



Sponsorship Prospectus 2026



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

1,400

attendees at
in-person
conference

90%

of attendees
are school
employees

800+

attendees at 14
in-person
regional
seminars

- 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.

Path to Headship

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

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.



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.](#)

Podcasts

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

Webinars & Meetups

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



Virtual Events

Online Symposia and Master Classes focused on enrollment trends and timely topics. Typical attendance 200-500. [Find out more.](#)

Marketing Collateral for Stand Alone Sponsor Events

Tuesday Talks

- 1 Post in EMA Community
- Logo in Registration
- 1 Post on LinkedIn
- Post in monthly Events email

Webinars

- 1 Post in EMA's Community
- Logo in Registration
- 1 Post on LinkedIn
- 1 Post in monthly Events email
- Stand-alone email, as needed

Opportunity	Member Price	Non-Member Price
The Yield Magazine		See Next Slide
Newsletter	\$1,500	\$1,750
Podcasts	\$500	\$750
EMA Regional Seminars In Person	\$500 - \$8,500	\$750 - \$10,000
Half-Day Symposium Online	\$2,500 - \$5,500	\$3,000 - \$6,000
Master Class Series	\$2,500 - \$5,500	\$3,000 - \$6,000
Webinar (deliver content) Online	\$1,000	\$1,500
Tuesday Talks (deliver content) (sponsor only) Online	\$500 \$250	\$750 \$500
EMA Annual Conference In Person	\$4,000 - \$30,000	N/A

Yield Magazine Ads	Member Price	Non-Member Price
Full Page Ad	\$2500	\$3500
Half Page	\$1500	\$2500
Inside Front Cover Full Ad	\$3500	\$4500
Inside Back Cover Full Ad	\$3000	\$4000
Quarter Page Ad	\$750	\$1000

EMA Spring Seminars

- Multiple cities throughout the U.S., Canada, and Internationally
- In-person seminars
- Lunch and professional development
- April and May 2026
- Ask about our additional discount if bundled with EMA's annual conference!



Spring Seminar Sponsor Levels*

*Additional discount if bundled EMA's annual conference

Diamond
\$8,500

Includes all EMA Spring Seminars:

- Logo on official meeting notebooks and all marketing materials
- 2 minute welcome at each event
- 1 free event attendance
- 1 table
- Registration list (includes opted-in emails)

Platinum
\$6,000

Includes all EMA Spring Seminars:

- Logo on all marketing materials
- 1 free event attendance
- 1 table
- Registration list (includes opted-in emails)

Gold
\$1,500

One sponsor per city:

- Logo on all marketing materials
- 1 free event attendance for the city
- 1 table
- Registration list for the city (includes opted-in emails)

Silver
\$500

One sponsor per city:

- Logo on all marketing materials
- 1 free event attendance for the city
- Registration list for the city (includes opted-in emails)
- Display swag on registration table



Location	School	Date
Boston, MA	Meadowbrook School	April 13
Vancouver, BC	St. John's School (SJS)	April 14
Atlanta, GA		April 22
St. Louis, MO	ISSL Spring Consortium Meeting	April 23
Washington, DC	Sidwell Friends School	May 4
San Francisco, CA	Bay School	May 8
Boca Raton, FL	Pine Crest School	May 13
New York City/Brooklyn, NY	Packer Collegiate Preparatory School	May 15
Seattle	Northwest School	May 15
Los Angeles, CA	Viewpoint School	May 20
Toronto, ON	Havergal College	May 22
Chicago, IL	Latin School of Chicago	June 10

Monthly Member Newsletter

 **MEMBER NEWS & RESOURCES**
Insights, Resources, And Tools For Enrollment Success
Supported by 

"Exponential by Design"

With E3n, EMA and ERB introduce a new identity that multiplies their legacy and expands their promise to independent schools.

[Read the Feature Story](#)



Hi Enrollment Professional,

In this issue of *The Yield*, we look at how enrollment leaders are embracing change by adapting to new realities, reimagining systems, and finding opportunity in transformation. That theme came to life at EMA's 2025 annual conference and continues to shape the enrollment management profession today.

