



Sponsorship Prospectus 2025



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.

In Person Events

Industry leading events featuring in person gatherings on a variety of topics of interest to enrollment leaders. [Find out more.](#)

Webinars & Meetups

Popular free sessions occurring throughout the year held on Zoom. Typical attendance: 50-150.

Podcasts

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

Virtual Events

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

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	\$2,500 - \$5,000	\$3,000 - \$6,000
Webinar (deliver content)	\$1,000	\$1,250
Tuesday Talks (sponsor)	\$500	\$750
EMA Annual Conference	\$4,000 - \$30,000	N/A

EMLC In Person Spring Seminars

- Multiple cities throughout the US, Canada and Internationally
- Themed in-person seminars
- Lunch and professional development
- April and May 2025
- Ask about our additional discount if bundled with EMA AC25!



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 AC25*



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 new program, introduce a new product, 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 items and your applicants better.

[Read the Article](#)

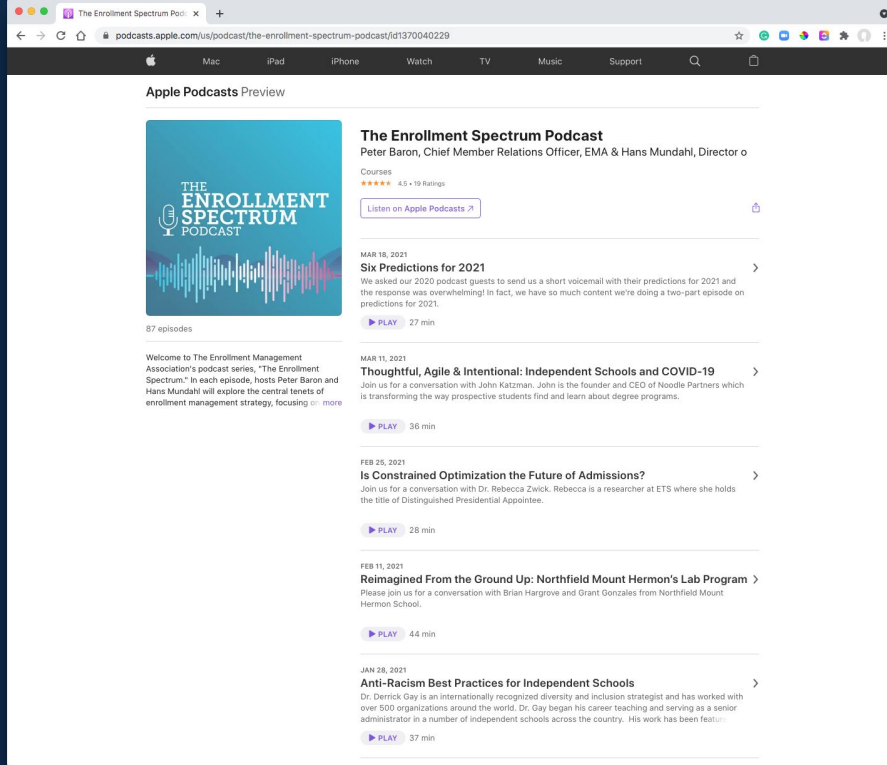
 **FINALSITE**

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 that communities engage with their schools.

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

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 main title is 'The Enrollment Spectrum Podcast' by Peter Baron, Chief Member Relations Officer, EMA & Hans Mundahl, Director of Courses. It has a 4.5-star rating from 19 reviews. Below the main title, there are several episode listings with their dates, titles, and descriptions. Each episode listing includes a 'PLAY' button and the duration of the episode.

Apple Podcasts Preview

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

67 episodes

Welcome to The Enrollment Management Association's podcast series, "The Enrollment Spectrum." In each episode, hosts Peter Baron and Hans Mundahl will explore the central tenets of enrollment management strategy, focusing on:

- 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 Gerzales 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 featured in...
[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

