



**NSHSS**

Be Honored. Be More.

# MEDIA KIT



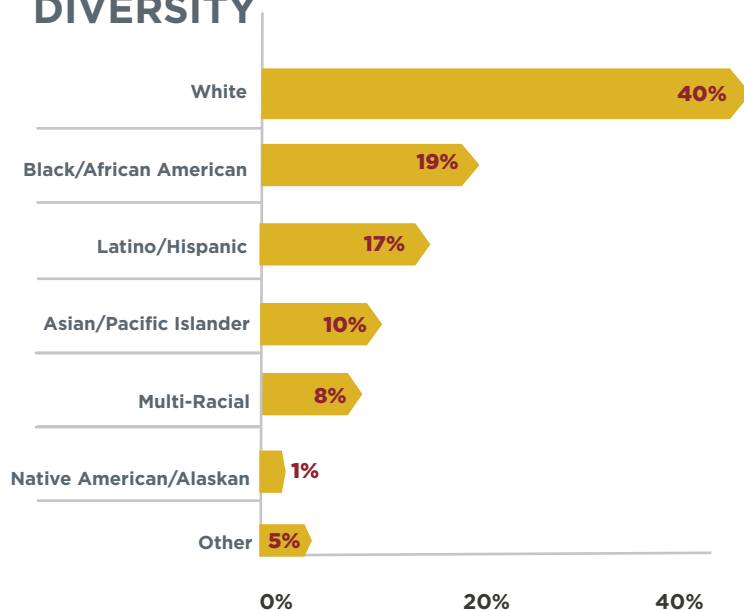
**EXPLORE** NSHSS  
partnership  
opportunities to  
**ACCESS**, empower,  
and **ENGAGE** with  
the next generation  
of leaders.

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.

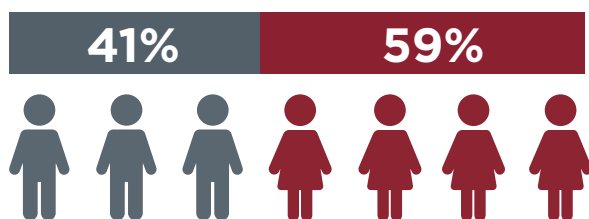
# DEMOGRAPHICS

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.