You'll get an inside look at the vision behind E3n and how this new identity captures EMA's and ERB's shared mission to enroll, educate, and excel. This issue also highlights the power of mentorship, belonging, and innovation, featuring stories of members who are redefining connection in admissions, exploring the human side of AI, and leading from every level of their institutions.

Together, these stories reflect a profession that's evolving with purpose; embracing change not as a challenge, but as an opportunity to lead.

[Download "The Yield"](#)

Simplify Admissions with Ravenna Admit™ & TADS™

Streamline your school's admissions process with powerful tools designed for private and independent schools. Compare our solutions to find the right fit for your needs. Download our product comparison sheet now!

[Download Now](#)



- Custom banner, tagline, & link
- 3,100+ distribution (enrollment professionals: U.S. + Canada + Global)
- 60% Open rate
- 7% Clickthrough rate

Podcast



S4:E6

How to Leverage EMA Reports for Strategic Decision-Making



Carolyn Gorowski
Dean of Admission
Lake Forest Academy (IL)



Laurel Baker Tew
Assistant Head of School
for Enrollment
Viewpoint School (CA)

Special Report
Family Perceptions
of Value and
Affordability



Victoria Muradi
Director of Strategic Initiatives
Durham Academy (NC)

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

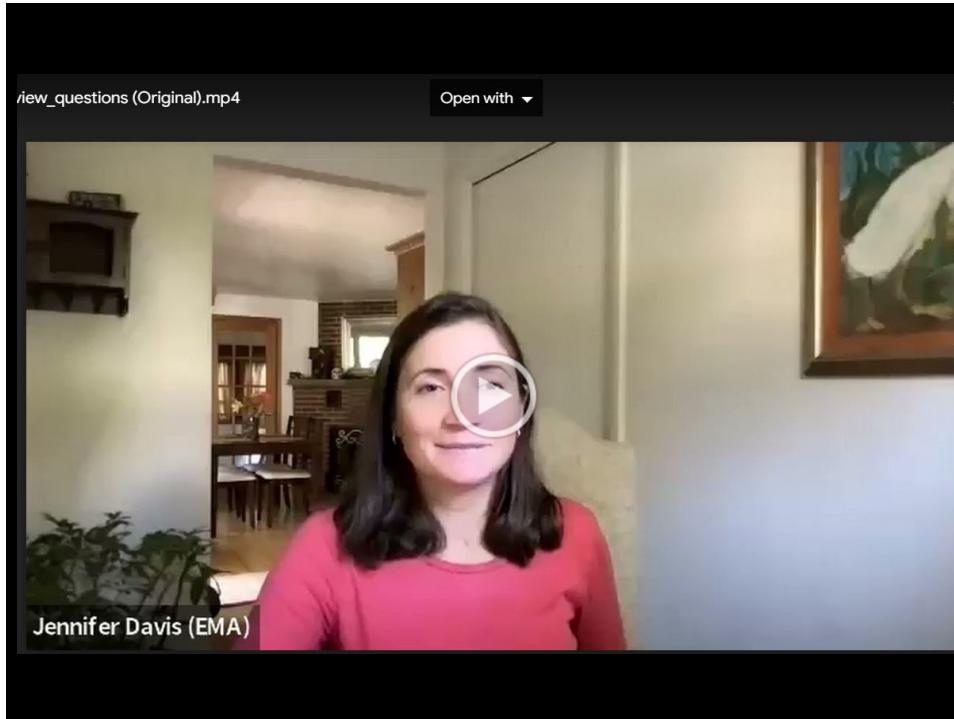
Tuesday Talks

Member Exclusive



- 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 Talk 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



- 200-500 Registrants
- 60–80% 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



