



Virtual Conference

June 7- 11, 2021

SPONSORSHIP | ADVERTISING OPPORTUNITIES

GOAL

To provide a national forum to discuss issues, promote solutions, and share best practices regarding diversity, inclusion, equity, and social justice in higher education



WHAT IS THE NATIONAL CONFERENCE ON RACE AND ETHNICITY IN AMERICAN HIGHER EDUCATION

(NCORE)

For more than 30 years, NCORE has been the premier national resource for higher education institutions, providing an annual diverse and inclusive forum that attracts participants from more than 1,000 educational institutions and organizations.

WHO ATTENDS NCORE? HOW DOES NCORE BENEFIT PARTICIPANTS?

Participants come from across the United States, Sovereign Nations, U.S. territories, Canada, and Europe. They include:

- Senior administrative officers at both campus and system levels
- Academic Affairs administrators, deans, department chairs, and teaching faculty
- Directors and staff of offices of affirmative action, equal employment opportunity, and DEI offices
- Student Affairs professionals in virtually all campus activity/service areas, including admissions, student life, financial aid, personnel, public safety, alumni affairs, and athletics
- Representatives of state and federal programs; public, private and community organizations; national institutes, associations, agencies, commissions, and foundations
- Student leaders and student scholars
- Representatives of community-based agencies and organizations

HOW DOES NCORE BENEFIT PARTICIPANTS?

The goal of NCORE is to provide cutting-edge forums for discussion, critical dialogue, and exchange of information as institutions and organizations search for:

- Ideas to create diverse and inclusive higher education environments, programs, and curriculum; improve campus racial and ethnic relations; expand opportunities for educational access and success for culturally diverse, traditionally underrepresented, and underserved 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 educational settings
- Ways to connect with national and international colleagues concerned with, and engaged in advancing current and future visions for higher education

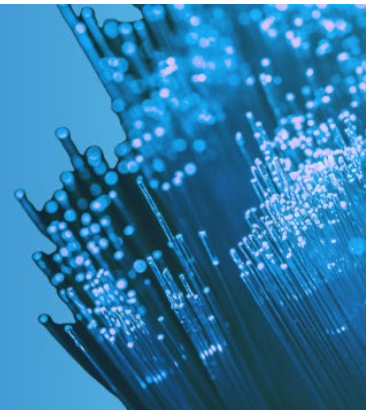
WHAT ARE THE OUTCOMES FOR NCORE PARTICIPANTS?

Outcomes of the annual conference result in the creation or revision of policies, plans, curriculum, and pedagogy. New research is launched, assessments and training are offered, and new theoretical perspectives are introduced. Faculty and staff leave with content and strategies to foster inclusive and welcoming learning communities.



NCORE 2021

33rd Annual National Conference on Race and Ethnicity in American Higher Education



KEYNOTE SPEAKERS FOR NCORE 2021:



Kimberlé Crenshaw
Lawyer, Civil Rights Advocate,
and National Acclaimed Scholar

More to come.....

PREVIOUS NCORE KEYNOTE SPEAKERS



Joy DeGruy, Ph.D.
Acclaimed author of *Post Traumatic Slave Syndrome*, scholar and educator



Marc Lamont Hill, Ph.D.
Host of *Our World with Black Enterprise*, Associate professor of education at Teachers College at Columbia University



Jenny Yang
Activist, Social Commentator, and writer



Tim Wise
Anti-racism activist, writer and educator, CNN and MSNBC contributor



Cheryl Crazy Bull (Sicangu Lakota)
President/CEO, American Indian College Fund



Dolores Huerta
Activist for immigrants and women, Co-founder of United Farm Workers



Bakari Sellers CNN Political Analyst and Former State Representative for South Carolina



Laura Rendón, Ph.D.
education theorist, activist and researcher



Tommy Orange
Author of the New York Times bestselling book *There, There*



Soledad O'Brien
Award-winning journalist, documentarian, news anchor, and producer



Hari Kondabolu
Comedian, actor, filmmaker and, podcast host

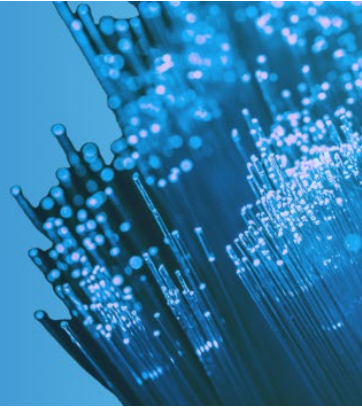


Vandana Shiva, Ph.D.
Physicist and founder of the Research Foundation for Science, Technology and Ecology



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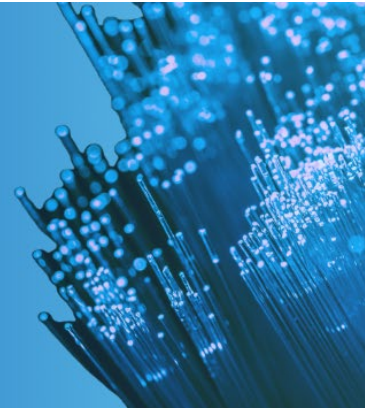
PREVIOUS DONORS INCLUDE:





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GENERAL SPONSOR LEVELS

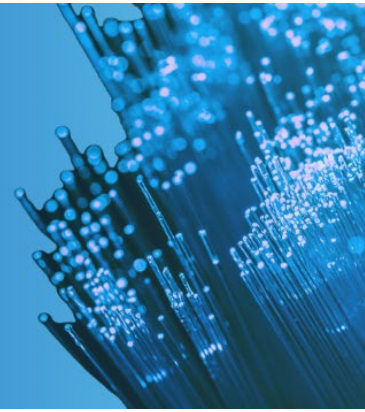
General Sponsors of the National Conference on Race and Ethnicity in American Higher Education are supporting the mission and goals of the conference by underwriting special initiatives that directly impact conference participants through special programming, quality speakers, and community outreach initiatives. This guide describes aspects of NCORE that can be underwritten with financial support from sponsors. Intended to characterize *starting points* for opportunities. Each is customizable in scope.

