



# SPONSORSHIP PROSPECTUS

A stylized torch icon is positioned between the letters 'I' and 'T' of the word 'UNITE'. The torch has a blue handle and a flame with orange and yellow colors.

UNITE 2026

TOGETHER WE LEAD

# 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:

**16% of all bachelor's degrees**

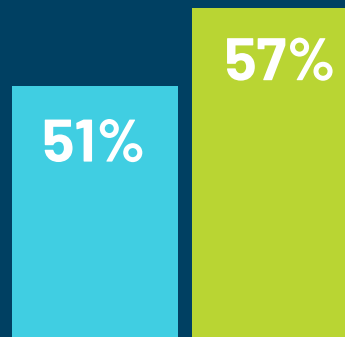
**18% of all STEM degrees**



## 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.

# UNITE 2025 *BY THE NUMBERS*

**1,384**

**TOTAL REGISTRANTS**

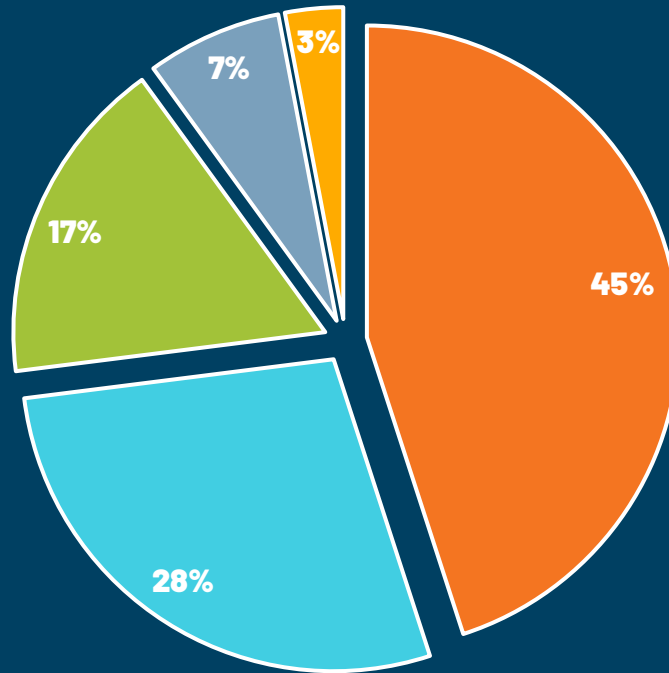
## EXCELLENT/GOOD

Overall Summit Rating Given by

**99% of Attendees**

**101** Education Institutions Represented

**54** Presidents/Chancellors Registered



2025 Summit Attendees  
Representing 85+ HBCUs/PBIs

**45% HBCUs/PBIs**

**28% Non-Profit Organizations**

**17% For Profit/Philanthropic Organizations**

**7% UNCF Staff**

**3% Other**

## PROGRAMMING

**70+ Concurrent Sessions**

**25 Workshops & Meetings**

**25 Focus Areas**

**6 Plenary Sessions**

**5 Guiding Pillars**



**SAVE THE DATE**

# UNITE 2026

July 19 – July 23  
**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 2026

## UNCF PROGRAMMING PARTICIPANTS

### COMPREHENSIVE SUPPORT FOR HBCUS AND THEIR STAKEHOLDERS

At UNCF, we understand that the success of HBCUs requires a holistic approach—one that supports not just institutions, but also the students, faculty, leaders, and communities they serve.

UNITE 2026 will bring together every dimension of UNCF's programming, offering a 360-degree perspective on how we advance equity, innovation, and sustainability across the HBCU ecosystem.

Through scholarships, research, advocacy, capacity building, and teaching innovation, UNCF is uniquely positioned to align national resources with institutional priorities. From strengthening the leadership pipeline to elevating public policy, from advancing STEM pathways to enhancing K-12 access, our collective programming demonstrates the breadth and depth of support that empowers HBCUs to thrive today and lead into the future.

This integrated approach ensures that HBCUs—and the students and families they serve—have access to the tools, data, and networks required to drive transformative change and deliver lasting impact.





