<td>16</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

### MARKETING A LA CARTE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Options</th>
<th>Partner Fee</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>Blog Post (SEO)</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>Additional member email</td>
<td>$500</td>
<td>only offered as add-on to existing package</td>
</tr>
<tr>
<td></td>
<td>Scholar’s Journal Newsletter Spotlight Feature</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td>Instagram Takeover</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Additional Post</td>
<td>$500</td>
<td>only offered as add-on to existing package</td>
</tr>
<tr>
<td>Event</td>
<td>Webinar</td>
<td>$500</td>
<td>1 - 1.5 hours hosted on either partner or NSHSS platform, marketed in bi-weekly webinar promotion email sent to entire database of 1.7 million</td>
</tr>
<tr>
<td>Foundation</td>
<td>Cobranded/named scholarship</td>
<td>$2,500</td>
<td>tax deductible donation with opportunity to specify all scholarship details and application requirements, does not include 10% administration fee</td>
</tr>
</tbody>
</table>
EVENTS

Each year the National Society of High School Scholars hosts a series of events bringing members together to be recognized and honored for their academic achievements providing them with a wealth of resources, helping them access college and career paths, and building their network of peers and mentors.

SCHOLAR’S DAY

NSHSS Scholar’s Day Events are our largest events and feature great opportunities for corporate, education, and government partners to engage with outstanding students from an HR/Talent pipeline, CSR, or general marketing perspective.

Scholar's Day Exhibit Booth Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$1,500</td>
</tr>
<tr>
<td>Government</td>
<td>$1,500</td>
</tr>
<tr>
<td>Approved Nonprofit</td>
<td>$750</td>
</tr>
<tr>
<td>University</td>
<td>$750</td>
</tr>
</tbody>
</table>

NSHSS Member Events Booth Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>$500</td>
</tr>
<tr>
<td>Government</td>
<td>$500</td>
</tr>
<tr>
<td>Approved Nonprofit</td>
<td>$350</td>
</tr>
<tr>
<td>University</td>
<td>$350</td>
</tr>
</tbody>
</table>
SCHOLAR’S DAY SPONSORSHIP PACKAGES

Presenting Sponsor: $50,000
Expected attendance: 1,500

Place your organization front and center among high school scholars and their parents. This is the perfect opportunity for an organization to support NSHSS student members and gain maximum exposure across all aspects of the event, including the college and career expo, workshops, panel discussions, and the member recognition ceremony.

• Complimentary booth in the College and Career Expo Center.
• Branded slide with logo in conference presentation.
• Present the keynote speech during the general session (up to 30 minutes).
• Complimentary tickets to all attendees.
• Opportunity to show one minute video vignette during event.
• One post on NSHSS social media platforms.
• Logo displayed prominently throughout event.
• Recognition in event program and on event website.

Collaborating Sponsor: $25,000
Expected attendance: 1,500

Connect with an amazing group of students and their families. This is the perfect opportunity for an organization to support NSHSS student members and gain exposure at the event.

• Complimentary booth in the College and Career Expo Center.
• Branded slide with logo in conference presentation.
• One 45-minute workshop
• Complimentary tickets to all attendees.
• One post on NSHSS social media platforms.
• Logo displayed prominently throughout college and career expo.
• Recognition in event program and on event website.
Be More Project: $10,000

Support innovative NSHSS Scholars as they present their passion projects in one of two areas:

1. STEAM & Innovation
2. World Betterment

• Sit on the Judges panel to see presentations and help determine the winners.
• Complimentary booth in the College and Career Expo.
• Sponsors of the Be More Project may select sponsorship of each track independently or both tracks together.
• Opportunity to present winners with awards during the member recognition ceremony.
• Signage with logo throughout student projects.

Workshop Sponsor: $5,000

Don’t miss an opportunity to familiarize potential recruits with your organization. During your 45-minute workshop session, the leaders in your organization can provide organizational information, convey company best practices, and network with attendees.
• Complimentary booth in the College and Career Expo.
HOST AN NSHSS MEMBER EVENT

University Event Sponsorship Package

Partner with NSHSS and open your campus doors to high-achieving members that are eager to attend your university. This is a great opportunity to target potential students from any age range, region, etc.

Host University Responsibilities and Benefits:

- Venue(s) for the member event (this is typically an auditorium or large lecture hall with a stage, audio visual capabilities, and a separate room with the capability to have 10-15 tables set up for a College and Career Fair).
- Tables and chairs for the event (amount varies on size of venue available).
- Work side by side with NSHSS staff to create programming that's catered to your university and its goals. As a host university you will get two to three 45-minute sessions to speak and present on topics of your choosing.
- Provide tour guides for NSHSS members to tour the campus.
- One complimentary booth at the College and Career Fair.
- A printed marketing piece to be distributed to all members in attendance.
- Participate in the Member Recognition Ceremony and honor our members with their medallions.
- Marketing in the printed event program.
- One follow up email to all members in attendance.

NSHSS provides the following Event Services:

- NSHSS will manage the digital marketing efforts including website, email, social, and SMS to ensure the event is well attended.
- Registration: onsite registration management, name badges, event program, event signage, etc.
- Creation of presentation for the event, working directly with the university to incorporate its scheduled presentations.
- Management of the College and Career Fair.
- Manage and covers the cost for the networking breakfast.
- Creation of post event page on NSHSS website.
- Facilitation of post event email to attendees using host university's content and images.
Corporate Event Sponsorship Package

Partner with NSHSS members and open your organization’s doors to high achieving high school, college, or graduate members that are eager to explore the career and intern opportunities at your company. This is a great opportunity to target potential employees or interns from any age range, region, etc.

Host Corporation Responsibilities and Benefits:

• Venue for the member event (this is typically an auditorium or large lecture hall with a stage and audio visual capabilities).

• Tables and chairs for the event (amount varies on size of venue available).

• Take full ownership of programing that’s catered to the organization and its goals while receiving guidance from NSHSS staff to ensure its relevance to the members in attendance. As a host corporation you will have the full day 8 a.m. - 5:00 p.m. to create and customize the workshops.

• Provide Networking Breakfast and Lunch for attendees.

• Provide tour guides for NSHSS members to tour the company.

• A printed marketing piece to be distributed to all members in attendance.

• Participate in the Member Recognition Ceremony and honor our members with their medallions.

• Marketing in the printed event program.

• One SEO blog post on NSHSS website.

• One follow up email to all members in attendance.

NSHSS provides the following Event Services:

• NSHSS will manage the co-branded digital marketing efforts including website, email, social, and SMS to ensure the event is well attended.

• Registration: onsite registration management, name badges, event program, event signage, etc.

• Creation of co-branded post event page on NSHSS website.

• Provide all materials and staff to execute the Member Recognition Ceremony.

• Provide NSHSS staff to manage and run the event and ensure it is executed to the satisfaction of the host corporate partner.
For more information on how to become a partner, please contact Carly Bryeans, Partnerships Development Manager, at carly.bryeans@nshss.org.

For event inquiries, please contact Courtney Sample, Senior Manager of Events, at courtney.sample@nshss.org.