



FEBRUARY 21-22, 2024 | 12:30 P.M. - 4 P.M. ET | VIRTUAL

2023 ASAE Power of Associations Summit Award Winner



Sponsorship Opportunities

One of the year’s most impactful events, NACE’s HBCU Summit brings together leaders from HBCUs, talent acquisition, and NACE for a two-day, virtual program. Historically Black Colleges and Universities (HBCUs) are a source of accomplishment and pride for the Black community and higher education. NACE’s 4th Annual HBCU Summit will shine light on “recruitment strategies that work in a post affirmative action world.” This includes strategies used to navigate the world of HBCU student recruitment today along with leading practices and tools to do so successfully in the future. This event reveals practices that establish networks to benefit employers, HBCU career centers, and the students they serve.



SPONSORSHIP AT WORK

Your Sponsorship Dollars at Work

Collectively, NACE's HBCU Summit sponsorship has allowed us to accomplish great things for and with our HBCU colleagues.

- Complimentary 5 year NACE membership for HBCUs, which currently represents 91 of 106 HBCU institutions
- Awarded full scholarships to 45 HBCU professionals to attend the NACE Conference & Expo, covering registration, hotel, and travel
- Hosted two in-person special events for companies and HBCU's to network;
- Produced a primary research report titled *Recruiting for Equity at HBCUs and Beyond: Current Practices and Pitfalls*
- Hosted 10 additional VIP Roundtables for HBCUs and HBCU Summit employer sponsors to develop lasting relations and uncover collaboration opportunities
- Provided complimentary registration for HBCUs to attend a variety of NACE virtual professional development, webinars, and conferences

Visit naceweb.org/hbcu-summit to learn more about our award-winning program.



SPONSORSHIP LEVELS & BENEFITS

Lead Sponsor | \$25,000

- Speaking opportunity in Opening Kickoff for one (1) day of the summit. Verbal sponsor recognition at start and end of opening session
- Opportunity to have a company representative host a breakout room and moderate for networking session, "Meeting of the Minds"
- Unlimited complimentary NACE's HBCU Summit 2024 event registrations within the same company
- Sponsor profile listing in virtual event platform with logo, company description, contact information, and social media links
- Featured sponsor logo and link on NACE's HBCU Summit 2024 website pre- and post-event
- Digital assets for sponsor use highlighting sponsor support of HBCU Summit

Marketing Emails

- Sponsor logo and link on all adjacent marketing e-mails for event
- Sponsor logo included in the registration confirmation e-mail for participants
- Opportunity to provide a giveaway or discount via post event e-mail to all attendees

Social Media

- Dedicated LinkedIn post highlighting your organization as a sponsor
- Promotional banners with the sponsor's logo provided by NACE for use on LinkedIn, Facebook, and X

Post-Event Engagement

- Exclusive invitation to participate in a series of VIP HBCU/Employer Virtual Roundtables in Spring of 2024
- Exclusive invitation to attend an in-person event during the NACE24 Conference
- One (1) year of recognition as an official sponsor of NACE's HBCU Affinity Group
- One (1) prominent spot of sponsored content on NACEWeb.org: Diversity page;
- Featured sponsor placement with logo and link in the NACE Journal
- Complimentary copy of *NACE Diversity Graduate Profile Report: HBCUs*
- One (1) NACE Diversity Graduate Profile Report



SPONSORSHIP LEVELS & BENEFITS

CONTINUED

Strategic Sponsor | \$15,000

- Opportunity to have a company representative moderate or participate in a panel session one (1) day of the summit
- Unlimited complimentary NACE's HBCU Summit 2024 event registrations within the same company
- Sponsor profile listing in virtual event platform with logo, company description, contact information, and social media links
- Featured sponsor logo and link on NACE's HBCU Summit 2024 website pre- and post-event
- Digital assets for sponsor use highlighting sponsor support of HBCU Summit.

Marketing Emails

- Sponsor logo and link on all adjacent marketing emails for event
- Opportunity to provide a giveaway or discount via post event email to all attendees

Social Media

- Dedicated LinkedIn post highlighting your organization as a sponsor
- Promotional banners with sponsors logo provided by NACE for use on LinkedIn, Facebook, and X

Post-Event Engagement

- Exclusive invitation to participate in a series of VIP HBCU/Employer Virtual Roundtables in Spring of 2024
- Exclusive invitation to attend an in-person event during the NACE24 Conference
- Featured sponsor placement with logo and link in the NACE Journal
- One (1) catfish banner on NACEWeb.org: Diversity Page
- Complimentary copy of *NACE Diversity Graduate Profile Report: HBCUs*
- One (1) NACE Diversity Graduate Profile Report



SPONSORSHIP LEVELS & BENEFITS

CONTINUED

Visionary Sponsor | \$10,000

- Opportunity to have a company representative host a breakout room and moderate for networking session, “Meeting of the Minds”
- Unlimited complimentary NACE’s HBCU Summit 2024 event registrations within the same company
- Sponsor profile listing in virtual event platform with logo, company description, contact information, and social media links
- Featured sponsor logo and link on NACE’s HBCU Summit 2024 website pre- and post-event

Marketing Emails

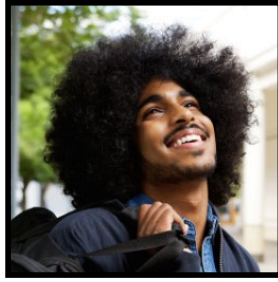
- Sponsor logo and link on all adjacent marketing emails for event
- Opportunity to provide a giveaway or discount via post event email to all attendees

Social Media

- Promotional banners with sponsors logo provided by NACE for use on LinkedIn, Facebook, and X

Post-Event Engagement

- Featured sponsor placement with logo and link in the NACE Journal
- Exclusive invitation to participate in a series of VIP HBCU/Employer Virtual Roundtables in Spring of 2024
- Exclusive invitation to attend an in-person event during the NACE24 Conference
- Complimentary copy of *NACE Diversity Graduate Profile Report: HBCUs*



SPONSORSHIP LEVELS & BENEFITS

CONTINUED

Initiative | \$5,000

- Seven (7) complimentary NACE's HBCU Summit 2024 event registrations
- Featured sponsor logo and link on NACE's HBCU Summit 2024 website pre- and post-event
- Featured sponsor placement with logo and link in the NACE Journal
- Sponsor profile listing in virtual event platform with logo, company description, contact information, and social media links
- Exclusive invitation to participate in a series of VIP HBCU/Employer Virtual Roundtables in Spring of 2024
- Complimentary copy of *NACE Diversity Graduate Profile Report: HBCUs*

Ally | \$3,000

- Three (3) complimentary NACE's HBCU Summit 2024 event registrations
- Featured sponsor logo and link on NACE's HBCU Summit 2024 website pre- and post-event
- Featured sponsor placement with logo and link in the NACE Journal
- Sponsor profile listing in virtual event platform with logo, company description, contact information, and social media links
- Complimentary copy of *NACE Diversity Graduate Profile Report: HBCUs*

Interested in supporting this initiative?

Contact Katrina Schreefer, Senior Manager, Business Development & Outreach,
at businessdevelopment@naceweb.org, 610.625.1020.