



NCORE®

National Conference on Race and Ethnicity
The UNIVERSITY of OKLAHOMA OUTREACH

Sponsorship and Advertising Guide New Orleans, LA | May 30-June 3, 2023

NCORE®

For 35 years, NCORE® has provided a significant forum for discussion, critical dialogue, and exchange of information as institutions of higher education search for effective strategies to enhance access, social development, education, positive communication, and cross-cultural understanding in culturally diverse settings. The NCORE® conference supports the complex task of creating and sustaining comprehensive institutional change designed to improve racial and ethnic relations on campuses and to expand opportunities for educational access and success by culturally and racially diverse, traditionally underrepresented populations.

NCORE® Purpose

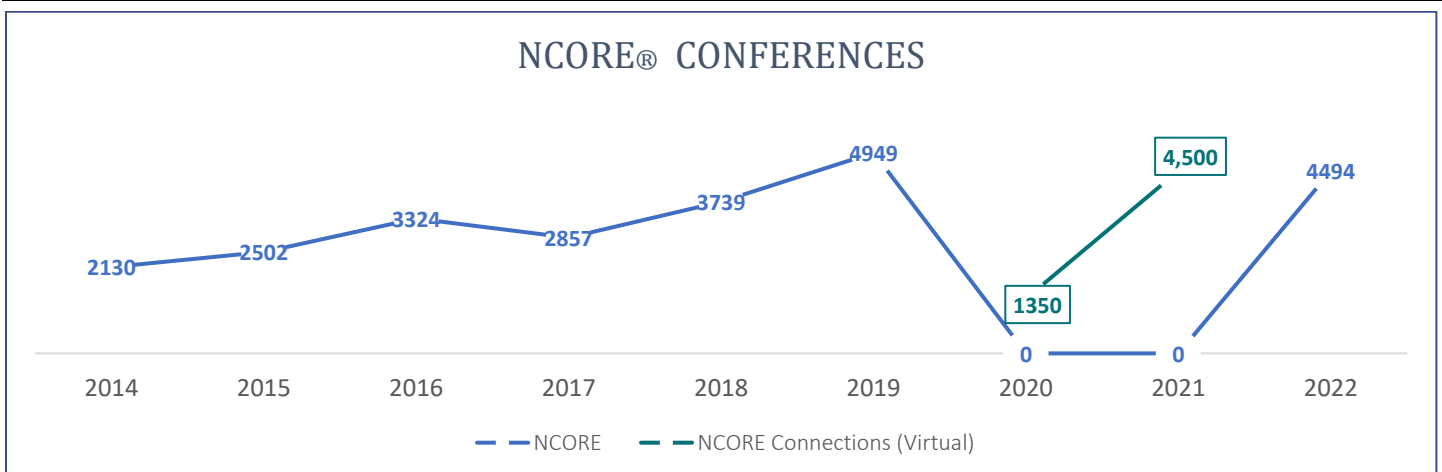
To provide the national forum to discuss issues, promote solutions and share best practices regarding inclusion, diversity, equity, accessibility, and belonging in higher education.

NCORE® Attendees

NCORE® attendees come from two-year and four-year institutions across the United States, sovereign nations, and U.S. territories and include:

- Senior administrative officers, including Chancellors, Presidents, Vice Presidents, and Provosts
- Academic affairs administrators, deans, department chairs, and teaching faculty
- Staff from offices of diversity, equity and inclusion, affirmative action, equal employment opportunity, and minority affairs
- Student support professionals, including admissions, student life, financial aid, personnel, public safety, alumni affairs, advising, and athletics
- Representatives of state and national institutes, associations, agencies, commissions, and foundations
- Student leaders and student scholars
- Representatives of community-based agencies and organizations

NCORE® Attendance



NCORE® Benefits

- ⇒ Cutting-edge forums for discussion, critical dialogue, and exchange relative to inclusivity, diversity, equity, accessibility, and belonging in higher education
- ⇒ Ideas to create inclusive higher education environments, programs, and curricula; improve campus racial and ethnic relations; and expand educational access and success opportunities for culturally diverse, traditionally underrepresented populations.
- ⇒ Information on policy, planning, programmatic, curricular/pedagogic, research/assessment, training, and theoretical perspectives from around the country
- ⇒ Exemplary working models and approaches capable of being adapted in other institutional settings
- ⇒ Ways to connect with national and international colleagues concerned with advancing their current and future visions for higher education

NCORE® Outcomes

- ⇒ revision of policies, plans, curriculum, and pedagogy reflective of inclusivity, diversity, equity, accessibility, and belonging
- ⇒ launching new assessments and trainings, new theoretical perspectives that center inclusivity, diversity, equity, accessibility, and belonging research
- ⇒ enacting strategies to foster learning communities informed by inclusivity, diversity, equity, accessibility, and belonging.

