

NCORE.



SPONSORSHIP AND ADVERTISING GUIDE

*Honolulu, HI
May 28-June 1, 2024*



NCORE®

For 36 years, NCORE® has provided a significant forum for discussion, critical dialogue, and exchange of information for higher education professionals in search of 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 the comprehensive institutional change necessary to improve and expand opportunities for educational access and success for culturally and racially diverse and traditionally underrepresented populations.

NCORE® Purpose

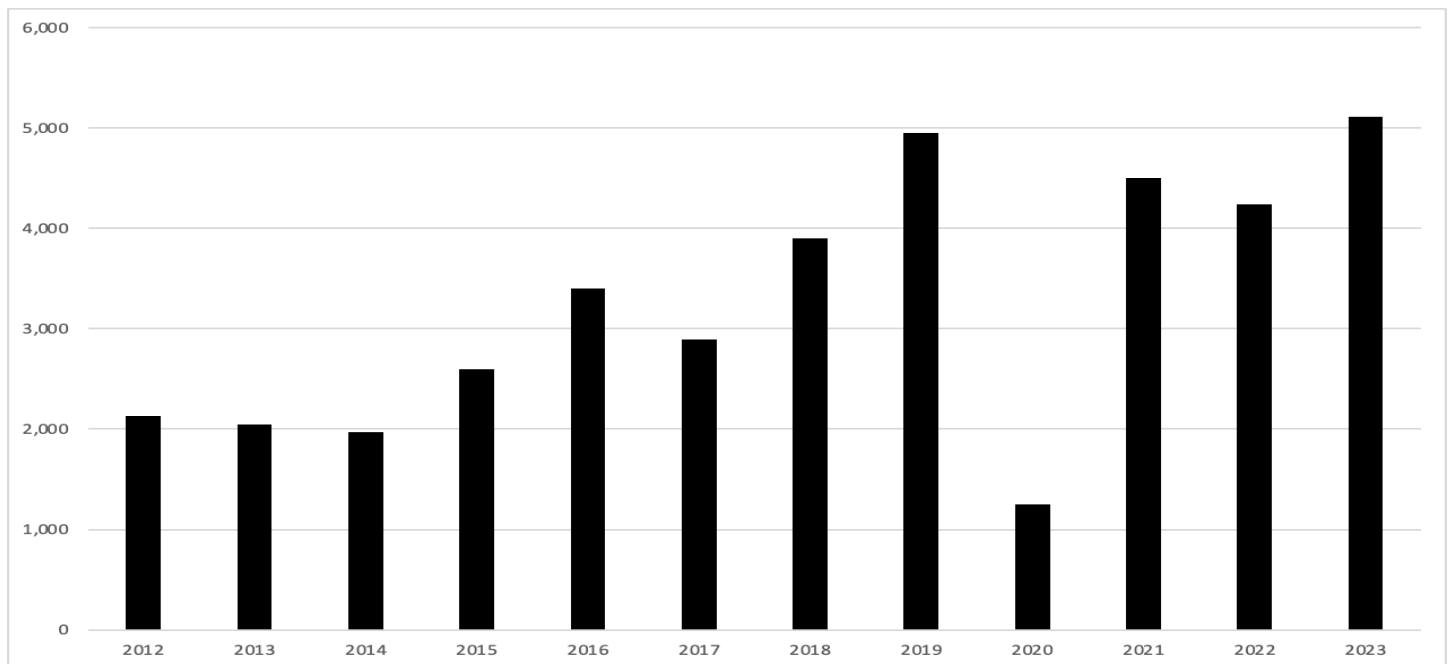
To provide the national forum to discuss issues, promote solutions and share best practices regarding inclusion, diversity, equity, accessibility, and belonging in higher education.

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.



