What is the National Conference on Race & Ethnicity in American 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?
- 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
- Highlights and 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.
NATIONAL CONFERENCE ON RACE AND ETHNICITY
IN AMERICAN HIGHER EDUCATION

PURPOSE

- To provide a national forum to discuss issues, promote solutions and share best practices regarding diversity, inclusion and equity in higher education
- To increase access to and retention of diverse underrepresented populations in higher education
- To provide opportunities for sustained 8-to-10 hour intensive Pre-Conference Institutes as well as more than 350 concurrent sessions and workshops from which to choose

PARTICIPANTS

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

- Academic affairs personnel: faculty, deans, administrators, research associates, and advisors
- Personnel in student affairs: residence life, student life, and career services
- Equal Employment Opportunity Commission officers, chief diversity officers, human resource specialists, financial aid coordinators, and admissions counselors
- Teachers and professionals in cultural, multicultural, ethnic studies, and gender studies programs
- Graduate and undergraduate student leaders and scholars
- Representatives of community-based, state and national institutes and organizations

RECENT KEYNOTE SPEAKERS

- Joy DeGruy acclaimed author of *Post Traumatic Slave Syndrome*, scholar, and educator
- Dolores Huerta activist for immigrants and women, co-founder of United Farm Workers
- Jenny Yang activist, social commentator, and writer
- Franchesca Ramsey comedian, feminist, and social justice activist
- Soledad O’Brien award-winning journalist, documentarian, news anchor, and producer
- Dr. Cheryl Crazy Bull (Sicangu Lakota) president and CEO of the American Indian College Fund
- Dr. Marc Lamont Hill host of the television show “Our World with Black Enterprise” and associate professor of education at Teachers College at Columbia University
- Dr. Vandana Shiva physicist, inter-disciplinary researcher and founder of the Research Foundation for Science, Technology and Ecology
LOCATION FOR NCORE 2019
- The Oregon Convention Center - Portland, Oregon

2019 CONFERENCE DATES
- Tuesday, May 28 through Saturday, June 1, 2019

NCORE BY THE NUMBERS (2018 DATA)
- 3,750 attendees
- 700 total presenters, including five keynote speakers
- 358 total sessions and workshops
- 8,500 hotel rooms (nights booked)

2018 RACE AND ETHNICITY FOR ATTENDEES

2018 DEPARTMENTS OF ATTENDEES

CONTACT INFORMATION

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
General Sponsors

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.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)</th>
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| GOLD              | $25,000 and up        | • 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 10 x 10 exhibit booth with premium location |
|                   | On-site Access:       |                                                                                                                                                                                                                                           |
| SILVER            | $15,000 to $24,999    | • 1 full page color tab in 3,500+ 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 throughout venue  
• Listing on NCORE website as sponsor w/link to your site  
• 8 Shout-outs on Social Media between placement and the conference |
<p>|                   | Exposure:             |                                                                                                                                                                                                                                           |
| BRONZE            | $7,500                | • 2 conference fee waivers |</p>
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<td>A.M. BEVERAGE BREAK</td>
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<td>• Catering tables branded with signage</td>
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<td>• A designated sponsor’s table for handouts during sponsored event</td>
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NCORE is a production of the Southwest Center for Human Relations Studies at the University of Oklahoma. 3200 Marshall Ave., Norman OK 73072 • (405) 325-3694 • ncore.ou.edu • ncore@ou.edu
NCORE Sponsorship Opportunity Guide

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 as well as highlighted features. Similarly, components for return consideration from NCORE to the sponsoring agency are customizable and can include (but are not limited to) elements such as conference passes, signage, and advertisement.

$7,500.00  A.M. Beverage Break
Hot coffee and tea
Your logo and company/agency name will be placed on digital and other signage throughout the function space during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

There are three days available for sponsorship. Co-sponsorship or complete sponsorship available.

$30,000.00  Continental Breakfast
Hot coffee and tea, muffins, bagels or pastries, fresh fruit
Your logo and company/agency name will be placed on digital and other signage throughout the function space during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

There are two days available for sponsorship. Co-sponsorship or complete sponsorship available.

$24,000.00  P.M. Beverage Break
Cookies, brownies, chips and salsa, iced tea, lemonade
Your logo and company/agency name will be placed on digital and other signage throughout the function space during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

There are three days available for sponsorship. Co-sponsorship or complete sponsorship available.