NCORE® Keynote Speakers

• President and senior lecturer at Repairers of the Breach and co-chair of the Poor People's Campaign: A National Call for Moral Revival

Rev. Doctor William Barber, II



• Founder, Project 562, a body of imagery and cultural representations of Native Peoples

Matika Wilbur



• Professor of Law, leading authority in Civil Rights, Black feminist legal theory, and race, racism, and the law

Kimberlé Crenshaw



• Transgender Latina Woman, President and CEO of the TransLatin Foundation

Bamby Salcedo



• Author of the New York Times bestselling book *There, There*

Tommy Orange



• Co-founder of United Farm Workers and activist for immigrants and women

Dolores Huerta



• Physicist and founder of the Research Foundation for Science

Dr. Vandana Shiva



• University of Minnesota Regents Professor of American history and Director of the Immigration History Research Center

Dr. Erika Lee



Prior NCORE® Sponsors

| | | |
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|  <p>MRG Foundation <i>Igniting social change. Advancing social justice.</i></p> |  <p>TEXAS A&M UNIVERSITY</p> |  <p>CUYAMACA HSI HISPANIC-SERVING INSTITUTE COLLEGE</p> |
|  <p>Portland Community College</p> |  <p>UNIVERSITY OF KENTUCKY</p> |  <p>MEYER MEMORIAL TRUST EQUITABLE EDUCATION</p> |
|  <p>Hilton</p> |  <p>Portland State UNIVERSITY</p> |  <p>nea NATIONAL EDUCATION ASSOCIATION <i>Great Public Schools for Every Student</i></p> |
|  <p>OFFICE OF MINORITY AFFAIRS & DIVERSITY UNIVERSITY of WASHINGTON</p> |  <p>INSIGHT Into Diversity</p> |  <p>DARTMOUTH</p> |
|  <p>Tulane University</p> |   <p>SAN DIEGO MESA COLLEGE</p> |  <p>NEW YORK UNIVERSITY</p> |
|  <p>SJSU SAN JOSÉ STATE UNIVERSITY</p> |  <p>PRINCETON UNIVERSITY</p> |  <p>SBCC SANTA BARBARA CITY COLLEGE</p> |
|  <p>UNIVERSITY of VIRGINIA</p> |  <p>Latinos inHigherEd.com</p> |  <p>Circa</p> |
|  <p>School of Social Work PORTLAND STATE UNIVERSITY</p> |  <p>University of Colorado Boulder</p> |  <p>NCAA Inclusion</p> |

NCORE® Sponsorship Levels

| SPONSORSHIP LEVEL | AMOUNT | CONSIDERATION FOR SPONSORSHIP |
|--|-----------------|---|
| <p>Sapphire 1 sponsorship available</p> | <p>\$50,000</p> | <ul style="list-style-type: none"> • 5000+ high-quality conference totes that guarantee branding and advertising extend beyond the conference. <ul style="list-style-type: none"> ○ Your logo and organization name will be printed on the bag along with NCORE® branding. ○ Your logo and organization name will be printed on a recycled paper notebook with NCORE® branding. ○ Your logo and organization name will be printed on a water bottle along with NCORE® branding. ○ NCORE® reserves the right to approve final book artwork and/or messaging. • 60 sec. video about your organization shown at a general session • 10 conference fee waivers • 1 table-top exhibit with a premium location • 1 full page color tab in 5,000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens (where applicable) • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 15 mentions on social media between placement and the conference |
| <p>Diamond 1 sponsorship available</p> | <p>\$30,000</p> | <ul style="list-style-type: none"> • Branded wi-fi for 5000+ conference participants <ul style="list-style-type: none"> ○ Wi-fi name and password of your choosing ○ (i.e., WI-FI: University of Oklahoma; PASSWORD: BoomerSooner!) • 60 sec. video about your organization shown at a general session • 8 conference fee waivers • 1 table-top exhibit with a premium location • 1 full page color tab in 5,000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens (where applicable) • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 10 mentions on social media between placement and the conference |