## 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 HBCUs strengthening the entire higher education ecosystem.

### INSTITUTIONAL EXCELLENCE

Collaborate with institutional changemakers to unlock strategies that expand the skills and capabilities needed to lead in a rapidly evolving landscape.

### STUDENT SUCCESS

Empower faculty, staff, and innovators to elevate student learning while ensuring every learner maximizes the value of their higher-education journey.

### RESEARCH AND INNOVATION

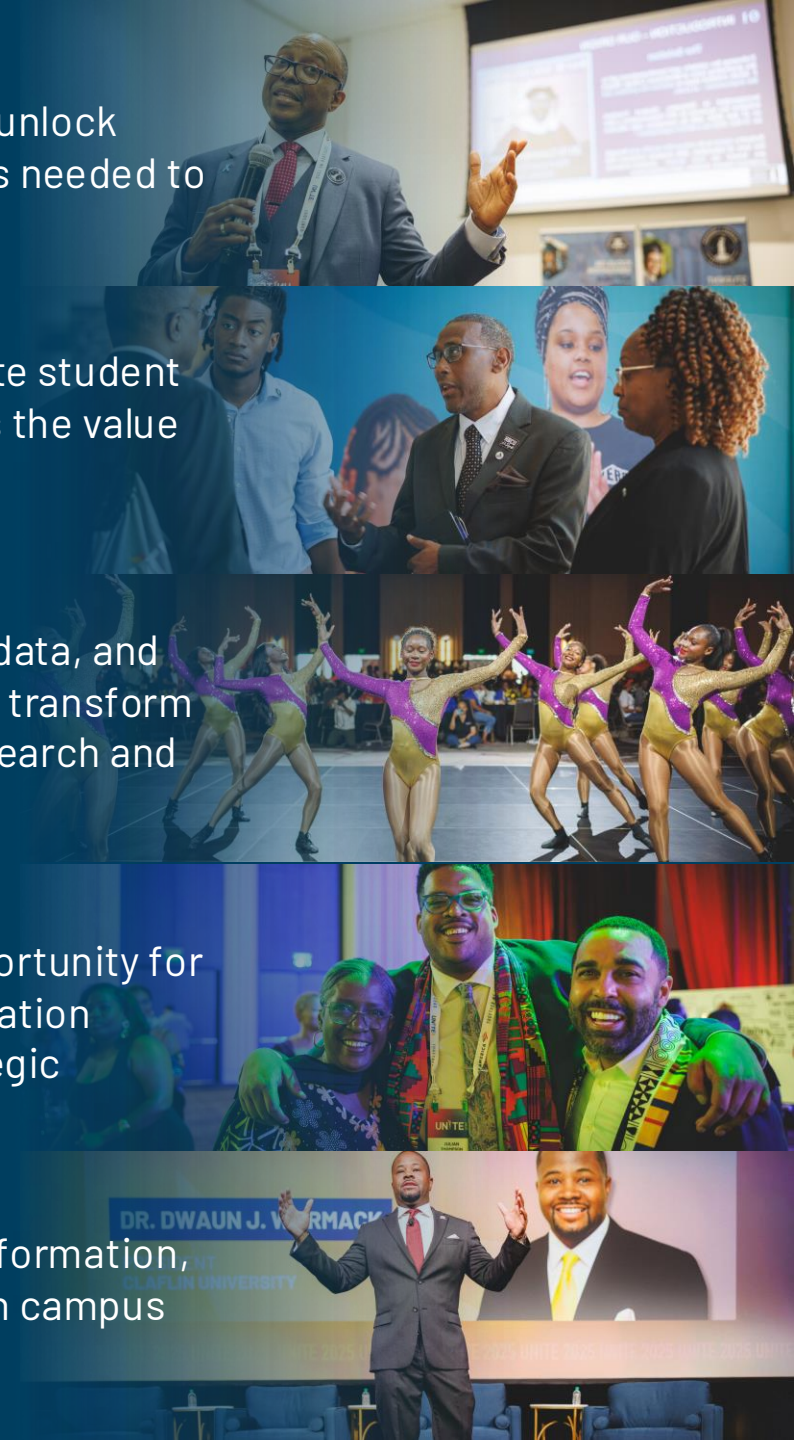
Harness the power of artificial intelligence, big data, and emerging technologies to accelerate discovery, transform digital learning, and strengthen institutional research and evaluation.

