

SPONSORSHIP OPPORTUNITIES AND BENEFITS



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.





Summit: July 17-20 Pre-Conference: July 16-17

@ Hyatt Regency Atlanta

Early-Bird Discount through March 31

uncfunite.org

UNCF SUMMIT FOR BLACK HIGHER EDUCATION Largest, most influential Gathering advancing Black colleges and universities.

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.



1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

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.



1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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



1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.



1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.

1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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.



1: Institutional Excellence

2: Student Success

3: Research and Innovation

4: Economic Mobility

5: Systems Change

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%+ quality 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.

UNIT FOR BLACK HIGHER EDUCATION

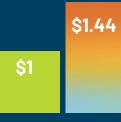
KEY BENEFIT Opportunity to support the outsized impact of HBCUs.



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.

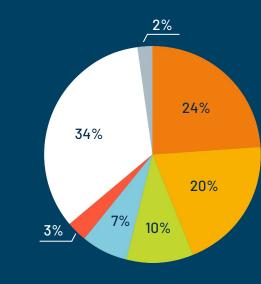
KEY BENEFIT Unprecedented access to leaders from higher education.

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 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 UNCF's guiding pillars.

GUIDING PILLARS

1: Institutional Excellence

2: Student Success

- 3: Research and Innovation
- 4: Economic Mobility
- 5: Systems Change

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

FRESHMEN 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)

\$30,000 Presidential Gift Sponsor(1)

\$25.000

Charging Station (1) Coffee Breaks (2) Hotel Room Key Card (1) Networking Lounge (1) Professional Headshot Booth (1) Snack Break (1)

\$15,000

Sponsors Hall Exhibitor (20-25) 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)



SPONSORSHIP OPPORTUNITIES AND BENEFITS \$100,000+

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	Recognition on Onsite Signage	Access to Attendee List	10'x10' Exhibit Booth Package
OPENING PLENARY SPONSOR (one available for \$125,000) • Five-minute remarks • Onstage logo recognition • Two live verbal recognitions	10	~	~	~	~	~
CLOSING PLENARY SPONSOR (one available at \$100,000) • Five-minute remarks • Onstage logo recognition • Two live verbal recognitions	10	~	~	~	~	~
HOMECOMING SPONSOR (one available at \$100,000) • Five-minute welcome remarks • Logo recognition on event signage • Two live verbal recognitions	10	~	~	~	~	~
PRESIDENTS' RECEPTION SPONSOR (one available at \$100,000) • Five-minute welcome remarks • Logo recognition on invitation • Logo recognition on reception signage	10	~	~	~	~	~
NETWORKING RECEPTION SPONSORS (two available at \$100,000 each): • Five-minute welcome remarks • Logo recognition on invitation • Logo recognition on reception signage	10	~	~	~	~	~

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$75,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	Recognition on Onsite Signage	Access to Attendee List	10'x10' Exhibit Booth Package
CUSTOMIZED RECEPTION SPONSOR (one available for \$75,000) • Ten-minute remarks/presentation • Logo recognition on invitation • Logo recognition on reception signage • Ability to distribute sponsor materials	5	v	~	~	v	v
GENERAL PLENARY SESSION SPONSORS (four available at \$75,000 each) • Five-minute remarks introducing speaker/panel • Onstage logo recognition • One live verbal recognition	5	v	~	~	~	v
UNITE GUIDING PILLAR SPONSOR (five available at \$75,000 each) • Logo recognition on pillar-related signage • One live verbal recognition during general plenary	5	v	~	v	~	v
PRE-CONFERENCE SESSION SPONSORS (seven available at \$75,000 each) • Five-minute remarks • Logo recognition on session signage • Two live verbal recognitions	5	v	~	~	~	v

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$50,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	Recognition on Onsite Signage	Access to Attendee List	10'x10' Exhibit Booth Package
CLOSING KEYNOTE SPEAKER SPONSOR (one available for \$50,000) • Two-minute remarks introducing keynote speaker • Onstage logo recognition	5	v	v	v	~	v
PRE-CONFERENCE RECEPTION SPONSOR (one available for \$50,000) • Two-minute welcome remarks • Logo recognition on reception signage	5	v	~	v	~	v
LUNCH PROGRAM SPONSORS (two available at \$50,000 each) • Five-minute remarks during lunch program • Logo recognition on lunch program signage	5	v	v	v	V	v

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$25,000+

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	Recognition on Onsite Signage
PRESIDENTIAL GIFT SPONSOR (one available for \$30,000) • Logo recognition on gift • One recognition during the summit	3	~	v	v
 NETWORKING LOUNGE SPONSOR (one available for \$25,000) Logo recognition on signage within networking common spaces One recognition during the summit 	3	~	v	v
 PROFESSIONAL HEADSHOT BOOTH SPONSOR (one available for \$25,000) Logo recognition on headshot booth signage and sign-up lists Onsite table to engage with participants One recognition during the summit 	3	~	v	v
CHARGING STATION SPONSOR (one available for \$25,000) • Logo recognition on charging stations signage • One recognition during the summit	3	~	v	v