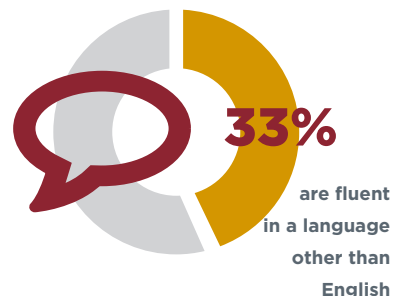
## DIVERSITY



## GENDER



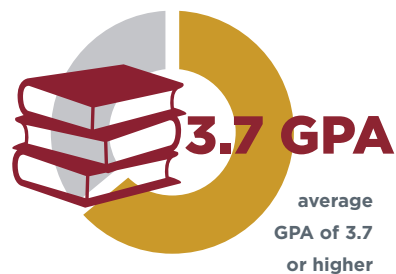
## LANGUAGES



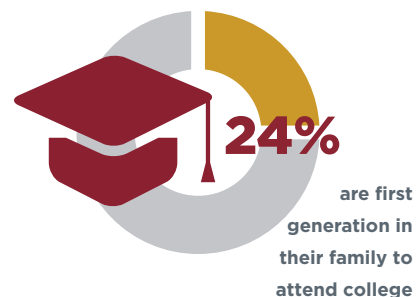
## STATES



## ACADEMICS



## 1ST GENERATION



# DIGITAL & SOCIAL PLATFORMS



## ANNUAL WEBSITE TRAFFIC

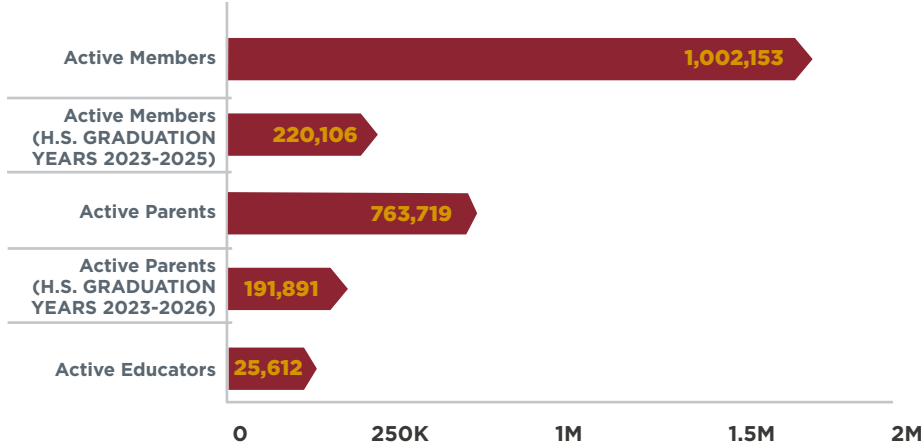
- Users: **3,879,618** (21.9% returning), 63.2% on mobile
- Sources of inbound traffic include: email, direct, organic search, referrals, display, and social



## TARGETED EMAIL

- Active subscribers (current students, former students, parents, and educators) = **1,820,632**
- Delivery rates = 100%
- Open rates = 30.1%

## EMAIL SUBSCRIBERS



## SOCIAL MEDIA OVERVIEW

Profile	Total Followers	Impressions	Engagements	Engagement Rate
Facebook	122K	47.7M	906K	1.9%
Instagram	29.6K	39.4M	651K	1.7%
Twitter	7.7K	32.2M	126K	1%
LinkedIn	8.1K	281K	6.9K	2.5%





# 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:

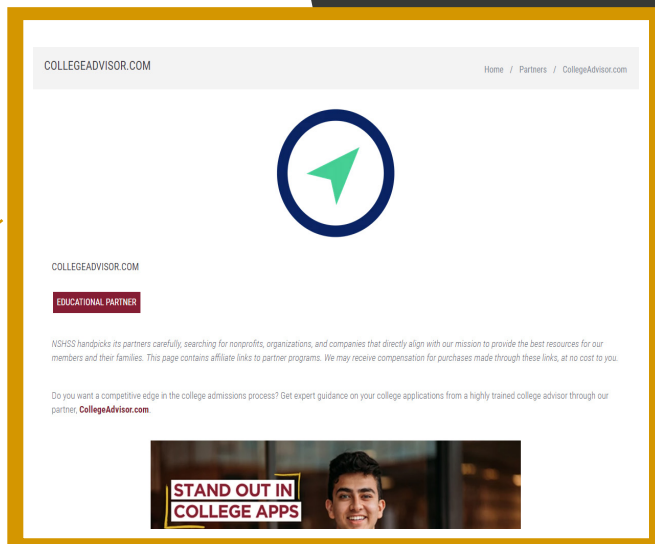
- **File Types:** EPS, PNG, and JPG accepted.
- **Minimum Size:** 250 x 250 pixels.
- **Maximum Size:** 500 x 500 pixels.
- **Orientation:** 1:1 ratio or landscape. No portrait images.

#### 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:

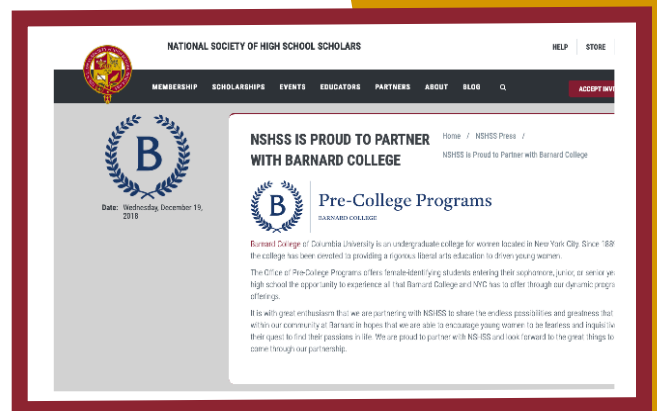
- File Types: EPS, PNG, and JPG accepted.
- Thumbnail Size: 225 x 225 pixels.
- Header Size: 500 x 500 pixels.
- Orientation: 1:1 ratio required.

