



**UNITE** 2025  
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

*Updated January 2025*

# **SPONSORSHIP PROSPECTUS**



**UNITE** 2025  
UNCF SUMMIT FOR BLACK HIGHER EDUCATION

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

# The Outsized Impact of HBCUs



## Academic Performance:

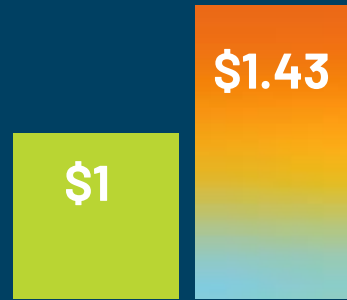
The 101 HBCUs across 19 states represent only 3% of all higher education institutes, yet...

**They enroll 10% of all Black students.**

They confer to Black students:

**15% of all bachelor's degrees**

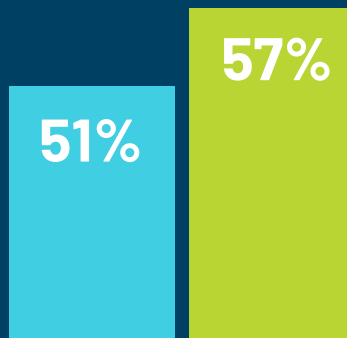
**19% of all STEM degrees**



## 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**

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## 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**