### ECONOMIC MOBILITY

Champion pathways that expand economic opportunity for students and partnerships that deepen collaboration between educators, industry leaders, and strategic partners.

### SYSTEMS CHANGE

Leverage institutional leadership to spark transformation, dismantle barriers, and accelerate progress – on campus and beyond.



## WHY SPONSOR

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





## WHY SPONSOR

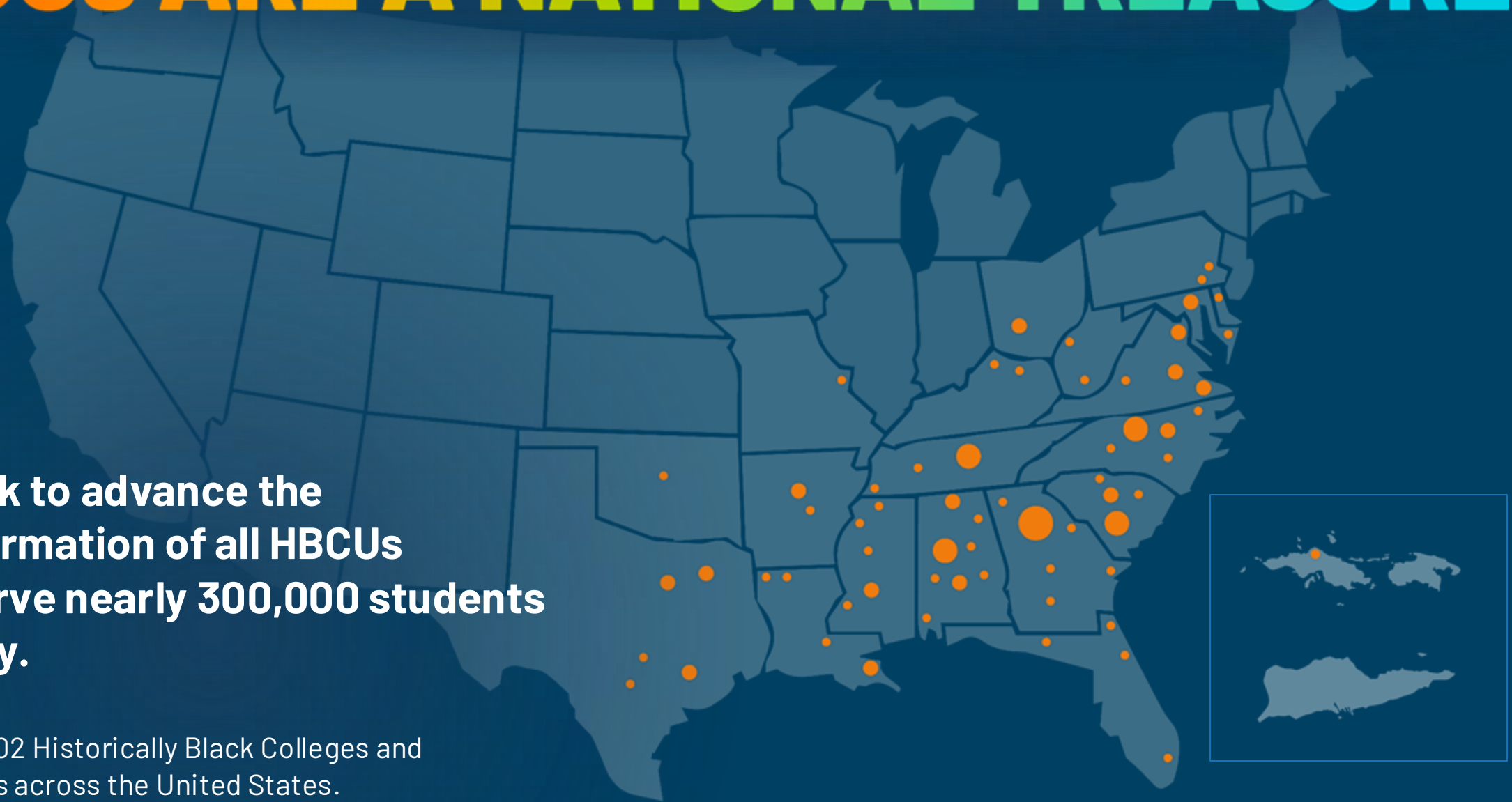
**Support the proven  
and outsized impact  
of Black colleges  
and universities.**