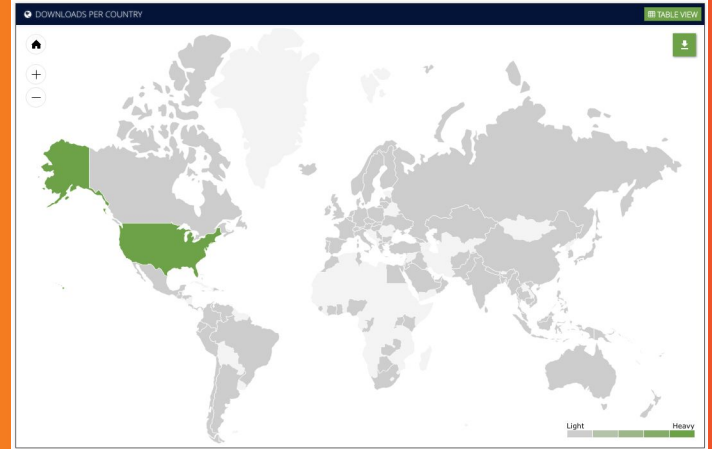
CSV PDF

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
- 50 - 150 Registrants

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

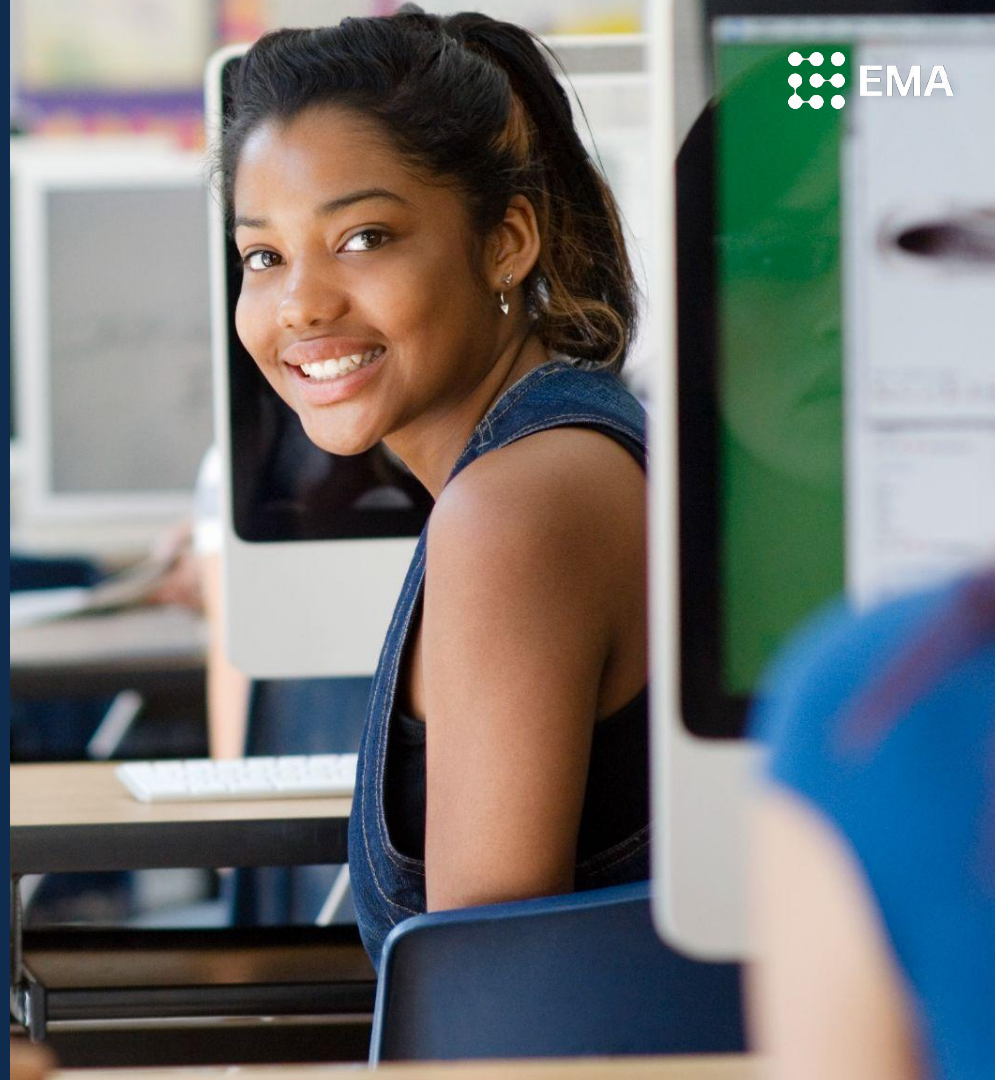
One Day Online Symposium Sponsorship



- 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



Please contact
sponsor@enrollment.org
for additional information



Thank You

