



UNITE 2025
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

Updated October 2024

SPONSORSHIP PROSPECTUS



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

The Outsized Impact of HBCUs



Academic Performance:

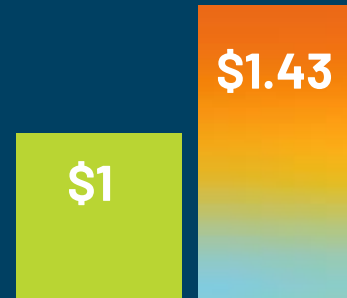
The 101 HBCUs across 19 states represent only 3% of all higher education institutes, yet...

They enroll 10% of all Black students.

They confer to Black students:

15% of all bachelor's degrees

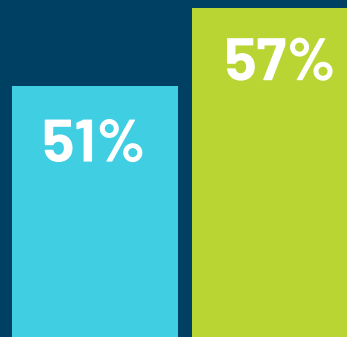
19% of all STEM degrees



Return-On-Investment:

HBCUs create \$16.5 billion in total economic impact, generating more than 136,000 jobs for local and regional economies.

Every dollar an HBCU and its students spends **generates \$1.43 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 57% more than they could without these college credentials.

An HBCU graduate working full-time can expect to earn \$1,036,403 in additional income.

SAVE THE DATE

UNITE 2025

UNCF SUMMIT FOR BLACK HIGHER EDUCATION

July 20 – July 24

Signia by Hilton | Atlanta, GA



1 WHY SPONSOR

Align with a national organization with a proven commitment to HBCUs, educational equity and racial justice.



UNITE 2025

UNCF PROGRAMMING PARTICIPANTS



WHY SPONSOR

**Invest in Black
higher education's
advancements in
institutional excellence,
student success,
research and innovation,
economic mobility
and systems change.**



5 GUIDING PILLARS

Reaching across traditional lines of responsibility to present a comprehensive view of pressing issues in higher education, the summit's guiding pillars seek to advance the missions of Black colleges and universities, strengthening Black higher education.

INSTITUTIONAL EXCELLENCE

Collaborate with institutional leaders, partners, and champions to examine promising strategies toward more effective partnerships, streamlined processes and enhanced skills and capabilities.

STUDENT SUCCESS

Help those most responsible for opportunities to teach, innovate and share thought leadership while revisiting time-proven approaches for all students to maximize their higher-education experience.

RESEARCH AND INNOVATION

Navigate seismic changes within remote learning, big data, institutional research, assessment and evaluation as a catalyst to deepen our digital solutions and data systems practices.

ECONOMIC MOBILITY

Champion the commitment to further the economic independence of Black college students and the Black community through collaborations among educators, industry leaders and strategic partners.

SYSTEMS CHANGE

Leverage expertise and networks inside and outside of higher education to positively influence, position, and accelerate student success and institutional progress.



WHY SPONSOR

**Access the largest
network of thought leaders,
expert practitioners
and strategic partners
transforming Black
colleges and universities.**



