



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 and Programs** 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 prioritize investment in Black students and the colleges and universities they attend at the local, state and national levels.



UNITE 2023
UNCF SUMMIT FOR BLACK HIGHER EDUCATION





Summit: July 17-20

Pre-Conference: July 16-17

@ Hyatt Regency Atlanta

Early-Bird Discount through March 31

unconfunite.org



**Largest, most influential
gathering advancing Black
colleges and universities.**

GUIDING PILLARS

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

Designed to reach across traditional lines of responsibility and present 360-degree views of key issues in higher education, our five **Guiding Pillars** support advancing the missions of Black colleges and universities and strengthening Black higher education as a whole.



GUIDING PILLARS

1: Institutional Excellence

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5: Systems Change

Institutional Excellence Overview

Black colleges and universities have been key levers in the development and uplift of the Black community. The United Negro College Fund was established in 1944 as a membership organization of HBCUs, committed to helping each achieve their critical missions.

At this year's summit, we are redoubling our efforts to support all Black colleges and universities as they pursue transformation and sustainability.

UNITE sessions on **Institutional Excellence** are designed for institutional leaders, partners and champions committed to adapting new and promising strategies leading to effective partnerships, streamlined processes and enhanced skills and capabilities.

By embracing **Institutional Excellence**, we ensure Black colleges and universities are equipped to meet the demands of today's learners, preparing them for a future of limitless opportunities.

Institutional Excellence Highlight:
Institutional Transformation

The HBCU Transformation Project is making history

Change is the only constant in society. Economics, politics, culture, technology—they all are in continual motion. To continue to lead and build a sustainable future, Black colleges and universities must also transform.

The HBCU Transformation Project—an unprecedented collaboration among UNCF, Thurgood Marshall College Fund, Partnership for Education Advancement and Blue Meridian Partners, seeks to ensure Black colleges and universities are equipped to meet the demands of today's learners, and prepare them for tomorrow's opportunities.

That's why we are redoubling our efforts to support all Black colleges and universities as they pursue ongoing transformation.



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Institutional Excellence Summit Tracks

Institutional Transformation. Executing strategies that lead to institutional resiliency.

Executive Leadership. Increasing the effectiveness of Black college presidents and executive leadership.

Financial Sustainability. Investigating approaches to improved fiscal systems, business models, endowment management, facilities planning and resource stewardship.

Fundraising and Advancement. Securing resources and partnerships that help our institutions fulfill their missions.

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Student Success Overview

For more than a century, HBCUs have deployed countless compelling strategies to support Black college students. Their unparalleled outcomes in graduation rates, career trajectories and social impact for the Black community and the country speak for themselves.

But this doesn't mean our job is done. In all we do, we must continue to place students first.

UNITE sessions on **Student Success** are designed to help those most responsible for ensuring every student is better positioned to fulfill their dreams and aspirations

We showcase opportunities to teach, innovate, share thought leadership and revisit time-proven approaches so all students can maximize their higher education experience.

Student Success Highlight:
Mental Health Summit Track

UNAPOLOGETICALLY FREE is centering mental health on Black college campuses.

There has been a rise in mental health challenges among all college students across the country, but Black college students have been particularly hard-hit.

Unapologetically Free offers Black college students free virtual workshops, a student conference and an opportunity to take part the longest-standing higher education survey on mental health that's been customized to capture Black student perspectives and experiences.

unapologetically-free.org



UNAPOLOGETICALLY

FREE

Centering Black Mental Health
on College Campuses

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Student Success Summit Tracks

Teaching and Learning. Enhancing curriculum, instruction and professional development for Black colleges and the faculty and staff who lead them.

Enrollment Management. Investigating promising practices in student marketing, admissions, retention, coaching and financial aid.

Mental Health. Presenting *Unapologetically Free: Centering Mental Health on Black College Campuses*, a national campaign launched in 2023.

Learner Voice. Elevating the perspectives and aspirations of Black college and university students.

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Research and Innovation Overview

The future, as they say, is now. Right now.

Seismic changes in remote learning, big data, and institutional research, assessment and evaluation are all on the horizon and leaders who seize the moment and new ideas will shape the future of Black higher education.

When HBCUs reflect intentionally on their existing practices, implement innovations with the latest technology, and track progress using data-driven approaches, they create the conditions for all of their stakeholders to thrive.

