



EVENT SPONSORSHIP PROSPECTUS

July 17-20, 2023

Hyatt Regency Atlanta
265 Peachtree Street NE
Atlanta, GA 30303

As the nation's largest and most effective minority education organization, UNCF advances equal access to a quality college education.

The **UNCF Institute for Capacity Building** helps transform Black colleges and universities for even bigger impact in propelling student success, community advancement and the fight for educational equity and racial justice.

Our **Student Scholarships** provide more financial support directly to students of marginalized communities than any other source outside of the federal government.

The **UNCF Frederick D. Patterson Research Institute** provides the data and insights to continuously improve educational opportunities for Black students from preschool through college.

Our **Advocacy and Public Policy** efforts to keep investment in Black students and the colleges and universities they attend priorities at the local, state and national levels.



UNITE 2023
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

UNCF
A mind is a terrible
thing to waste

UNITE 2022 Retrospective

Compelling Content

Celebration of the Career Pathways Initiative. Keynotes from Author Eddie Cole and Google CDO Melonie Parker. **Student Perspectives.** Torch Talks. **Presidents-in-Residence Town Hall.** Institutional partners presenting promising practices. **Special announcements from ICB service vertical leads and partners,** including Strategic Finance Institute workshops for CFOs, K-12 Advocacy , Teaching and Learning Center, UNCF Student Scholarships, Thurgood Marshall College Fund, and CEO Action for Racial Equity. **Institutional Awards.**



UNITE 2022 Retrospective

Presentation Highlights

Black Student Mental Health. Strategic Enrollment Management.

Engaging the 21st Century Student. Lessons Learned from
Establishing a Center for the Advancement of Liberal Arts and STEM.

Atlanta University Center Technology Showcase. Institutionalizing
Entrepreneurial Thought and Action. **Digital Technology as a Medium
to Collaborate for Multiple HBCUs.** Pioneering in the Metaverse.

Student- Centered Academic Living-Learning Community.

HBCUv updates and a live Hackathon.



UNITE 2022 Retrospective

Experiential Lifts

- **Compelling summit brand and messaging.**
- **Exhibit hallway.** The American History of Black Colleges & Universities: The Historic Evolution of Black Adult Education. Photo montages. Engaging wall of #MyHBCUpromises and Promising Practices.
- **Video collection.** Careers Pathways Initiative, #HBCUpromise, IF NOT FOR BLACK COLLEGES history vignettes. Social shorts.
- **Significant growth in social marketing engagement and reach**
- **Earned media in the root.com and insidehighered.com.**



Key Benefits of 2023 Event Sponsorship

Meaningful opportunity to advance racial justice and educational equity.

Meaningful opportunity to support the tradition of outsized HBCU impact.

Novel partnership to support summit tracks, including mental health on Black college campuses.

Brand association with UNCF and our UNITE summit.

Unprecedented access to leaders from higher education.

We look forward to the possibility of partnering with you as the summit sponsor. We welcome your ideas and feedback on our proposal.





KEY BENEFIT

Brand association with UNCF and our UNITE summit.

UNCF, one of the nation's oldest and most prestigious Black institutions, driving educational equity, racial justice and economic advancement

UNCF UNITE, the nation's most influential gathering delivering on the promise of Black higher education



KEY BENEFIT

**Unprecedented
access to leaders
from higher
education.**

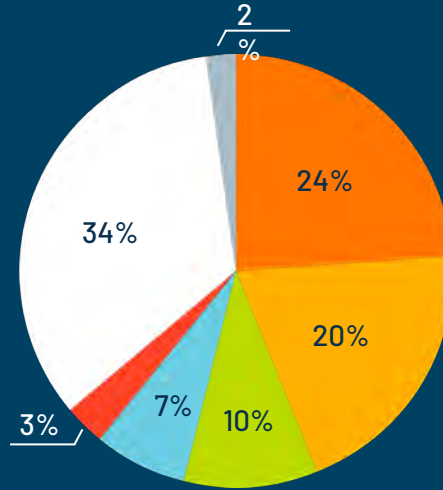
Expected this year are **1,000+ attendees**, including executives, researchers, advocates and educators from most of the nation's **102 Historically Black Colleges & Universities** and **47 Predominantly Black Institutions**.

Last year's record-breaking attendance included **525 participants** from **34 states** representing **over 60 Black colleges and universities**, and **more than 20 major funders**.



KEY BENEFIT

**Unprecedented
access to leaders
from higher
education.**



Breakdown of attendees
of the 2022 summit representing
60+ HBCUs and PBIs:

- 24% Senior Administrators
- 20% Faculty + Deans
- 10% Presidents / Chancellors
- 7% Chief Academic Officers
- 3% Chief Financial Officers
- 34% Other Institutional Members
- 2% Students



KEY BENEFIT

Novel partnership to support mental health on Black college campuses.