2026 Marketing Symposium

Thursday April 16
Noon–3 p.m. ET



Opening Keynote – \$5,000

Second Keynote – \$3,500

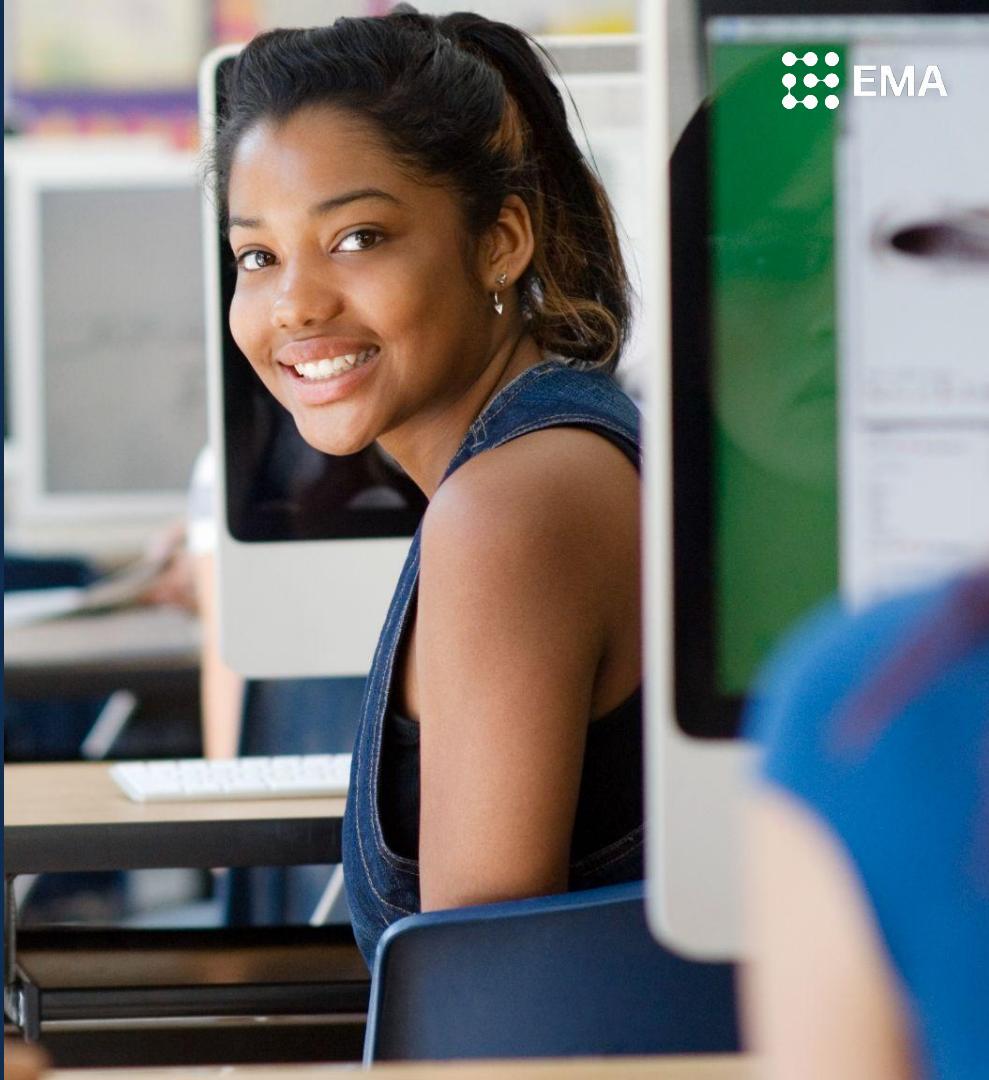
Concurrent Sessions – Up to 4 – \$1,000

Micro Sessions – Unlimited – \$500

Benefits:

- **Keynote – Sponsor is presenter, must partner with member school**
- **Concurrent Session – Sponsor is presenter, must partner with a member school**
- **Registration list (includes opt ed-in emails)**
- **Logo on all marketing materials**

Please contact
sponsor@enrollment.org
for additional information



Thank You