#### 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:

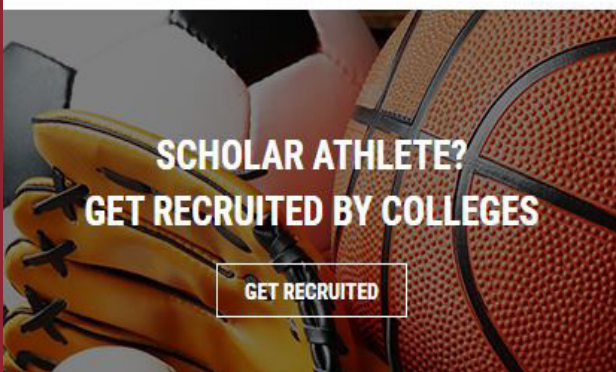
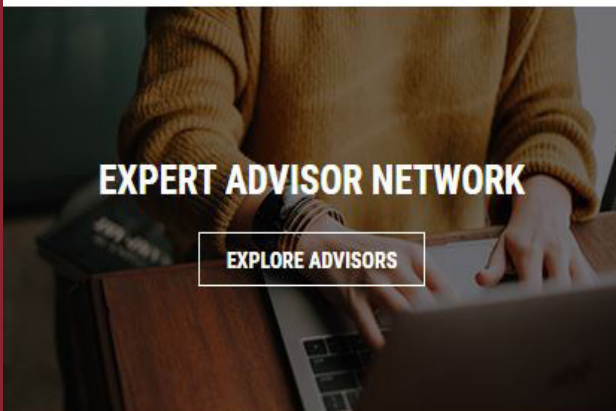
- File Types: JPG only.
- Image Size: 800 x 400 pixels.
- Orientation: landscape.
- Stock photos preferred. Do not use logo.

#### Content/Text:

- Title: Word Count: 50 characters max.
- Title: Call To Action: 25 characters max.
- Body: Word Count: Unlimited.  
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.

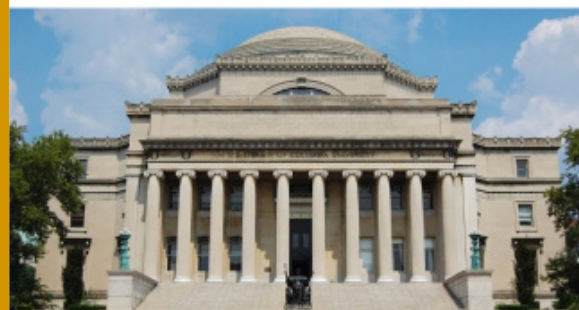
### Technical Specs

#### Images:

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



National Society of  
High School Scholars



Dear Emily,

Get a head start on your campus visits! This summer, you and your family are invited to participate in the **NSHSS Ivy League and East Coast University Tour**.

Join fellow NSHSS members for an 8-day, multi-campus tour. Visit Harvard, MIT, Yale, Princeton, and other top universities on the East Coast of the United States. Experience big city lights, rolling countryside, and the great outdoors. Compare a range of universities and skylines as you travel from the education hub in Boston to New York City, Philadelphia, and Washington, D.C. You'll conclude the tour at NSHSS' prestigious Scholar's Day event where you'll be honored for your scholastic achievements.

TOUR DATES: August 4-August 11, 2019

ENROLL BY APRIL 30, 2019 TO WAIVE THE REGISTRATION FEE (a \$125 savings)

[FOR MORE TOUR DETAILS, CLICK HERE](#)



**100%  
Delivery  
Rate**



# 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.

## Featured Partners

Check out the latest from some of our outstanding NSHSS partners:  
Minerva University, Savannah College of Art and Design (SCAD), NCSA,  
Method Learning, and The Best School Year Ever.

### Stressed Out about ACT and SAT Test Prep?

Don't be! Preparing with Method Learning helps students feel more confident and earn higher SAT and ACT scores. Method Test Prep offers a variety of options including private tutoring, classes, and a web-based platform for students to work at their own pace. All NSHSS families are entitled to discounts on everything! Click the link below to explore Method Test Prep's options and choose what works best for you!

