



National Conference on Race and Ethnicity in Higher Education (NCORE) Portland, Oregon | May 31-June 4, 2022

SPONSORSHIP | ADVERTISING GUIDE

What is the National Conference on Race and Ethnicity in Higher Education (NCORE)? For more than 30 years, NCORE has been the premiere national resource for higher education institutions, providing an annual multicultural forum that attracts participants from more than 1,000 educational institutions, state and federal programs and community organizations.

Who attends NCORE?

Participants come from two-year and four-year institutions across the United States, sovereign nations and U.S. territories and 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 minority 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 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 higher education institutions search for:

- Ideas to create inclusive higher education environments, programs, and curriculum; improve campus racial and ethnic relations; and expand opportunities for educational access and success 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

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 learning communities.



LOCATION FOR N CORE 2022

- Oregon Convention Center | Portland, Oregon

DATES

- Tuesday, May 31 – Saturday, June 4, 2022

PURPOSE

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

PREVIOUS KEYNOTE SPEAKERS INCLUDE



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



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

PREVIOUS SPONSORS INCLUDE



Great Public Schools for Every Student



EQUITABLE
EDUCATION



UNIVERSITY of
WASHINGTON

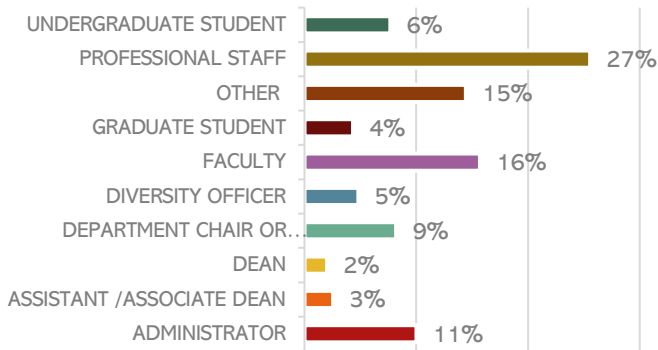


DARTMOUTH

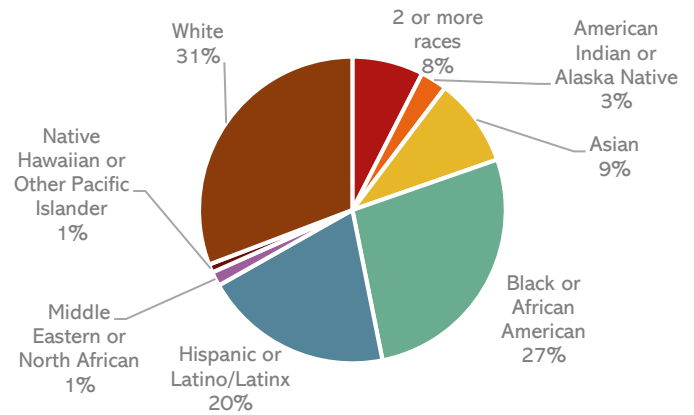
2019 BY THE NUMBERS (most recent in-person conference)

4953 registered attendees | 800 total presenters | 390 total sessions and workshops

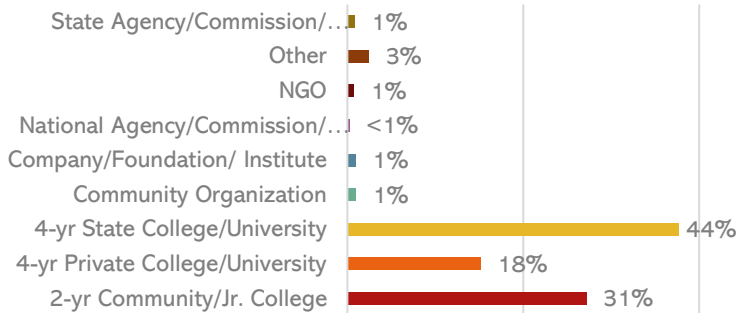
Positions Represented



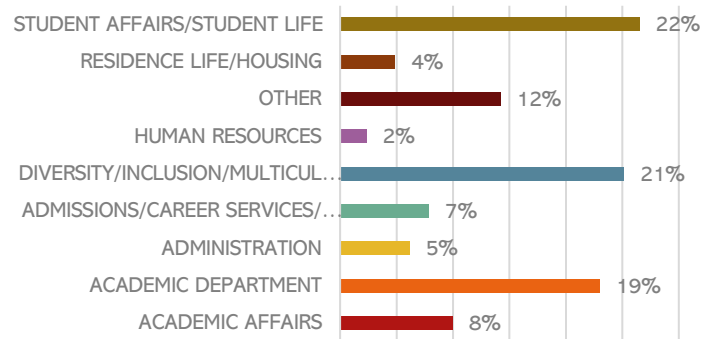
Race/Ethnicity



Organizations Represented

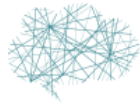


Departments Represented



GENERAL INQUIRIES

Southwest Center for Human Relations Studies / NCORE
 The University of Oklahoma
 3200 Marshall Avenue, Suite 290 / Norman, Oklahoma 73072
 P: (405) 325-3694 / F: (405) 325-7659
ncore@ou.edu / www.ncore.ou.edu