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$25,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	Recognition on Onsite Signage
LANYARDS SPONSOR (one available for \$25,000) Logo recognition on lanyards One recognition during the summit	3	*	*	*
HOTEL-ROOM KEY-CARD SPONSOR (one available for \$25,000) • Logo recognition on hotel key cards • One recognition during the summit	3	~	v	v
SNACK-BREAK SPONSORS (two one available at \$25,000 each) • Logo recognition on snack table signage • One recognition during the summit	3	v	v	v
COFFEE-BREAK SPONSORS (two available at \$25,000 each) • Logo recognition on coffee table signage • One recognition during the summit	3	v	v	v

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$15,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication	10'x10' Exhibit Booth Package
SPONSORS HALL EXHIBITORS (twenty available at \$15,000 each) • 10'x10' exhibit booth package	2	~	1x	v
COFFEE WITH THE PRESIDENTS SPONSORS (three available at \$15,000 each) • Logo recognition on coffee table signage • One recognition during the summit	2	~	1x	
INTERNET LOGIN SCREEN SPONSOR (one available for \$15,000) • Logo on internet login screen • One recognition during the summit	2	~	۱x	

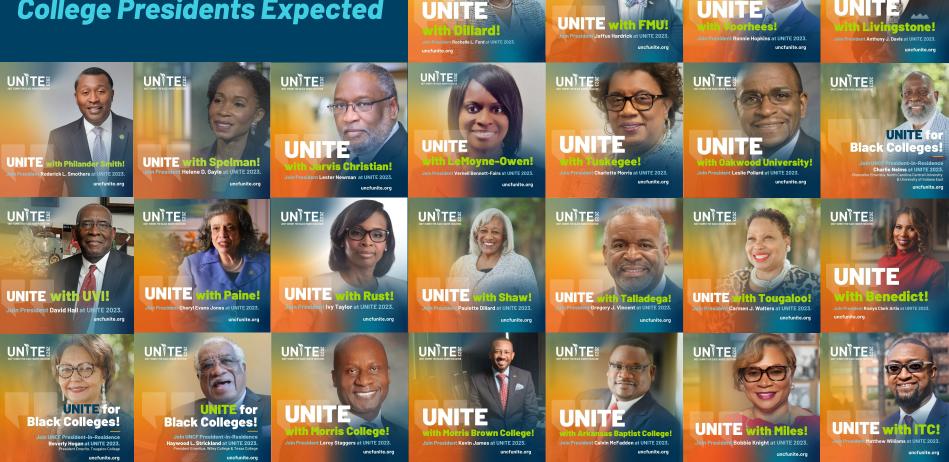
SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$10,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App	Recognition on Pre-Event Communication
INSTITUTIONAL AWARDS SPONSORS (five available at \$10,000 each) • Live verbal recognition during announcement • Photo op with awardees	2	~	Ίx
CHANGE-AGENT AWARDS SPONSORS (three available at \$10,000 each) • Live verbal recognition during announcement • Photo op with awardees	2	~	Ίx
LEGACY AWARDS SPONSORS (three available at \$10,000 each) • Live verbal recognition during announcement • Photo op with awardee	2	v	Ίx
INSTITUTIONAL TRANSFORMATION INCENTIVE SPONSOR (one available for \$10,000): • Live verbal recognition during announcement • Photo op with institutional representatives • One recognition during the summit	2	~	Ίx
INSTITUTIONAL CATALYTIC GRANTS SPONSORS (three available at \$10,000 each): • Live verbal recognition during announcement • Named throughout award process later in the year	2	~	îx

SPONSORSHIP OPPORTUNITIES AND BENEFITS: \$5,000

SPONSORSHIP OPPORTUNITY & BENEFITS	Complimentary Registration	Listing on Event App
FACULTY MINI RESEARCH GRANT SPONSORS (three available at \$5,000 each) • Create a research question • Empower small research project based on that question • Live verbal recognition during announcement • Named throughout award process later in the year	1	~
PRACTITIONER MINI RESEARCH GRANT SPONSORS (three available at \$5,000 each) • Create a research question • Empower small research project based on that question • Live verbal recognition during announcement • Named throughout award process later in the year	1	v

Record-Number of Black College Presidents Expected



UNITE

UNITES

UNITE

UNITE



Amplification

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

uncfunite.org

UNITE WITH US:

Register. Shape Programming. Secure Sponsorship. Recruit Speakers. Amplify. Amplify. Amplify.

uncfunite.org

UNCF SUMMIT FOR BLACK HIGHER EDUCATION TOGETHER, UNCF SUMMIT FOR BLACK HIGHER EDUCATION OF Black higher education.