A 2019 UNCF Student Survey found that more than a third of HBCU students reported a decline in their mental well-being due to COVID-19. Based on this, we launched a new initiative with the Steve Fund to build the capacity of HBCUs and PBIs to support mental health on campus and surrounding communities.



KEY BENEFIT

Opportunity to respond to documented need and injustices.

Today Black colleges and universities continue to tackle challenges tied to resource scarcity and structural inequities.

Learners

More than half (52%) of students are the first in their family to attend college. For most, tuition and housing costs are not financially sustainable without assistance.

70% of HBCU students are from households with annual income of less than \$35,000 and 90%+ qualify for federal or state-based financial aid.

Compared with Predominantly White Institutions, HBCUs enroll 2.1 times more Pell-eligible (low-income) students.

Colleges

HBCUs persist on fragile business models that jeopardize their accreditation. Financial reserves are needed more than ever to weather lower enrollment tied to the pandemic accreditation .

Compared to peer PWIs:

- Private HBCUs receive only 60% in federal funding.
- HBCU tuition rates are 30% less.
HBCU endowments are just a third.
- HBCUs experienced only a 19% increase in gifts, grants and contracts between 2010-2018 while peer PWIs with more than a \$1 billion endowment benefited from a 78% boon.



KEY BENEFIT
*Opportunity
to continue
the tradition of
outsized impact
of HBCUs.*



Academic Performance:

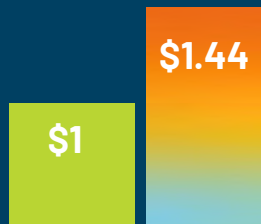
The 101 HBCUs across 19 states represent only 3% of all higher education institutes, yet...

They enroll 10% of all Black students.

They confer to Black students:

15% of all bachelor's degrees

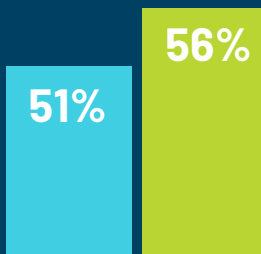
19% of all STEM degrees



Return-On-Investment:

HBCUs create \$14.8 billion in total economic impact, generating 134,090 jobs for local and regional economies.

Every dollar an HBCU and its students spends **generates \$1.44 in spending** for its local and regional economies.



Lifetime Earnings and Social Mobility:

HBCU Graduates: 51% more likely than peer Black graduates to move into a higher-income quartile.

HBCU Graduates: Earn 56% more than they could without these college credentials.

An HBCU graduate working full time can expect to earn \$927,000 in additional income.

SPONSORSHIP LEVELS

TORCHBEARER

Title Sponsor: Contact Us

DEANS

Presenting Sponsors: \$100,000

PROFESSORS

Champion Sponsors: \$50,000

SENIORS

Promoting Sponsors: \$25,000

SUPPORTERS

Juniors: \$10,000, Sophomores: \$5,000
and Freshmen: \$1,000



UNITE 2023
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

SPONSORSHIP OPPORTUNITIES

Contact Us

Title Sponsorship (1)

\$125,000

Opening Plenary (1)

\$100,000

Closing Plenary (1)

Homecoming (1)

Networking Reception (2)

Presidents' Reception (1)

\$75,000

Customized Reception (1)

General Plenary Session (4)

Pre-Conference Session (1)

Subject-Specific Track (5)

\$50,000

Closing Keynote Speaker (1)

Lunch Program (2)

Pre-Conference Reception (1)

Opening Keynote Speaker (1)

*Number of available opportunities
limited as noted in parentheses.*

\$25,000

Charging Station (1)

Coffee Breaks (2)

Hotel Room Key Card (1)

Lanyards (1)

Networking Lounge (1)

Professional Headshot Booth (1)

Snack Breaks (2)

\$15,000

Internet Login Screen (1)

\$10,000

Change Agent Awards (3)

Institutional Awards (5)

Institutional Catalytic Grants (3)

Institutional Transformation Incentive (1)

Legacy Award (1)

\$5,000

Faculty Mini Research Grants (3)

Practitioner Mini Grants (3)

\$1,000

General Support (50)



SPONSORSHIP OPPORTUNITIES

Press release announcement and
earned media

Promotional suite: event webpage/app listing,
signage recognition, attendee lists, live streaming

Complimentary registrations



UNITE 2023
UNCF SUMMIT FOR BLACK HIGHER EDUCATION



WE APPRECIATE YOU!

Imagine what Black higher education could achieve with unjust impediments irrevocably removed and a united front of our industry's best and brightest.

Join us as this year's UNITE summit sponsor. All to help deliver on the promise of Black higher education.

Julian Thompson, Director of Strategy
Institute for Capacity Building, UNCF

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Updated November 2022

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