What is the National Conference on Race and 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?
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 NCORE 2020

- New York City, NY - Times Square

DATES

- Tuesday, May 26 – Saturday, May 30, 2020

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

- National Education Association
  Great Public Schools for Every Student

- AT&T

- Meyer Memorial Trust
  Equitable Education

- NCAA Inclusion

- University of Washington

- Hilton

- Dartmouth
2019 BY THE NUMBERS

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

Positions Represented

- UNDERGRADUATE STUDENT: 6%
- PROFESSIONAL STAFF: 15%
- OTHER: 16%
- GRADUATE STUDENT: 4%
- FACULTY: 9%
- DIVERSITY OFFICER: 5%
- DEPARTMENT CHAIR OR... DEAN: 2%
- ASSISTANT /ASSOCIATE DEAN: 3%
- ADMINISTRATOR: 11%

Race/Ethnicity

- White: 31%
- Black or African American: 27%
- Hispanic or Latino/Latinx: 20%
- Middle Eastern or North African: 1%
- Native Hawaiian or Other Pacific Islander: 1%
- American Indian or Alaska Native: 3%
- Asian: 9%
- 2 or more races: 8%

Organizations Represented

- State Agency/Commission/...: 1%
- Other: 3%
- NGO: 1%
- National Agency/Commission/...: <1%
- Company/Foundation/Institute: 1%
- Community Organization: 1%
- 4-yr State College/University: 18%
- 4-yr Private College/University: 31%
- 2-yr Community/Jr. College: 44%

Departments Represented

- STUDENT AFFAIRS/STUDENT LIFE: 22%
- RESIDENCE LIFE/HOUSING: 4%
- OTHER: 12%
- HUMAN RESOURCES: 2%
- DIVERSITY/INCLUSION/MULTICULTURAL AFFAIRS: 7%
- ADMISSIONS/CAREER SERVICES/...: 5%
- ADMINISTRATION: 19%
- ACADEMIC DEPARTMENT: 8%
- ACADEMIC AFFAIRS: 31%

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 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.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)</th>
</tr>
</thead>
</table>
| PLATINUM          | $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 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 | • 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 | • 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 | • 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 |
### Event Sponsorship Options | Organization Branding

<table>
<thead>
<tr>
<th>EVENT</th>
<th>DOLLAR AMOUNT</th>
<th>CONSIDERATION FOR SPONSORSHIP (NEGOTIABLE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECYCLED NOTEBOOK</td>
<td>$6,000</td>
<td>NCORE wishes to balance the need to be green with offering attendees a way to capture good ideas sparked from sessions and personal interactions.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Your logo and organization name will be printed with NCORE branding.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• NCORE reserves the right to approve final bag artwork and/or messaging.</td>
</tr>
<tr>
<td>TOTE BAGS (UNAVAILABLE)</td>
<td>$10,000</td>
<td>5000+ high-quality conference totes that guarantee branding and advertising extends beyond conference.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Your logo and organization name will be printed with NCORE branding.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• NCORE reserves the right to approve final bag artwork and/or messaging.</td>
</tr>
<tr>
<td>WI-FI</td>
<td>$30,000</td>
<td>Branded wi-fi for 5000+ conference participants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Wi-fi name and password of your choosing (i.e. WI-FI: University of Oklahoma; PASSWORD: BoomerSooner!)</td>
</tr>
</tbody>
</table>
New York, NY | May 26-30, 2020

Event Sponsorship Options | Programming

<table>
<thead>
<tr>
<th>EVENT</th>
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</thead>
</table>
| POSTER SESSIONS                          | $500          | 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:  
• Placed on signage at the entrance to poster session lounge.  
• Listed in the NCORE program and resource guide |
| 2 CO-SPONSORSHIP OPPORTUNITIES (or $1,000) |               |                                                                                                                                                                                                                                          |
| STUDENT SCHOLARS PROGRAM SCHOLARSHIP     | $600          | 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 |
| 20 SPONSORSHIP OPPORTUNITIES             |               |                                                                                                                                                                                                                                          |
| FILM SCREENINGS                          | $1,000        | Documentaries and thought-provoking features.  
Your logo and organization name will be:  
• Placed on signage at the entrance to screening room  
• Listed in the NCORE program and resource guide |
| SEVERAL OPPORTUNITIES AVAILABLE           |               |                                                                                                                                                                                                                                          |
| 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. |
| EVENING CONCERTS | $5,000  
Several opportunities available | Concerts feature local nationally-known performers and are part of NCORE @ Night.  
Your logo and organization name will be:  
• Placed on signage at the entrance concert location.  
• Listed in the NCORE program and resource guide |
| KEYNOTE ADDRESSES  
(BRONZE LEVEL) | $10,000  
FOUR KEYNOTE ADDRESS OPPORTUNITIES | Reach the widest live audience with nationally recognized leaders in social justice initiatives across college campuses.  
• 2 keynote luncheon passes  
• 5 keynote session passes  
**Bronze-level access**  
• 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 |
### Printed Program and Resource Guide

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate (Color)</th>
<th>Rate (B&amp;W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in the NCORE Conference Program &amp; 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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page advertisements (7” x 10 ½” No Bleed, 300 dpi)</td>
<td>$650</td>
<td>$500</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,500</td>
<td>N/A</td>
</tr>
<tr>
<td>Run of Press (placed where there is room)</td>
<td>N/A</td>
<td>$500</td>
</tr>
<tr>
<td>Half-page (7” x 5 ¼” No Bleed, 300 dpi, Run of Press)</td>
<td>N/A</td>
<td>$350</td>
</tr>
</tbody>
</table>

### Full Color Tabs

<table>
<thead>
<tr>
<th>Description</th>
<th>Pre-conference</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>$850</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Mobile Apps AD

After receiving high marks for its ease of use and access to information, we intend to use Guidebook again in 2020. 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.

<table>
<thead>
<tr>
<th>Description</th>
<th>Active April 15 - June 30, 2020</th>
<th>Rate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App Banner Ad</td>
<td>$850</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tote Bag Inserts

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard-sized inserts (provided by you) advertising your organization added to approximately 5000 tote bags.</td>
<td>$500</td>
</tr>
</tbody>
</table>

### Digital Signage

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital monitors placed throughout function space will display your organization’s name and logo, along with daily schedule, announcements and special features.</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Purchases for the NCORE program guide are processed through the Registration and Records department of the University of Oklahoma's College of Continuing Education. You will be asked to create an account within the registration system even though you are purchasing an advertisement. Have patience and you will be connected to the appropriate page to secure the purchase of your ad. Once you have purchased your ad, please email your ad to NCORE at ncore@ou.edu and include your order/confirmation number in your email. 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 blurry. Ads are due by April 1, 2020.