UNITE sessions on **Research and Innovation** are for those with one eye on the changes to come, and the other on what we must do today to prepare for their timely arrival.

Research and Innovation Highlight:
Digital Solutions Summit Track

HBCUv is forging a new digital future for Black college students nationwide

With the virtual platform HBCUv, HBCUs are on the threshold of leading all of higher education into the next digital age.

Our goal is to offer enhanced online experiences and opportunities for students, faculty, community members and institutions , highlighting opportunities to teach in novel ways, innovate together, share thought-leadership and pursue new communities eager to experience an HBCU education.

HBCUv.org



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Research and Innovation Summit Tracks

Knowledge Management. Improving data, knowledge and information systems to drive institutional improvement.

Digital Solutions. Featuring the development of *HBCUv*, an HBCU-led online learning platform that creates the conditions for students, educators and staff across Black colleges and universities to learn, develop and flourish.

Research and Assessment. Understanding and expanding the pathways that lead to educational attainment.

Innovation in Action. Leveraging novel, groundbreaking ideas to shape the future of higher education.

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Economic Mobility Overview

HBCUs have always had an outsized impact on social and economic mobility for the Black community.

From the beginning, HBCUs have collaborated with business and industry to strengthen institutional operations while prioritizing practices that helped their students develop fulfilling, life-affirming and community-sustaining careers.

Through collaboration between educators, industry leaders, and strategic partners, we strive to enhance career pathways that support skill development, student engagement and transition to the world of work.

UNITE sessions on **Economic Mobility** are for champions committed to furthering economic independence for Black college students and the Black community.

Economic Mobility Highlight:
Career Pathways Summit Track

Building stronger bridges from campus to career for HBCU grads.

In partnership with Lilly Endowment, INC., UNCF launched the award-winning Career Pathways Initiative in 2016 to help strengthen career placement outcomes in HBCUs and PBIs by improving their institutional systems, enhancing the co-curricular experience of their students, and aligning curricula to provide the skills, experiences and knowledge employers are seeking.

Building on that foundation, we now seek to hone practices that lead to economic mobility for our students and communities.



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Economic Mobility Summit Tracks

Workforce Skills. Aligning programs and curricula to the skills needed in the 21st century workforce, including the development of entrepreneurship competencies.

Career Pathways. Securing the supports and onramps that enable successful transition from college to career.

Industry Collaboration. Cultivating alliances between institutions and industry leaders to create the conditions for a just, equitable, diverse and inclusive workforce.

STEM Initiatives. Advancing STEM learning, research and curriculum development, along with helping HBCUs commercialize the technologies and intellectual property developed by their faculty and students.

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Systems Change Overview

No matter the scale and accomplishments of our individual institutions, we're all just fish in a large pond. We all operate in the roiling waters of our larger society, where systems beyond an institution's control can impact the well-being and effectiveness of its students, faculty, and communities.

We can only compel the **Systems Change** needed for our institutions by making waves as a group.

UNITE sessions on **Systems Change** are for those seeking to leverage expertise and networks - both inside and outside of higher education - to positively influence the success of our students and institutions.

By harnessing our efforts, we ensure Black colleges and universities are positioned to influence systems that can accelerate their progress.

Systems Change Highlight:
Climate Action Summit Track

Black colleges and universities activate on climate and environmental justice

Black higher education didn't cause the climate crisis, nor are we prime drivers of it. But that doesn't mean we aren't impacted by it, nor any less positioned to lead solutions for it.

Thanks to unprecedented support from the Waverley Street Foundation, we're shaping a new initiative to see how HBCUs can lead in a variety of climate action measures, including through climate-centered research, curriculum design, facilities planning, procurement, community engagement, advocacy, endowment strategy, and student activation.



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Systems Change Summit Tracks

K-12 Partnerships. Connecting primary and secondary to higher education to propel student achievement and success.

Climate Action. Advancing HBCU impact on environmental research, scholarship, innovation, advocacy, curriculum enhancements and community engagement.

Federal Programming. Deepening HBCU participation in federal research, policy and administrative programs.

Community Empowerment. Fortifying relationships among institutions and their home communities to embrace common causes, unified goals and aligned strategies.



Want to align your organization with educational equity and racial justice in action?

Are you interested in investing in the knowledge exchange of HBCU thought leaders, expert practitioners and strategic partners?

Then consider becoming a UNITE 2023 Sponsor.