UNITE 2024 **BY THE NUMBERS**

1,362
TOTAL REGISTRANTS

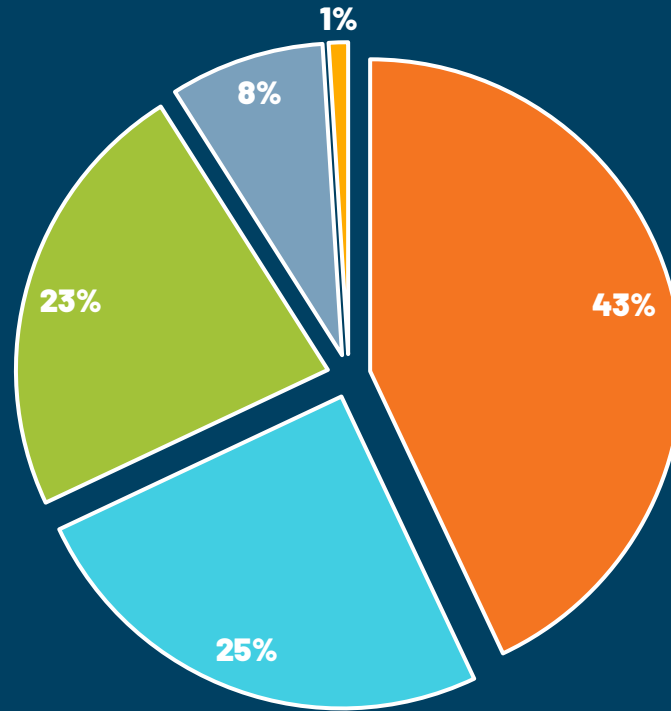
EXCELLENT/GOOD

Overall Summit Rating Given by

93% of Attendees

101 Education Institutions Represented

34 College/University Presidents Registered



2023 Summit Attendees Representing 75+ HBCUs/PBIs

- **43% HBCUs/PBIs**
- **25% Non-Profit Organizations**
- **23% For Profit/Philanthropic Organizations**
- **8% UNCF Staff**
- **1% Other**

PROGRAMMING

- **5 Guiding Pillars**
- **25 Focus Areas**
- **250+ Proposals Submitted**
- **160+ Sessions**
- **350 Speakers**
- **160+ Participating Organizations**

WHY SPONSOR

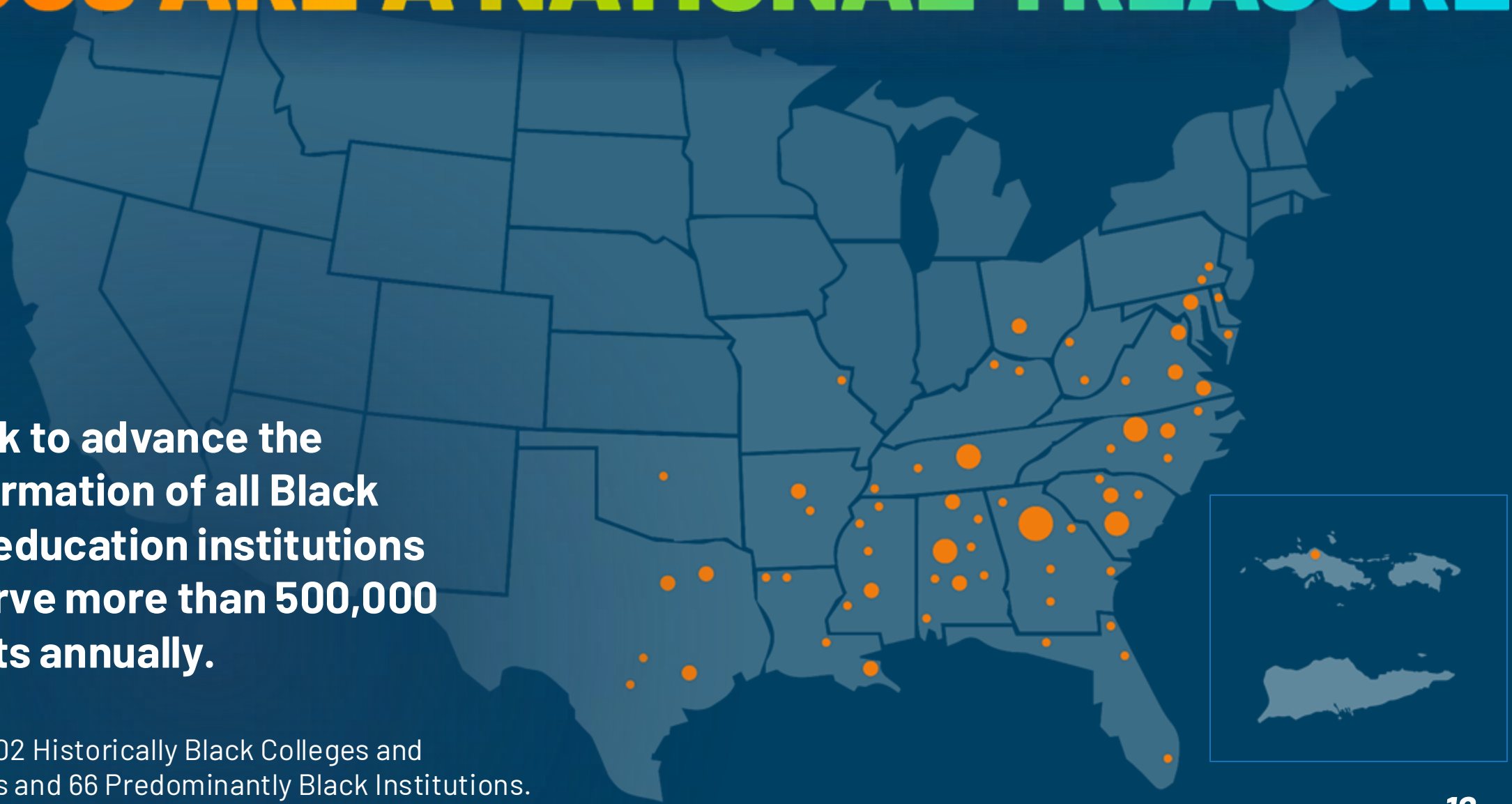
**Support the proven
and outsized impact
of Black colleges
and universities.**