# HBCUs ARE A NATIONAL TREASURE

**We seek to advance the transformation of all HBCUs that serve nearly 300,000 students annually.**

There are 102 Historically Black Colleges and Universities across the United States.





# **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 us to finalize your  
sponsorship package and  
ensure the fulfillment of all  
opportunities and benefits:**

# 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
	Group Recognition on Social Media	Early-Bird Discount for Additional Registrants	Early-Bird Discount for Additional Registrants	Access to Attendee Registration List	+	+
	Item in Attendee Bags	Group Recognition on Social Media	Item in Attendee Bags	Dedicated Main Stage Moment	5 Additional Registrations	UNITE 2026 Co-Branding
	Logo Placement on UNITE App/Website	Item in Attendee Bags	Logo Placement on UNITE App/Website	Early-Bird Discount for Additional Registrants	Breakout Space Engagement	Pre-Event Media Opportunities
	VIP Reception Tickets (1)	Logo Placement on UNITE App/Website	Personalized Recognition on Social Media	Expo Hall Exhibit Booth	Opening Gala VIP Table	HBCU Voices Podcast Interview
		VIP Reception Tickets (2)	VIP Reception Tickets (3)	Item in Attendee Bags		VIP Lodging Suite
				Logo Placement on UNITE App/Website		Opportunities for Remarks
				Opening Gala Special Table Placement		
				Personalized Recognition on Social Media		
				VIP Reception Tickets (5)		

# SPONSORSHIP LEVELS & OPPORTUNITIES

STEP 1: Select Sponsorship ACTIVITIES 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 +