$95,000.00  Pre-Conference Institute Luncheon
Soup, salad and sandwich buffet
Your logo and company/agency name will be placed on digital and other signage throughout the function space during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

There are three days available for sponsorship. Co-sponsorship or complete sponsorship available.
Program & Resource Guide. Your company/agency will be announced during the function.

There is one Pre-Conference Institute Luncheon available for sponsorship. Co-sponsorship or complete sponsorship available.

$110,000.00  Closing Luncheon
Buffet

Your logo and company/agency name will be placed on digital and other signage throughout the function space during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide. Your company/agency will be announced during the function.

There is one Closing Luncheon available for sponsorship. Co-sponsorship or complete sponsorship available.

$6,000-$12,000.00  Tote Bag - UNAVAILABLE

Your logo and company/agency name will be printed (alongside NCORE branding) on approximately 3500 conference bags offering maximum and long-term visibility. NCORE reserves the right to approve final artwork and/or messaging printed on bags.

Co-sponsorship or complete sponsorship available.

$5,000.00  Recycled Notebook with Pen - UNAVAILABLE

NCORE wishes to balance the need to be green while offering attendees a way to capture good ideas sparked from sessions and personal interactions. We will promote the use of our digital guidebook and electronic “handouts” to reduce paper consumption. A small notebook with a pen will help attendees have a place to keep notes since there will be fewer printed materials.

Your company/agency logo will be printed on approximately 3800 notebooks.

Co-sponsorship or complete sponsorship available.

$3,000.00  Cell Phone Charging Stations
Secure charging compartments throughout the function space.

Your company/agency logo will be placed on the charging stations for the duration of NCORE.
Guidebook Mobile App

The Guidebook app has been used for the past three NCOREs. It contains the complete schedule which can be customized to show a personal outline. It also includes maps, updates, FAQs, speaker bios, accessibility information and much more.

Your company/agency logo will appear when users open the app and can be linked to your website. Approximately 90% of all conference attendees use the Guidebook app multiple times per day, yielding hundreds of thousands of "looks".

Co-sponsorship or complete sponsorship available.

NCORE Program & Resource Guide

Various opportunities for promotion from advertisements

Co-sponsorship opportunity

Student Lounge

Comfortable furniture and charging outlets to encourage networking

Your company/agency logo and name will be placed on signage at the entrance to the lounge as well as in various locations in the lounge. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

Co-sponsorship or complete sponsorship available.

Poster Session - UNAVAILABLE

Materials for poster displays

Your company/agency logo and name will be placed on signage at the entrance to the lounge as well as in various locations in the lounge. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

Complete sponsorship opportunity.
Your company/agency logo and name will be rotated on each monitor for the duration of NCORE.

Co-sponsorship opportunity.

$500.00

**Tote Bag Inserts**

Postcard-size inserts added to approximately 2500 tote bags.

Co-sponsorship opportunity.

$10,000.00

**Keynote Addresses**

Reach the widest live audience with nationally-recognized keynote speakers

Your logo and company/agency name will be placed on digital and other signage throughout the function space leading up to and during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide. Your company/agency will be announced during the function.

There are four Keynote Addresses available for sponsorship. Co-sponsorship or complete sponsorship available.

$5,000.00

**Evening Concerts**

Featuring local as well as nationally-known performers

Your logo and company/agency name will be placed on digital and other signage throughout the function space leading up to and during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide. Your company/agency will be announced during the function.

There are three evening concerts available for sponsorship.

Co-sponsorship or complete sponsorship available.

$2,500.00

**Student Scholarship**

Conference registration, hotel and airfare

Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

Partial or complete sponsorship available.

$3,500.00

**Professional Staff Scholarship**

Conference registration, hotel and airfare
Your logo and company/agency name will be listed in the NCORE Program & Resource Guide.

Partial or complete sponsorship available.

$1,000.00

Film Screenings

Documentaries and thought-provoking features

Your logo and company/agency name will be placed on digital and other signage throughout the function space leading up to and during the event. Your logo and company/agency name will be listed in the NCORE Program & Resource Guide. Your company/agency will be announced during the function.

There are several film screenings available for sponsorship.

Co-sponsorship or complete sponsorship available.