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 24,000 high schools across 170 countries. With more than 2 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.

DIVERSITY

<table>
<thead>
<tr>
<th>Demographic</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

- Male: 41%
- Female: 59%

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
DIGITAL & SOCIAL PLATFORMS

ANNUAL WEBSITE TRAFFIC
• Users: 3,206,137 (21.4% returning), 62.4% 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) = 1,552,188
• Delivery rates = 100%
• Open rates = 29.1%

EMAIL SUBSCRIBERS

<table>
<thead>
<tr>
<th></th>
<th>Total Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Members</td>
<td>877,452</td>
</tr>
<tr>
<td>Active Members (H.S. GRADUATION YEARS 2022-2025)</td>
<td>190,377</td>
</tr>
<tr>
<td>Active Parents</td>
<td>648,055</td>
</tr>
<tr>
<td>Active Parents (H.S. GRADUATION YEARS 2022-2025)</td>
<td>165,262</td>
</tr>
<tr>
<td>Active Educators</td>
<td>24,816</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA OVERVIEW

<table>
<thead>
<tr>
<th>Profile</th>
<th>Total</th>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement Rate</th>
<th>Link Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>121K</td>
<td>42.9M</td>
<td>834K</td>
<td>1.5%</td>
<td>31.2k</td>
</tr>
<tr>
<td>Instagram</td>
<td>25.2K</td>
<td>33.3M</td>
<td>586K</td>
<td>1.2%</td>
<td>N/A</td>
</tr>
<tr>
<td>Twitter</td>
<td>7.5K</td>
<td>32.1M</td>
<td>123K</td>
<td>1.3%</td>
<td>1,208</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>7.7K</td>
<td>265K</td>
<td>5.9K</td>
<td>5.2%</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.
  Embedded links are encouraged.

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.
SCHOLAR'S JOURNAL E-NEWSLETTER
Reach 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.

UNIVERISTY E-NEWSLETTER
Reach members and parents 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:
• 385 characters max.
PR MEDIA PLACEMENTS

NSHSS has enjoyed strong media recognition in recent years, seeing nearly 100 placements in 2021. Stories about NSHSS scholarship winners, surveys, events, and partner programs are featured in some of the nation’s most respected and widely distributed national, regional, print, and broadcast media outlets. Publications welcome the uplifting stories about our support for young scholars and future leaders. Well-known reporters and editors also look to NSHSS President James W. Lewis and student leaders for op-eds, thought leadership, and advice around the issues affecting high school and college students today.

Partners who align with our brand benefit from this media exposure, and we welcome opportunities to collaborate on themed surveys, scholarships, or events that leverage newsworthy topics and occasions, such as National Mentoring Month, Earth Day, or Women’s History.
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 Black or 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.
# 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><strong>Web</strong></td>
<td>New Member Welcome Page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dashboard Member Profile</td>
<td></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><strong>Email</strong></td>
<td>New Member Welcome Email</td>
<td></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></td>
</tr>
<tr>
<td></td>
<td>Scholar's Journal Newsletter Spotlight Feature</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>University Newsletter Spotlight Feature</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td>Post</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td>Complimentary exhibit booth at member event or webinar</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>One day Instagram takeover</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>19</td>
<td>14</td>
<td>7</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><strong>Web</strong></td>
<td>Blog Post (SEO)</td>
<td>$500</td>
<td>1 - 1.5 hours hosted on either partner or NSHSS platform, marketed in bi-weekly webinar promotion</td>
</tr>
<tr>
<td></td>
<td>News and Press Announcement</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td>Custom member email</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scholar's Journal Newsletter Spotlight Feature</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scholarships Newsletter Spotlight</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Educator Newsletter Spotlight</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td></td>
<td>University Newsletter Spotlight Feature</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td>Instagram Takeover</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Custom Post</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td><strong>Event</strong></td>
<td>Webinar</td>
<td>$1,000</td>
<td>1 - 1.5 hours hosted on either partner or NSHSS platform, marketed in bi-weekly webinar promotion</td>
</tr>
<tr>
<td><strong>Foundation</strong></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.