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|---|-----------------|--|
| <p>Platinum 4 sponsorships available</p> | <p>\$20,000</p> | <ul style="list-style-type: none"> • Reach the widest live audience with nationally recognized leaders in social justice initiatives across college campuses. <ul style="list-style-type: none"> ◦ Choice in which keynote your organization sponsors (first available) • 60 sec. video about your organization shown at a general session • 6 conference fee waivers • 1 table-top exhibit with a premium location • 1 full page color tab in 5,000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens (where applicable) • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 8 mentions on social media between placement and the conference |
| <p>Gold 2 sponsorships available</p> | <p>\$15,000</p> | <ul style="list-style-type: none"> • Foster belonging and networking among national leaders and emerging scholars. <ul style="list-style-type: none"> ◦ A choice between Opening Reception or Student Scholars Reception (first available) • 30 sec. video about your organization shown at a general session • 4 conference fee waivers • 1 table-top exhibit with a premium location • 1 full page color tab in 5000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 6 mentions on social media between placement and the conference |
| <p>Silver 5 sponsorships available</p> | <p>\$10,000</p> | <ul style="list-style-type: none"> • Foster community well-being through NCORE® @Nite events (e.g., concerts, poetry readings, films) • 2 conference fee waivers • 1 full page B/W ad in 5000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens (<i>where available</i>) • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 4 mentions on social media between placement and the conference |
| <p>Bronze 5 sponsorships available</p> | <p>\$7,500</p> | <ul style="list-style-type: none"> • Interactive presentations where participants display creative posters, digital slides, and other media to spark discussion and conversation. • 1 conference fee waiver • 1 half page black and white in 5000+ conference programs • Name and logo projected on background slide of all general sessions and special events • Name and logo projected on digital screens (<i>where available</i>) • 1 banner ad on a mobile app with a link to your site • Listing on NCORE® website as sponsor w/link to your site • 2 mentions on social media between placement and the conference |

NCORE® Advertising

| PRINTED PROGRAM AND RESOURCE GUIDE | RATE (COLOR) | RATE (B&W) |
|--|------------------------------------|------------|
| Advertisement in the NCORE® Conference Program & Resource Guide is an excellent way to raise visibility for your organization! NCORE® produces approximately 5000 program and resource guides for attendees. In addition, the guide serves as a significant resource of abstracts describing exemplary programs and efforts in higher education. | | |
| Full page advertisements (7" x 10 ½" No Bleed, 300 dpi) | \$650 | \$500 |
| Outside Back Cover | \$2,500 | N/A |
| Run of Press (placed where there is room) | N/A | \$500 |
| Half-page (7" x 5 ¼" No Bleed, 300 dpi, Run of Press) | N/A | \$350 |
| FULL-COLOR TABS | | |
| Full-color tabs (7" x 10 ½" No Bleed, 300 dpi). Each cardstock tab will feature a blank notes page on the back with your advertisement on the front. | Pre-conference | \$850 |
| | Tuesday | \$750 |
| | Wednesday | \$750 |
| | Thursday | \$750 |
| | Friday | \$750 |
| | Saturday | \$750 |
| | Exhibitors | \$750 |
| MOBILE APP AD | | |
| After receiving high marks for its ease of use and access to information, we intend to use Guidebook again in 2023. The application will contain schedules, exhibitor information, sponsor/advertiser logos with links to their websites and much more. Banner ads will rotate at the bottom of all pages, receiving 100,000s of "views" each day. The app will be available for phones, tablets, and laptops. | | |
| Mobile App Banner Ad | Active April 15 - June 30, 2023 | \$850 |
| DIGITAL SIGNAGE | | |
| Digital monitors placed throughout the function space will display your organization's name, logo, daily schedule, announcements, and special features. | | \$5,000 |

Purchases for the NCORE Program Guide are processed through CVENT. Once you have purchased your ad, please e-mail your ad to NCORE at ncore@ou.edu and include your order/confirmation number in your e-mail. Accepted file types include TIF and PDF files, and please make sure it is at 300 dpi. Any ads not following the requirements will be sent back for corrections. We want your ad to look exceptional in the program guide, and we will not publish ads that are sent in Word documents or are blurry. Ads are due by April 1, 2023.