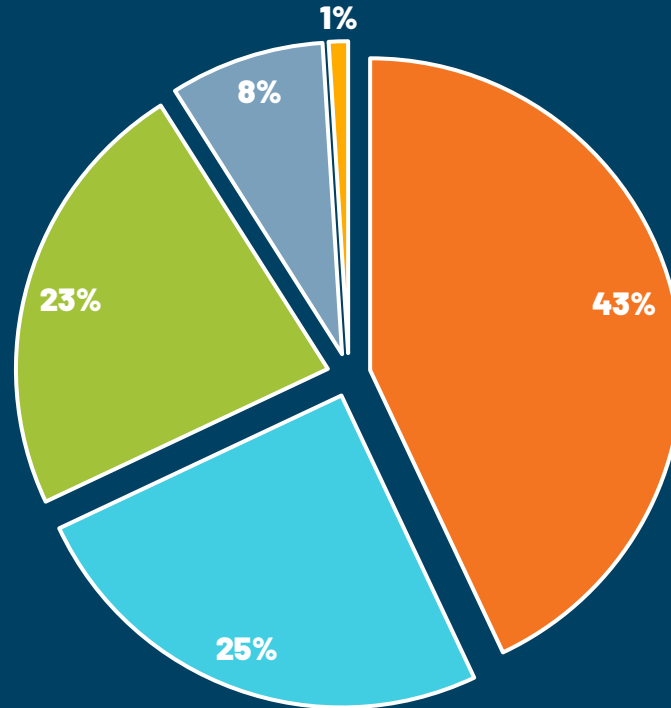
## EXCELLENT/GOOD

Overall Summit Rating Given by

**93% of Attendees**

**101** Education Institutions Represented

**34** College/University Presidents Registered



2024 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

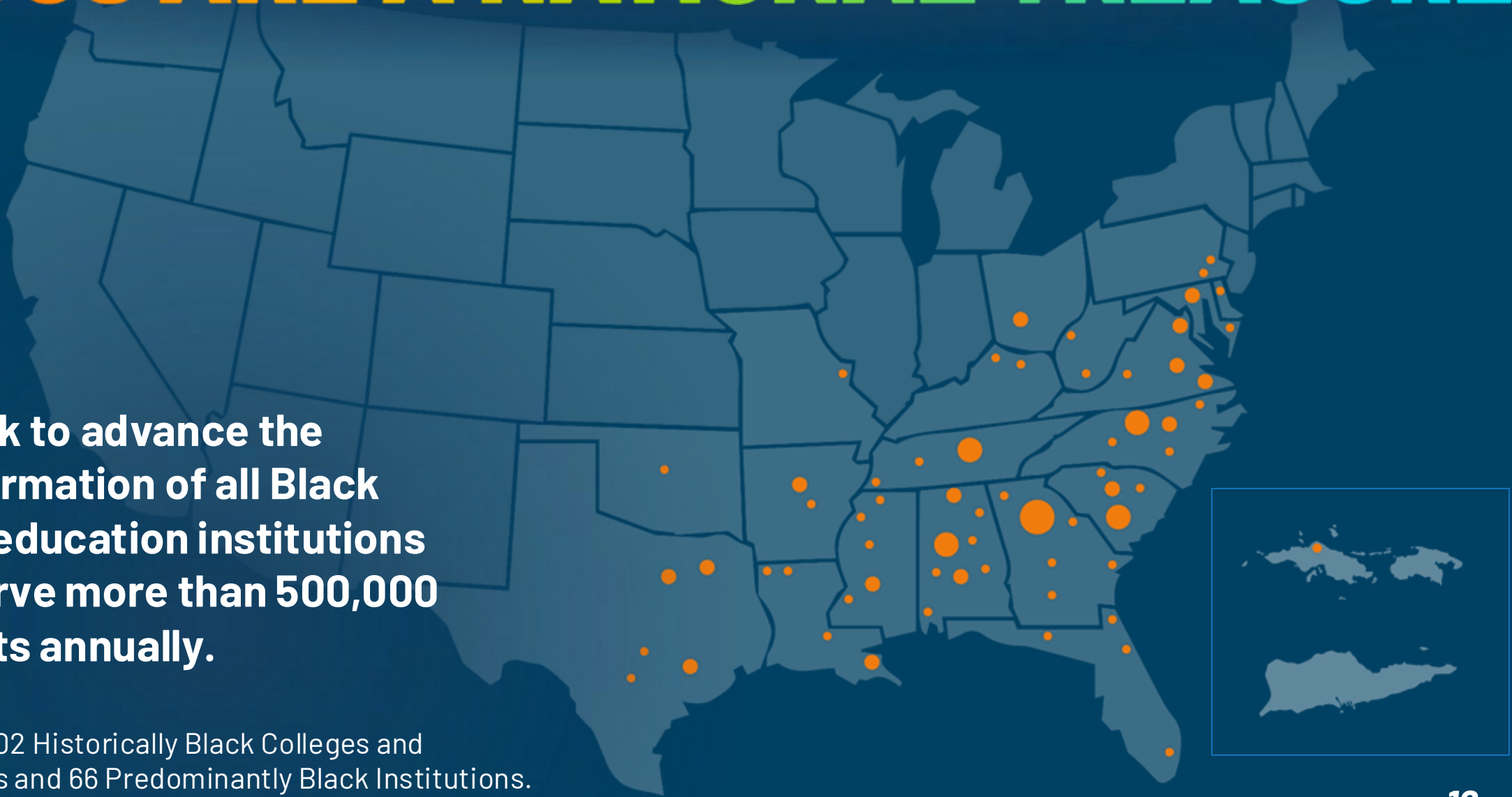
**Support the proven  
and outsized impact  
of Black colleges  
and universities.**



# 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**

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## **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](mailto: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 Logo Placement on UNITE Website Logo Placement on UNITE App Item in Swag Bags Group Recognition on Social Media	2 Registrations Early-Bird Discount for Additional Registrants Logo Placement on UNITE Website Logo Placement on UNITE App Item in Swag Bags Personalized Recognition on Social Media	5 Registrations Early-Bird Discount for Additional Registrants Logo Placement on UNITE Website Logo Placement on UNITE App Onsite Signage Item in Swag Bags Personalized Recognition on Social Media	5 Registrations Early-Bird Discount for Additional Registrants Logo Placement on UNITE Website Logo Placement on UNITE App Access to Attendee Registration List Onsite Signage Expo Hall Exhibit Booth Item in Swag Bags Personalized Recognition on Social Media	All SENIOR Benefits + 5 Additional Registrations Breakout Space Engagement Opening Gala Special Table Placement	All PROFESSOR Benefits + UNITE 2024 Co-Branding Pre-Event Media Opportunities (Press Release) HBCU Voices Podcast Interview VIP Lodging Suite Opportunities for Remarks

# 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

UNCF SUMMIT FOR BLACK HIGHER EDUCATION



# CONTACT US

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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@unconfunite.org](mailto:Kendra.Sharp@unconfunite.org)**

**Julian Thompson: [Julian.Thompson@unconfunite.org](mailto:Julian.Thompson@unconfunite.org)**