[Explore Here](#)



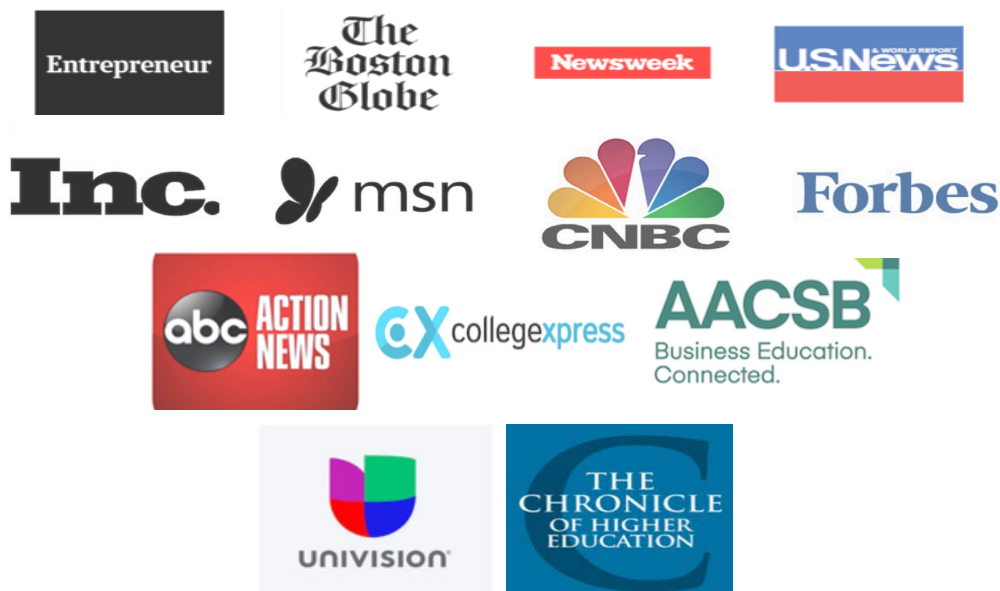
# PR MEDIA PLACEMENTS

NSHSS has enjoyed strong media recognition in recent years, seeing over 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.

**Over 100  
Placements  
in 2021**

## FEATURED IN



# SOCIAL MEDIA

Partner content that utilizes NSHSS branding on average sees:

- **11% more impressions**
- **13% more engagements**

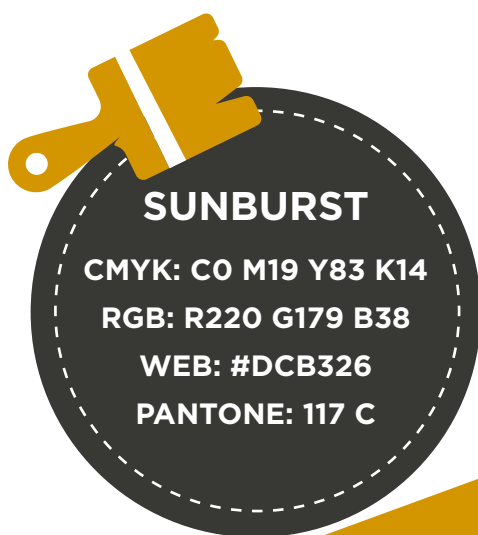
With this in mind, we ask that partners provide images created with the NSHSS brand guidelines in mind or provide raw images files our team can use to create images for these posts.