HBCUs ARE A NATIONAL TREASURE

We seek to advance the transformation of all Black higher education institutions that serve more than 500,000 students annually.

There are 102 Historically Black Colleges and Universities and 66 Predominantly Black Institutions.



SPONSORSHIP STEPS

Step 1:

**Select Sponsorship
OPPORTUNITIES
to determine your
Sponsorship LEVEL.**

Step 2:

**Review the preset
Sponsorship
BENEFITS of your
Sponsorship LEVEL.**

Step 3:

**Contact Kendra Sharp Deas,
UNCF Institute for Capacity
Building Strategist, to finalize
your sponsorship package and
ensure the fulfillment of all
opportunities and benefits:**

Kendra.Sharp@uncf.org

SPONSORSHIP LEVELS & OPPORTUNITIES

STEP 1: Select Sponsorship OPPORTUNITIES to determine your Sponsorship LEVEL.

TORCHBEARER

Contact Us

PROFESSOR

\$100,000+

SENIOR

\$50,000-\$99,999

JUNIOR

\$25,000-\$49,999

SOPHOMORE

\$10,000-\$24,999

FRESHMAN

\$5,000-\$9,999

GENERAL

\$1,000-\$4,999

\$100,000 +

Opening Gala Remarks (1)
Homecoming (1)

\$75,000

UNITE Guiding Pillar Plenary (5)
VIP Reception (2)
Pre-Gala Reception (1)
Introduction of Commencement
Speaker (1)

\$50,000

Pre-Conference Session (7)
Pre-Conference Reception (1)
Networking Reception (5)
Hotel Room Welcome Bags (1)
Spark Talks (1)

\$35,000

Coffee with Presidents (1)
UNITE Lanyards (1)
UNITE Attendee Bags (1)
Hotel Room Key Card (1)

\$25,000

General Coffee Breaks (2)
General Lunch Sponsor (2)
Charging Stations (3)
General Snack Break (2)
Professional Headshot Booth (1)
Meeting Room (1)
Student Networking Session (1)
Quiet Space Room (1)
Wellness Programming (2)

\$15,000

Wi-Fi Login Screen (1)
App Mobile Screen (1)
Homecoming Photobooth (1)
Change Agent Award (3)
Institutional Award (6)
Sponsors Hall Exhibitor (19)

\$10,000

HBCU Voices Podcast Episode (2)
Faculty Mini Research Grant (3)
Practitioner Mini-Grant (3)
Massage Stations (3)
Post-UNITE Pillar Webinar (5)

\$5,000

Conference Evaluation (1)
Homecoming Vendor Tent (10)
Registration Scholarship (50)

SPONSORSHIP OPPORTUNITIES

App Mobile Screen. Brand logo on WIFI log-in screen alongside UNITE logo.

Change Agent Award. Sponsor a change agent award. Awardees will be selected by the ICB team by way of an internal voting process.