Previous NCORE® Keynote Speakers

Tommy Orange



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

Dolores Huerta



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

Dr. Vandana Shiva



Physicist and founder of the Research Foundation for Science

Dr. Erika Lee



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

Rev. Doctor William Barber, II



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

Matika Wilbur



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

Kimberlé Crenshaw



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

Bamby Saleco



Transgender Latina Woman, President and CEO of the TransLatin Foundation

Prior NCORE® Sponsors

 <p>School of Social Work <small>PORTLAND STATE UNIVERSITY</small></p>	 <p>UNIVERSITY of VIRGINIA</p>	<p>SAN DIEGO MESA COLLEGE</p> 	 <p>CUYAMACA HSI HISPANIC-SERVING INSTITUTION COLLEGE</p>
 <p>Hilton</p>	 <p>NCAA Inclusion</p>	 <p>Latinos inHigherEd.com</p>	 <p>INSIGHT <i>Into Diversity</i></p>
 <p>Portland Community College</p>	 <p>UNIVERSITY OF KENTUCKY</p>	 <p>PRINCETON UNIVERSITY</p>	 <p>TEXAS A&M UNIVERSITY</p>
 <p>NATIONAL EDUCATION ASSOCIATION</p> <p><small>Great Public Schools for Every Student</small></p>	 <p>OFFICE OF MINORITY AFFAIRS & DIVERSITY UNIVERSITY of WASHINGTON</p>	 <p>University of Colorado <small>Boulder Colorado Springs Denver Anschutz Medical Campus</small></p>	 <p>Portland State UNIVERSITY</p>

NCORE® Sponsorship Levels

BENEFIT	Platinum \$20,000 +	Gold \$15,000 +	Silver \$10,000+	Bronze \$5000+
Conference Waivers	4	3	2	1
Premiere Sponsored Events First right of refusal of sponsorship for premier annual conference events such as keynote speakers, student scholars' reception, wellness space, opening reception.	X			
Sponsored programmed session Facilitate relevant breakout session(s) to educate attendees on the nexus between your organization/institution and racial/social justice.*	2	1		
Access to mailing list	X	X	X	
Conference booklet ad	Premium Tab	Full-page BW	Half-page BW	
Mobile app ad with link to site	X	X	X	X
Reserved seating close to stage during general sessions	8	6	4	2
Video Shown at general session	60 secs	60 secs	30 secs	30 secs
Exhibit Tabletop	20x10	20x10	10x10	10x10
Name and logo projected on background slides of all general sessions	X	X	X	X
Name and logo projected on digital screens**	X	X	X	X
Listing on NCORE website as sponsor with link	X	X	X	X
Social media mentions between placement and conference (Twitter, Facebook, Instagram and LinkedIn)	10	8	4	2

5% of all sponsorship dollars will go to support NCORE's Parichehr Shahabi-Nabavi Memorial Fund (Pari Fund), established to support young professionals beginning their careers in areas that are addressed by NCORE programming

**Session topics will be reviewed by appropriate NCORE representatives to ensure sessions meet rigor as outlined by review criteria.*

***When available*

NCORE® Advertising

PRINTED PROGRAM AND RESOURCE GUIDE		RATE (B&W)
<p>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.</p>		
Full-page ad (7" x 10 ½" No Bleed, 300 dpi, Run of Press)	\$650	
Half-page ad (7" x 5 ¼" No Bleed, 300 dpi, Run of Press)	\$325	
Outside Back Cover	\$2,500	
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	\$950
	Wednesday - Saturday	\$850
	Exhibitors	\$850
MOBILE APPS AD		
<p>The NCORE conference uses an Android and iOS compatible app that contains schedules, exhibitor information, sponsor/advertiser logos with links to their websites and much more. The ad will run in two 12-hour blocks of time during the week of the conference for a total of 24 hours. Banner ads receive 100,000s of "views" each day.</p>		
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

*Where available

Ads are due by April 1, 2024.

NCORE® Sponsorship Opportunities

PROGRAMMING

NCORE® Opening Reception Platinum Sponsorship (\$20,000+)

NCORE's opening reception offers the greatest reach of the NCORE community with approximately 3500 participants present to network and enjoy hand-selected and local fares.

NCORE® Student Scholars Reception Platinum Sponsorship (\$20,000+)

The NCORE Student Scholars Reception serves as a recognition ceremony for 25 undergraduate and graduate students who participate in the student scholars' program, which serves as an incentive for higher education institutions to support student participation in the conference.