Mainstage Keynote Speaker

### \$75,000

Homecoming Sponsor

Presidents Reception

UNITE Guiding Pillar Plenary

### \$50,000

Co-Branded UNITE Attendee Bags

Community Announcement

Pre-Conference Session

Pre-Conference Reception

VIP Reception

### \$35,000

Afternoon Coffee w/ Executive Leaders

Customized Networking Reception

Happy Hour w/ Executive Leaders

UNITE Lanyards

UNITE Breakout Session

### \$25,000

Branded Charging Stations

Branded Massage Stations

Branded Networking Lounge

Hotel Key Cards

Professional Headshot Booth

Student Networking Session

### \$20,000

HBCU Voices Special Guest Episode

Sponsored Coffee Breaks

Sponsored Snack Breaks

Private Meeting Space

### \$15,000

Wi-Fi Login Screen

App Mobile Screen

Change Agent Award

Institutional Award

Post-UNITE Pillar Webinar

Sponsors Hall Exhibitor

### \$10,000

Faculty Mini Research Grant

HBCU Voices Soundbite Episode

Institutional Catalytic Grant

Practitioner Mini Grant

Pre-Summit Champion

### \$5,000

Branded Conference Evaluation

Homecoming Vendor Tent

Registration Scholarship

Wellness Activity

# SAMPLE SPONSORSHIP PACKAGES

**LEVEL:**  
FRESHMAN

**CONTRIBUTION:**  
\$5,000

**OPPORTUNITIES:**

Registration  
Scholarship  
\$5,000

**LEVEL:**  
SOPHOMORE

**CONTRIBUTION:**  
\$20,000

**OPPORTUNITIES:**

Faculty Mini Grant  
\$10,000

Conference Evaluation  
\$5,000

Registration  
Scholarships  
\$5,000

**LEVEL:**  
JUNIOR

**CONTRIBUTION:**  
\$35,000

**OPPORTUNITIES:**

Change Agent Award  
\$15,000

Pre-Summit Champion  
\$10,000

Homecoming Vendor Tent  
\$5,000

Conference Evaluation  
\$5,000

**LEVEL:**  
SENIOR

**CONTRIBUTION:**  
\$50,000

**OPPORTUNITIES:**

Branded Charging  
Stations  
\$25,000

Wi-Fi Log In Screen  
\$15,000

Practitioner Mini Grant  
\$10,000

**LEVEL:**  
PROFESSOR

**CONTRIBUTION:**  
\$125,000

**OPPORTUNITIES:**

Presidents Reception  
\$75,000

Hotel Key Cards  
\$25,000

Branded Networking  
Lounge  
\$25,000



# SPONSORSHIP OPPORTUNITIES

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

**Branded Charging Stations.** Sponsor a portable charging station for attendees during the duration of the conference.

**Branded Massage Station.** Wellness-focused lounge branded by the sponsor, offering attendees chair massages during the event.

**Branded Networking Lounge.** Customizable lounge space where attendees connect, network, and recharge. Signage included.

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

**Coffee w/ Executive Leaders.** Afternoon coffee with a selection of attending HBCU/PBI executive leaders.

**Community Announcement.** Sponsor lunch session during one day of the summit. Branded signage will be placed in a visible area.

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

## **Customized Networking**

**Reception.** Host/sponsor a networking reception for a specific group. Includes signage and table set-up in visible area of event space and speaking opportunity.

**Expo Hall Exhibitor.** Signature booth in the UNITE expo hall to promote organizational brand. Signage, table, two chairs and a small trash can included.

**Faculty Mini Research Grants.** Sponsor a faculty research mini grant based on a specific area of subject expertise. 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.

**Happy Hour w/ Executive Leaders.** Host an evening happy hour with a selection of attending HBCU/PBI executive leaders.

**HBCU Voices – Soundbite Episode.** Sponsor a recorded podcast episode. Includes a brief description of the sponsoring organization.

## **HBCU Voices – Special Guest Episode.**

Participate in the development of a podcast episode featuring a special guest from your organization. Includes a brief spotlight and description of your organization as the sponsoring partner.

**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 Vendor Tent.** Table to promote organizational brand during Homecoming.

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

**Institutional Catalytic Grant.** Support a small grant to help HBCUs launch or scale innovative initiatives.

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

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

**Meeting Room.** Sponsor meeting room space that will be utilized as an open space for attendees to rest and relax. Branded signage included.

# SPONSORSHIP OPPORTUNITIES

**Post-UNITE Webinar.** Host a post-UNITE 1 hour webinar in alignment with one of the UNITE CTAs.

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

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

**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.

**Professional Headshot Booth.** Sponsor a headshot booth for attendees during one day of the summit. Branded signage included.

**Pre-Summit Champion.** Recognition as a supporter of pre-conference programming. Signage not included.

**Private Meeting Space.** Exclusive meeting space available for 1 hour to host private meetings and conversations.

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

**Student Networking Session.** Host a student focused networking event. Branded signage included.

**Sponsored Coffee Breaks.** Sponsor coffee breaks during one day of the summit. Branded signage included.

**Sponsored Snack Breaks.** Sponsor snack breaks during one day of the summit. Branded signage included.

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

**UNITE Breakout Session.** Sponsor a breakout session aligned with your organization's expertise.

**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.** Host/sponsor reception for all VIP conference attendees. Includes signage and table set-up in visible area of event space and speaking opportunity.

**Wellness Programming.** Sponsor wellness activity for UNITE attendees. (i.e., yoga, meditation, morning walk session)

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

# TOGETHER WE LEAD



# CONTACT US

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**uncfunite.org**

Follow us on social media:

-  UNCF Institute for Capacity Building
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-  @UNCFICB
-  @UNCFICB

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

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