Charging Station. Sponsor a portable charging station for attendees during the duration of the conference.

Coffee with the Presidents. Afternoon coffee with attending HBCU/PBI Presidents. Invitation to Presidents will be sent via ICB team but language can be provided by sponsor.

Conference Evaluations. Sponsor post-Summit conference evaluations. The organization's logo will be placed on the conference evaluation form.

Faculty Mini Research Grants. Sponsor a faculty research mini grant based on a specific area of subject expertise. Criteria for the grant will be provided by a sponsor. Dissemination of grant opportunities will be handled by the ICB team.

General Coffee Breaks. Sponsor coffee breaks during one day of the summit. Branded signage will be placed in a visible area.

General Lunch Sponsor. Sponsor lunch session during one day of the summit. Branded signage will be placed in a visible area.

General Snack Breaks. Sponsor snack breaks during one day of the summit. Branded signage will be placed in a visible area.

HBCU Voices – Podcast Episode. Sponsor an HBCU Voices podcast episode. A brief description of the organization will be shared with the audience by podcast host and logo will be placed on the opening segment of episode.

Homecoming. Branding during the event. Remarks (5 mins) at the beginning of the event. Includes S&R signage. Opportunity to partner on homecoming activities or giveaways.

Homecoming Photo Booth. Sponsor the general photobooth during the Homecoming event. Does not include the logo in the photo. Branded signage will be placed in a visible area.

Homecoming Tent. 10X10 booth to promote organizational brand. Placement is assigned internally by the ICB team.

Hotel Key Cards. Brand logo on hotel key cards alongside UNITE logo.

Institutional Awards. Sponsor an institutional award. Awardees will be selected by the ICB team by way of an internal voting process.

Introduction of Commencement Speaker. Provide remarks (5) min on stage before intro of keynote speaker.

Massage Stations. Sponsor a Massage Station, providing attendees with relaxation while enhancing your brand's visibility and engagement

Meeting Room. Sponsor meeting room space provided by the hotel that will be utilized as an open space for attendees to take meetings and phone calls. Branded signage will be placed outside of the room.

Networking Reception. Includes signage and table set-up in visible area of event space and speaking opportunity (5 min) Host/sponsor a networking reception for a specific group. (i.e., Chief Financial Officers, or VPs of Student Affairs)

Opening Gala Remarks. Provide remarks (7 min) at the top of the agenda /program. One media asset allotted for transition period. VIP Special Table. (Gala Night Only)

SPONSORSHIP OPPORTUNITIES

Post-UNITE Webinar. Host a post-UNITE 1 hour webinar on CTA. Invitations to the HBCU network will be disseminated by the ICB team. The run of the show must be approved by the ICB team and must be in alignment with one of the UNITE CTA's.

Practitioner Mini Grants. Sponsor a practitioner research mini grant based on a specific area of subject expertise. Criteria for the grant will be provided by a sponsor. Dissemination of grant opportunities will be handled by the ICB team.

Pre-Conference Reception. Includes signage and table set-up in visible area of event space and speaking opportunity (5 min). Host/sponsor reception for all pre-conference attendees.

Pre-Conference Session. Sponsor one of the pre-conference sessions. Includes signage and table set-up in visible area of event space and speaking opportunity. (5 min)

Professional Headshot Booth. Sponsor headshot booth during one day of the summit. Branded signage will be placed in a visible area.

Pre-Gala Reception. Branding at the reception, opportunity to host and network with the VIPs (includes institutional presidents, major sponsors, UNCF leadership and other special guests). Includes S&R signage.

Quiet Space Room. Sponsor quiet room space provided by the hotel that will be utilized as an open space for attendees to participate in quiet activities. Branded signage will be placed outside of the room.

Registration Scholarships. Sponsor travel or lodging for an aspiring UNITE attendee.

Spark Talks. A series of thought-provoking discussions from industry leaders. Takes place in a unique theater style space separate from breakout sessions and exhibit hall.

Sponsors Hall Exhibitor. 10X10 booth to promote organizational brand. Signage, table, two chairs and a small trash can included. Placement is assigned internally by the ICB team.