Contact Julian Thompson at Julian.Thompson@uncf.org to learn more.

Key Benefits of 2023 Event Sponsorship

Brand association with UNCF and our UNITE summit.

Unprecedented access to leaders from higher education.

Meaningful response to documented needs and injustices.

Opportunity to support the outsized impact of HBCUs.

Novel partnership to support UNCF's guiding pillars.

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

Meaningful response to documented needs 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.

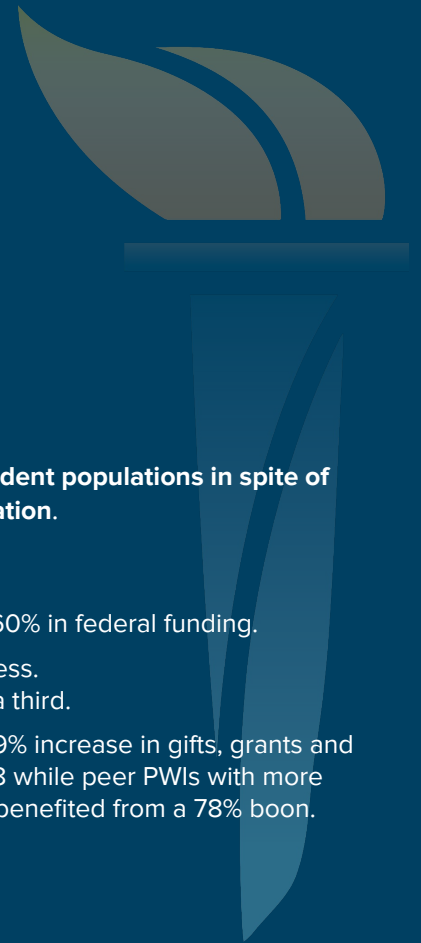
Compared with Predominantly White Institutions, HBCUs enroll 2.1 times more Pell-eligible (low-income) students.

Colleges

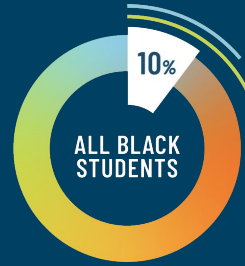
HBCUs persist in service to their student populations in spite of unequal funding and resource allocation.

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 support the
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

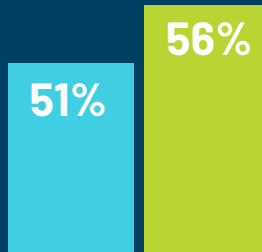
19% of all STEM degrees



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.

KEY BENEFIT

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

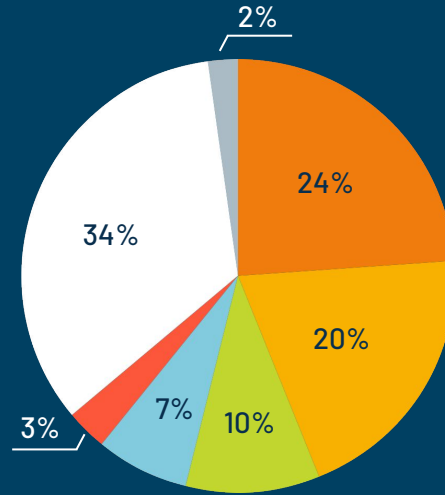
Expected this year are **1,000+ attendees**, including executives, researchers, advocates and educators from most of the nation's **102 Historically Black Colleges and Universities and 64 Predominantly Black Institutions.**

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

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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 UNCF's
guiding pillars.**

GUIDING PILLARS

- 1: Institutional Excellence
- 2: Student Success
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SPONSORSHIP LEVELS

TORCHBEARER

Title Sponsor: Contact Us

DEANS

Presenting Sponsors: \$100,000+

PROFESSORS

Champion Sponsors: \$50,000-\$99,999

SENIORS

Promoting Sponsors: \$25,000-\$49,999

JUNIORS

Supporting Sponsors: \$10,000-\$24,999

SOPHOMORES

Supporting Sponsors: \$5,000-\$9,999

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Supporting Sponsors: \$1,000-\$4,999

Sponsorship level is determined by the value of one or more opportunities selected.



SPONSORSHIP OPPORTUNITIES

Sponsors can select one or more of the following opportunities adding up to the total dollar amount of their sponsorship level (see previous page). Numbers in parenthesis indicate how many of each opportunity is available.