NCORE 2022

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General Sponsors Levels

General Sponsors of the National Conference on Race and Ethnicity in 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	\$25,000 and up	<ul style="list-style-type: none"> • 60 sec. video about your organization shown at a general session • 6 conference fee waivers • 1 seat at the keynote luncheon of your choice • 1 table-top exhibit with 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 • 1 banner ad on mobile app with link to your site • Listing on NCORE website as sponsor w/link to your site • 8 shout-outs on social media between placement and the conference
GOLD	\$15,000- \$24,999	<ul style="list-style-type: none"> • 30 sec. video about your organization shown at a general session • 4 conference fee waivers • 1 table-top exhibit with 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 mobile app with link to your site • Listing on NCORE website as sponsor w/link to your site • 6 shout-outs on social media between placement and the conference
SILVER	\$10,000- \$14,999	<ul style="list-style-type: none"> • 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 • 1 banner ad on mobile app with link to your site • Listing on NCORE website as sponsor w/link to your site • 4 shout-outs on Social Media between placement and the conference
BRONZE	\$7,500- \$9,999	<ul style="list-style-type: none"> • 1 conference fee waiver • 1 half page color 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 • 1 banner ad on mobile app with link to your site • Listing on NCORE website as sponsor w/link to your site

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Event Sponsorship Options | Organization Branding

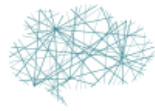
EVENT	DOLLAR AMOUNT	CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)
RECYCLED NOTEBOOK	\$6,000	<p>NCORE wishes to balance the need to be green with offering attendees a way to capture good ideas sparked from sessions and personal interactions.</p> <ul style="list-style-type: none"> • Your logo and organization name will be printed with NCORE branding. • NCORE reserves the right to approve final bag artwork and/or messaging.
TOTE BAGS	<p>\$10,000</p> <p>2 CO-SPONSORSHIP OPPORTUNITIES (or \$20,000)</p>	<p>5000+ high-quality conference totes that guarantee branding and advertising extends beyond conference.</p> <ul style="list-style-type: none"> • Your logo and organization name will be printed with NCORE branding. • NCORE reserves the right to approve final bag artwork and/or messaging.
WI-FI	\$30,000	<p>Branded wi-fi for 5000+ conference participants</p> <ul style="list-style-type: none"> • Wi-fi name and password of your choosing (i.e. WI-FI: University of Oklahoma; PASSWORD: BoomerSooner!)



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Event Sponsorship Options | Programming

EVENT	DOLLAR AMOUNT	CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)
POSTER SESSIONS	\$500 2 CO-SPONSORSHIP OPPORTUNITIES (or \$1,000)	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 signage at the entrance to poster session lounge. • Listed in the NCORE program and resource guide
STUDENT SCHOLARS PROGRAM SCHOLARSHIP	\$600 20 SPONSORSHIP OPPORTUNITIES	Conference registration fee for 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 SEVERAL OPPORTUNITIES AVAILABLE	Documentaries and thought-provoking features. Your logo and organization name will be: <ul style="list-style-type: none"> • Placed on signage at the entrance to screening room • Listed in the NCORE program and resource guide
STUDENT SCHOLARSHIP	\$2,500	Conference registration, airfare and hotel for students unable to afford attendance. Your logo and organization name will be listed in the NCORE program and resource guide.
FACULTY AND/OR PROFESSIONAL SCHOLARSHIP	\$3,500	Conference registration, airfare and hotel for faculty and/or professional staff unable to afford attendance. Your logo and organization name will be listed in the NCORE program and resource guide.

<p>EVENING CONCERTS</p>	<p>\$5,000 Several opportunities available</p>	<p>Concerts feature local nationally-known performers and are part of NCORE @ Night.</p> <p>Your logo and organization name will be:</p> <ul style="list-style-type: none"> • Placed on signage at the entrance concert location. • Listed in the NCORE program and resource guide
<p>KEYNOTE ADDRESSES (BRONZE LEVEL)</p>	<p>\$10,000 FOUR KEYNOTE ADDRESS OPPORTUNITIES</p>	<p>Reach the widest live audience with nationally recognized leaders in social justice initiatives across college campuses.</p> <ul style="list-style-type: none"> • 2 keynote luncheon passes • 5 keynote session passes <p>Bronze-level access</p> <ul style="list-style-type: none"> • 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 8 large digital screens • 1 banner ad on mobile app with link to your site • Listing on NCORE website as sponsor w/link to your site • 4 shout-outs on Social Media between placement and the conference



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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. The guide serves as a significant resource of abstracts describing exemplary programs and efforts in higher education.		
Full page advertisements (7" x 10 1/2" 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 1/4" No Bleed, 300 dpi, Run of Press)	N/A	\$350
FULL COLOR TABS		
Full color tabs (7" x 10 1/2" No Bleed, 300 dpi). Each cardstock tab will feature a blank notes page on the back with your advertisement on the front. View a list of available tabs here: https://ncore.ou.edu/en/ncore-2022/exhibitadvertisisesponsor/advertising/	Pre-conference	\$850
	Tuesday	\$750
	Wednesday	\$750
	Thursday	\$750
	Friday	\$750
	Saturday	\$750
	Exhibitors	\$750
MOBILE APPS AD		
After receiving high marks for its ease of use and access to information, we intend to use a mobile app again in 2022. The app will contain schedules, exhibitor information, sponsor/advertiser logos with links to their websites and much more. Banner ads will rotate, receiving thousands of "views" each day. The app will be available for phones, tablets and laptops.		
Mobile App Banner Ad	Active mid-May - June 30, 2022	\$850