<table>
<thead>
<tr>
<th>Scholar’s Day Exhibit Booth Rates</th>
<th>NSHSS Member Events Booth Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>Corporate</td>
</tr>
<tr>
<td>$1,500</td>
<td>$500</td>
</tr>
<tr>
<td>Government</td>
<td>Government</td>
</tr>
<tr>
<td>$1,500</td>
<td>$500</td>
</tr>
<tr>
<td>Approved Nonprofit</td>
<td>Approved Nonprofit</td>
</tr>
<tr>
<td>$750</td>
<td>$350</td>
</tr>
<tr>
<td>University</td>
<td>University</td>
</tr>
<tr>
<td>$750</td>
<td>$350</td>
</tr>
</tbody>
</table>

Workshop Rate: $1,500
Presenting Sponsor: $50,000
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 four 10’x10’ 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) or two 45-minute workshops
- Complimentary tickets to eight (8) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Logo displayed prominently throughout event
- Recognition in event program and on event website

Collaborating Sponsor: $25,000
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 two 10’x10’ booth in the College and Career Expo Center
- Branded slide with logo in conference presentation
- Two 45-minute workshop
- Complimentary tickets to six (6) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Logo displayed prominently throughout college and career expo
- Recognition in event program and on event website

Member Recognition Awards Ceremony Sponsor: $15,000
Aligning your brand with excellence and high achievements in one of two areas:
- Complimentary two 10’x10’ booth in the College and Career Expo Center
- Branded slide with logo in conference presentation
- Two 45-minute workshop
- Complimentary tickets to six (6) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Logo displayed prominently throughout college and career expo
- Recognition in event program and on event website

Promotional Sponsor: $5,000
- Recognized on stage during Friday’s Opening Session
- Branded slide with logo in conference presentation
- Complimentary tickets to two (2) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Recognition in event program and on event website

Chair Drop:
Member Event: $350 | Scholar’s Day: $500
- One time branded company materials on attendee seats during event
- Company logo displayed on branded slide to all attendees in conjunction with chair drop
- Verbally recognized on stage to all attendees in conjunction with chair drop
- Receive attendee information that have opted-in to share
Social Media Scavenger Hunt: $10,000

Attendees are encouraged to take pictures during the two days of conference activities and post to social media!

- Complimentary 10’x10’ booth in the College and Career Expo Center
- Sponsorship includes branded hashtag that must be used on all entries
- Recognized on stage during Friday’s Opening Session
- Branded slide with logo in conference presentation
- Complimentary tickets to four (4) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Recognition in event program and on event website

Welcome Reception Sponsor: $10,000

Have your organization be the first to welcome attendees with a branded reception including hors d’oeuvres and beverage

- Complimentary 10’x10’ booth in the College and Career Expo Center
- Logo prominently displayed during Friday’s Welcome Reception
- Recognized on stage during Friday’s Opening Session
- Branded slide with logo in conference presentation
- Complimentary tickets to four (4) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Recognition in event program and on event website

Member Party Sponsor: $10,000

Have your organization be the life of the party with an exclusive branded party for NSHSS members including a DJ, desserts, and beverages.

- Complimentary 10’x10’ booth in the College and Career Expo Center
- Logo prominently displayed during Member Party on Friday evening
- Recognized on stage during Friday’s Opening Session
- Branded slide with logo in conference presentation
- Complimentary tickets to four (4) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Recognition in event program and on event website

Rise and Shine Breakfast Sponsor: $10,000

Have your organization tell attendees ‘Good Morning’ with a branded breakfast.

- Complimentary 10’x10’ booth in the College and Career Expo Center
- Logo prominently displayed during breakfast on Saturday
- Recognized on stage during Saturday’s Welcome Session
- Branded slide with logo in conference presentation
- Complimentary tickets to four (4) attendees
- Tagged and mentioned in one post on NSHSS social media platforms
- Recognition in event program and on event website

World Betterment Virtual Event Sponsor: $2,500

- 10-minute opening statement opportunity
- Branding on event landing page published on NSHSS website
- Branding included in event promotional emails to members and parents
- Receive a list of registrants that opt in to sharing their information
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: 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 programing 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:

- Manage digital marketing efforts including website, email, social, and SMS to ensure the event is well attended
- Registration: on-site 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: 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 programming 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 (8am-5pm) 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:

- Manage digital marketing efforts including website, email, social, and SMS to ensure the event is well attended
- Registration: on-site 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 or event inquiries, please contact Leslie Ancieta, Partnerships Development Manager, at partnerships@nshss.org.