## SOCIAL IMAGE GUIDELINES

### Font:

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

### Colors:



## 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:

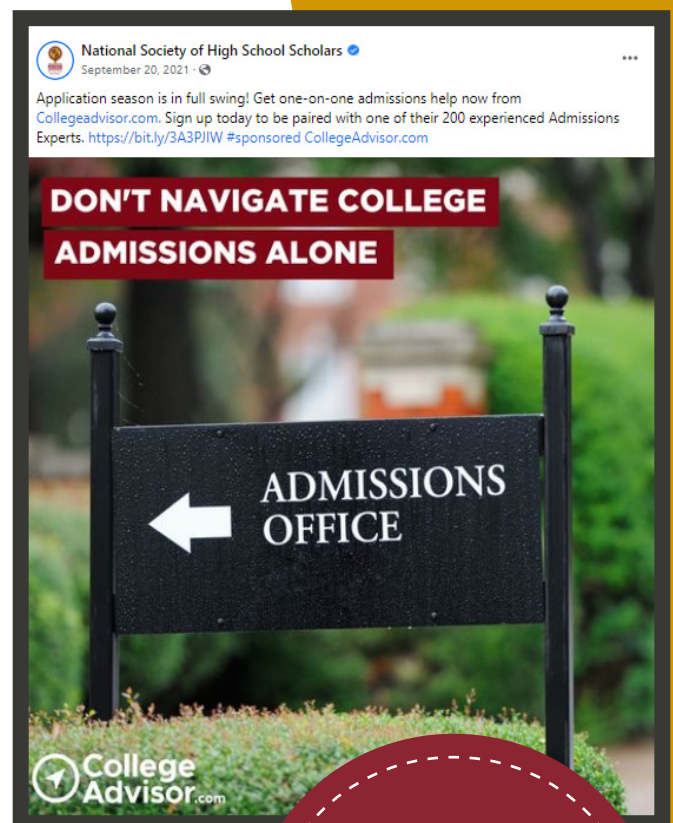
- File Types: JPG, PNG, AI, and EPS accepted.
- Image Size: 1200 x 630 pixels OR 1080 x 1080.
- Little to no text on image.
- Orientation: landscape.

#### 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.



**122K**  
**Facebook**  
**Followers**





# INSTAGRAM

## Technical Specs

### Images:

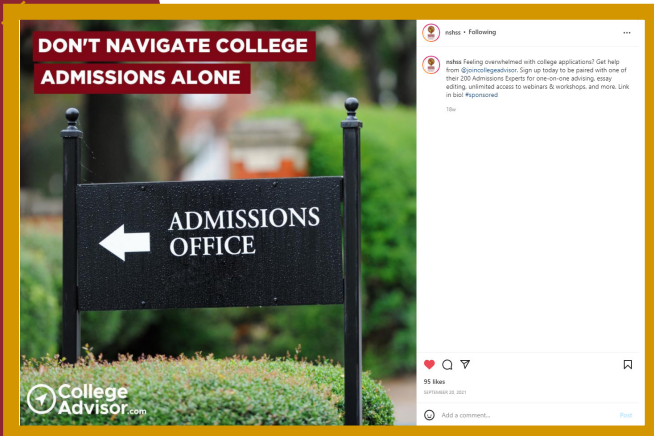
- File Types: JPG, PNG, AI, and EPS accepted.
- Image Size: 1080 x 1080 pixels.
- Orientation: 1:1 ratio required.

### 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.



**29.6K**  
**Instagram**  
**Followers**

## 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.





## 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

Corporate	<b>\$1,500</b>
Government	<b>\$1,500</b>
Approved Nonprofit	<b>\$750</b>
University	<b>\$750</b>

**Workshop Rate: \$1,500**

### NSHSS Member Events Booth Rates

Corporate	<b>\$500</b>
Government	<b>\$500</b>
Approved Nonprofit	<b>\$350</b>
University	<b>\$350</b>

# SCHOLAR'S DAY SPONSORSHIP PACKAGES

## 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.

- 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





## **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

### **Recharge Sponsor: \$1,500**

Have your organization help attendees and exhibitors recharge during the event.

- Logo and branding prominently displayed on front and back of one charging station
- Receive a list of registrants that opt in to sharing their information
- Branded slide with logo in conference presentation
- 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

### **Snack Attack Break Sponsor: \$7,500**

Have your organization help refuel the attendees with sponsored snacks and beverages during the event afternoon break.

- Complimentary 10'x10' booth in the College and Career Expo Center
- Logo prominently displayed during Saturday afternoon break
- Recognized on stage during event programming
- 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

### **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

## **VIRTUAL EVENT SPONSORSHIP PACKAGE**

### **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 EVENT

## University Event/Scholar's Day 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 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:

- 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 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 (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





National Society of  
High School Scholars

For more information on how to become a partner or event inquiries,  
please contact us at [partnerships@nshss.org](mailto:partnerships@nshss.org).