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 (7)

UNITE Guiding Pillar (5)

\$50,000

Closing Keynote Speaker (1)

Lunch Program (2)

Pre-Conference Reception (1)

Opening Keynote Speaker (1)

\$30,000

Presidential Gift Sponsor (1)

\$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

Sponsors Hall Exhibitor (40)

Coffee with the Presidents (3)

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)



Record-Number of Black College Presidents Expected



UNITE
with **Dillard!**
Join President Rochelle L. Ford at UNITE 2023.
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UNITE
with **FMU!**
Join President Jaffus Hardrick at UNITE 2023.
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UNITE
with **Yoorhees!**
Join President Ronnie Hopkins at UNITE 2023.
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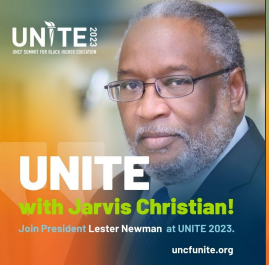
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with **Livingstone!**
Join President Anthony J. Davis at UNITE 2023.
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with **Philander Smith!**
Join President Roderick L. Smothers at UNITE 2023.
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with **Jarvis Christian!**
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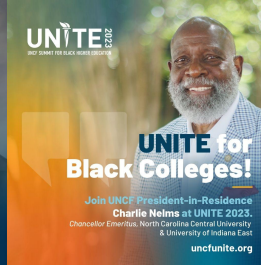
UNITE
with **LeMoyne-Owen!**
Join President Vernell Bennett-Fairs at UNITE 2023.
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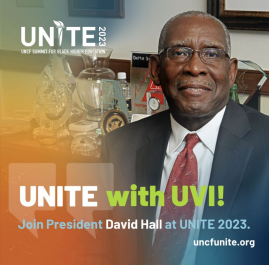
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with **Tuskegee!**
Join President Charlotte Morris at UNITE 2023.
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UNITE
with **Oakwood University!**
Join President Leslie Pollard at UNITE 2023.
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UNITE
for **Black Colleges!**
Join UNCF President-in-Residence
Charlie Nelms at UNITE 2023.
Chancellor Emeritus, North Carolina Central University
& University of Indiana East
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UNITE
with **UVI!**
Join President David Hall at UNITE 2023.
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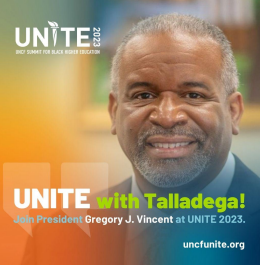
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Join President Cheryl Evans Jones at UNITE 2023.
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with **Rust!**
Join President Ivy Taylor at UNITE 2023.
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with **Shaw!**
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with **Tougaloo!**
Join President Carmen J. Walters at UNITE 2023.
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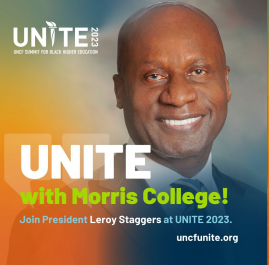
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with **Benedict!**
Join President Roslyn Clark Artis at UNITE 2023.
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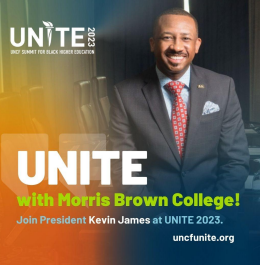
UNITE
for **Black Colleges!**
Join UNCF President-in-Residence
Beverly Hogan at UNITE 2023.
President Emerita, Tougaloo College
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UNITE
for **Black Colleges!**
Join UNCF President-in-Residence
Haywood L. Strickland at UNITE 2023.
President Emeritus, Wiley College & Texas College
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Join President Leroy Staggers at UNITE 2023.
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with North Carolina HBCUs

Help shape the future of HBCUs and PBIs



Shaw University

President Paulette Dillard

WITH

Livingstone College

President Anthony J. Davis



UNITE 2023
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

July 17-20

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To register visit:
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Amplification

Partners Communications Toolkit. Email Marketing. Social Media Marketing and Advertising. Earned Media.

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UNITE WITH US:

Register.

Shape Programming.

Secure Sponsorship.

Recruit Speakers.

Amplify. Amplify. Amplify.



TOGETHER,
we can deliver on the promise
of Black higher education.