NCORE® Keynote Session Platinum/Gold Sponsorship (\$15,000+)

NCORE keynote sessions offer visibility associated with national and regional thought leaders on issues of race, equity, and justice with an audience reach of over 4000.

e-Poster Session Platinum/Gold Sponsorship (\$15,000+)

Interactive e-poster exhibit using 15-20 displays on 46+ monitors placed strategically near the exhibit hall, with 2-3 interactive poster exhibit segments per day. These e-posters remain on display for the entire length of the conference.

Speak and Beats Bronze Sponsorship (\$5,000+)
DJ/Performer

Speak & Beats is a signature NCORE event that offers participants an opportunity to engage the power of performance poetry. Each conference city offers a themed opportunity for this intimate spoken word lounge, and always includes a DJ, the mic and stage. The audience is united to share, speak, and inspire!

Film Series Bronze Sponsorship (\$5,000+)

The sponsored film series will feature films on topics that focus on the intersection of racial, social, and environmental justice. Films are screened in the evening and snacks such as popcorn and pretzels are provided. (\$1000/film)

Parichehr Shahabi-Nabavi Memorial Fund Minimum contribution \$500

The Parichehr Shahabi-Nabavi Memorial Fund (Pari Fund) was established to support young professionals beginning their careers in areas that are addressed by NCORE programming. Parichehr Shahabi Nabavi was instrumental in the establishment and growth of NCORE from its initial conference in 1987 through its 25th anniversary in 2012. Her commitment to social justice was life-long.

BRANDED ITEMS/SPACES

Wellness Space Gold Sponsorship (\$10,000+)

As an act of care, the NCORE wellness space supports the mental, physical, emotional, and spiritual well-being of NCORE conference goers.

NCORE® Tote Bag Platinum/Gold Sponsorship (\$15,000+)

5000+ high-quality conference totes that guarantee branding and advertising extends beyond conference. Your logo and organization name will be printed with NCORE branding.

NCORE reserves the right to approve final bag artwork and/or messaging.

Branded Wi-Fi Platinum Sponsorship (\$20,000+)

Branded wi-fi for 5000+ conference participants. Wi-fi name and password of your choosing (i.e. WI-FI: University of Oklahoma; PASSWORD: BoomerSooner!)

Conference Coffee Breaks
Continental Breakfasts Platinum Sponsorship (\$20,000+)

Coffee breaks and continental breakfasts bring the greatest level of visibility for your organizations. Placards are placed strategically on tables throughout the conference area during these times and display your organization's logo along with "Brought to you by..."

NCORE® Virtual Sponsorship Opportunities

NCORE® Virtual Connections

Sponsorship amount varies (\$2500+)

Virtual Connections is a three-day conference that brings diverse, wide-ranging content from national thought leaders, educators, and practitioners to the world through virtual engagement. Sponsorship and Advertising opportunities include:

- Logo on main landing page with links to website
- Virtual keynote sessions
- Virtual breakout sessions
- Banner ads throughout platform
- Virtual meetings with session attendees
- Virtual fireside chats

NCORE® Webinar Series

Sponsorship amount varies (\$2500+)

NCORE's webinar series delivers short and engaging learning opportunities on diverse, wide-ranging content from national thought leaders, educators, and practitioners. We offer free and low-cost webinars delivered synchronously and asynchronous - much of which is housed on YouTube, providing easy visibility for your organization. Sponsorship and Advertising opportunities include:

- Acknowledgement as a sponsor of the webinar session:
 - On SWCHRS/NCORE website
 - In registration platform
 - In opening and closing slide
 - During session by moderator

NCORE® Inclusion Statement

It is the expectation of the Southwest Center for Human Relations Studies that all participants of NCORE enjoy a welcoming and inclusive environment free from all forms of discrimination, harassment, and retaliation. NCORE is committed to fostering an atmosphere that encourages the free expression and exchange of ideas. In pursuit of that ideal, NCORE is committed to the promotion and equality of opportunity and treatment for all NCORE participants in NCORE sponsored events, regardless of gender, gender identity of expression, race, color national or ethnic origin, religion or religious belief, age, marital status, sexual orientation, immigration status, disabilities, veteran status, or body size.



*NCORE is a program of the Southwest Center for Human Relations Studies
at The University of Oklahoma OUTREACH*