Student Networking Session. Host a student focused networking event. Branded signage will be placed in a visible area. Invitations will be sent by the ICB team.

UNITE Attendee Bags. Brand logo on summit attendee bags alongside UNITE logo.

UNITE Guiding Pillar Plenary. Branding associated with one of the summit's guiding pillars. Signage in the visible area of event space, and logo on the main stage.

UNITE Lanyards. Brand logo on summit lanyards alongside UNITE logo.

VIP Reception. Branding at the reception, opportunity to host and network with the VIPs (includes institutional presidents, major sponsors, UNCF leadership and other special guests). Includes S&R signage.

Welcome Gift. Sponsor gifts that will be placed inside of attendee hotel rooms for the summit. Max 850 gifts.

Wellness Programming. Sponsor wellness activity for UNITE attendees. (i.e., yoga, meditation, morning walk session, massage chairs) Limited Spacing is available. Can not compete with plenary sessions or high-level summit activities.

Wi-Fi Login Screen. Brand logo on WIFI log-in screen alongside UNITE logo.

SPONSORSHIP LEVELS & BENEFITS AT A GLANCE

STEP 2: Review the preset Sponsorship BENEFITS of your Sponsorship LEVEL.

GENERAL	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	PROFESSOR	TITLE SPONSOR
\$1,000-\$4,999	\$5,000-\$9,999	\$10,000-\$24,999	\$25,000-\$49,999	\$50,000-\$99,999	\$100,000+	CONTACT US
Logo Placement on UNITE Website	Early-Bird Discount for Additional Registrants	2 Registrations	5 Registrations	5 Registrations	All SENIOR Benefits	All PROFESSOR Benefits
	Logo Placement on UNITE Website	Early-Bird Discount for Additional Registrants	Early-Bird Discount for Additional Registrants	Early-Bird Discount for Additional Registrants	+	+
	Logo Placement on UNITE App	Logo Placement on UNITE Website	Logo Placement on UNITE Website	Logo Placement on UNITE Website	5 Additional Registrations	UNITE 2024 Co-Branding
	Item in Swag Bags	Logo Placement on UNITE App	Logo Placement on UNITE App	Logo Placement on UNITE App	Breakout Space Engagement	Pre-Event Media Opportunities (Press Release)
	Group Recognition on Social Media	Item in Swag Bags	Onsite Signage	Access to Attendee Registration List	Opening Gala Special Table Placement	HBCU Voices Podcast Interview
		Personalized Recognition on Social Media	Item in Swag Bags	Onsite Signage		VIP Lodging Suite Opportunities for Remarks
			Personalized Recognition on Social Media	Item in Swag Bags		
				Personalized Recognition on Social Media		

SAMPLE SPONSORSHIP PACKAGES

LEVEL:
FRESHMAN

CONTRIBUTION:
\$5,000

OPPORTUNITIES:

Registration
Scholarship
\$5,000

LEVEL:
SOPHOMORE

CONTRIBUTION:
\$20,000

OPPORTUNITIES:

HBCU Voices Podcast
Episode
\$10,000

Conference
Evaluation
\$5,000

Registration
Scholarships
\$5,000

LEVEL:
JUNIOR

CONTRIBUTION:
\$35,000

OPPORTUNITIES:

Homecoming Photobooth
\$15,000

Massage Stations
\$10,000

Homecoming Vendor Tent
\$5,000

Conference Evaluation
\$5,000

LEVEL:
SENIOR

CONTRIBUTION:
\$50,000

OPPORTUNITIES:

General Lunch
Sponsor
\$25,000

Institutional Award
\$15,000

Practitioner Mini
Grant
\$10,000

LEVEL:
PROFESSOR

CONTRIBUTION:
\$125,000

OPPORTUNITIES:

VIP Reception
\$75,000

Snack Break
\$25,000

Professional
Headshot Booth
\$25,000



CONTACT US

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uncfunite.org

Follow us on social media:

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To finalize your sponsorship package and ensure the fulfillment of all benefits and opportunities: contact:

Dr. Kendra Sharp Deas: Kendra.Sharp@uncf.org
Julian Thompson: Julian.Thompson@uncf.org