SPONSORSHIP LEVEL	DOLLAR AMOUNT	CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)
PLATINUM	\$20,000 and up	<ul style="list-style-type: none">• 60 sec. video about your organization shown at a general session• 6 conference fee waivers• Zoom with a keynote. Reserve 2 “seats” in a private zoom with one of our keynote speakers. Up to 10 people will be invited to the zoom to have a private Q and A session.• 1 exhibit space within the virtual exhibit hall• Advertisement on NCORE website, separate from sponsor listing• Name and logo on the landing page for general sessions and special events• Listing on NCORE website as sponsor w/link to your site• 10 shout-outs on social media between placement and the conference
GOLD	\$10,000-\$19,999	<ul style="list-style-type: none">• 30 sec. video about your organization shown at a general session• 4 conference fee waivers• 1 exhibit space within the virtual exhibit hall• Advertisement on NCORE website, separate from sponsor listing• Name and logo on the landing page for general sessions and special events• Listing on NCORE website as sponsor w/link to your site• 8 shout-outs on social media between placement and the conference
SILVER	\$5,000- \$9,999	<ul style="list-style-type: none">• 2 conference fee waivers• Advertisement on NCORE website, separate from sponsor listing• Name and logo on the landing page for general sessions and special events• Listing on NCORE website as sponsor w/link to your site• 6 shout-outs on Social Media between placement and the conference
BRONZE	\$2,500- \$4,999	<ul style="list-style-type: none">• 1 conference fee waiver• Name and logo on landing page for general sessions and special events• Listing on NCORE website as sponsor w/link to your site



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EVENT SPONSORING OPTIONS | ORGANIZATION BRANDING

EVENT SPONSORSHIP LEVEL	DOLLAR AMOUNT	CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)
SWAG BOX BRANDING	\$10,000 to \$20,000 (MULTIPLE COSPONSORSHIP OPPORTUNITIES)	Swag boxes sent to each paid participant of the 2021 NCORE Online event <ul style="list-style-type: none">Your logo and organization name will be printed with NCORE branding (multiple opportunities within each box).Contents will be determined based on sponsorships received. Items to be potentially included are; water bottle or coffee mug, notebook, ink pen, face mask, postcards, lapel pins, laptop stickers.NCORE reserves the right to approve final item artwork and/or message.
VIRTUAL POSTER SESSIONS	\$550 (MULTIPLE COSPONSORSHIP OPPORTUNITIES)	Interactive presentation format where participants display creative posters, digital slides, and other media to spark discussion and conversation. Your logo and organization name will be: <ul style="list-style-type: none">Placed on the landing page to poster session lounge.Listed on the NCORE sponsorship page
STUDENT SCHOLARS PROGRAM SCHOLARSHIP	\$750 (MULTIPLE SPONSORSHIP OPPORTUNITIES)	The conference registration fee for 4 Student Scholars Program participants, which provides academic and networking opportunities. Your logo and organization name will be listed in the NCORE program and resource guide
FILM SCREENINGS	\$1,000 (MULTIPLE SPONSORSHIP OPPORTUNITIES)	Documentaries and thought-provoking features. Your logo and organization name will be: <ul style="list-style-type: none">Placed on the landing page to "screening room"Listed on the NCORE sponsor page



EVENT SPONSORSHIP OPTIONS | PROGRAMMING

EVENT	DOLLAR AMOUNT	CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)
NCORE DANCE PARTY	\$3,000	<ul style="list-style-type: none"> • Your logo and organization will be listed on our website, the itinerary, and our DJ will give your organization 4 shout-outs during the dance.
FACULTY AND/OR PROFESSIONAL SCHOLARSHIP	\$3,500	<ul style="list-style-type: none"> • Conference registration for 10 faculty or staff attendees from underserved higher education communities. • Your logo and organization name will be listed on the NCORE website with a link to your organization.
KEYNOTE ADDRESSES (Platinum LEVEL)	\$20,000 FOUR KEYNOTE ADDRESS OPPORTUNITIES	Reach the widest live audience with nationally recognized leaders in social justice initiatives across college campuses. Platinum-level access • See above sponsorship listing



ADVERTISING

Your ad or logo placed on the schedule and linked to your website for each day of the conference.

DAILY SCHEDULES	DOLLAR AMOUNT
MONDAY	\$850
TUESDAY	\$850
WEDNESDAY	\$850
THURSDAY	\$850
FRIDAY	\$850
EXHIBITORS	\$850
SWAG BOX INSERT Postcard-sized inserts (provided by you) advertising your organization added to approximately 3000 swag boxes	\$500

Purchases for NCORE ads are processed through the Registration and Records department of the University of Oklahoma's College of Continuing Education. Once you have purchased your ad, e-mail ad copy to ncore@ou.edu and include your order/confirmation number. Accepted file types include .jpg, .png, and .tif, with 300 dpi. Any ads not following the requirements will be sent back for corrections. We want your ad to look exceptional on the virtual conference platform. Ads are due by May 1, 2021.

GENERAL INQUIRIES

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