



13TH ANNUAL

# HBCU

Philanthropy Symposium

JULY 30 – AUGUST 2, 2023



### **About the HBCU Symposium**

In response to a paradigm shift in major funders' philanthropic engagement and priorities, in July 2010 Delaware State University engaged peer institutions in the region to discuss the ramifications. For HBCUs, this paradigm shift meant that funding directed to individual institutions from traditional sources would become more challenging. As a result, a new reality dictated that HBCUs would need to think differently and more strategically about philanthropy.

The participants in the first symposium were advancement leaders who discussed relevant issues and opportunities inherent to advancement in higher education at HBCUs. The early discussions revealed common concerns and challenges among the Advancement leaders birthing what is now known as the HBCU Philanthropy Symposium.

In subsequent years, the Symposium continued to grow through partnerships with The Kresge Foundation, Thurgood Marshall College Fund (TMCf), the Council for Advancement and Support of Education (CASE), Strada Education Network, Complete College America (CCA), United Negro College Fund (UNCF), and others. Today, the HBCU Philanthropy Symposium is one of the top conveners of HBCUs. It has expanded to include other Minority Serving institutions. As a result, what began as a regional event more than a decade ago has gained momentum exponentially, attracting a broader spectrum of participants each year.

### **Why Sponsor**

The HBCU Philanthropy Symposium will celebrate its 13th year in Washington, D.C., from July 30 — August 2, 2023. The Symposium will convene advancement leaders, national funders, corporate leaders, community advocates, and philanthropists to discuss critical areas to advance and sustain HBCUs. Topics will include ways to drive endowment growth, student success, career pathways, alumni engagement, developing innovative partnerships with the private sector, and more.

Each HBCU shares the goal of changing the life trajectories of young people of color. HBCUs graduate outstanding, career-ready individuals, despite fewer resources than other colleges and universities. HBCUs make up 3% of all colleges and universities in America, yet 20% of Black college graduates are HBCU alums. It's not unreasonable to say that HBCUs provide America's best Return on Investment in higher education today.

The Symposium has continually grown year after year. In 2022 over 300 attendees representing 43 HBCUs and over 20 corporate and foundation leaders participated. Sponsorship of the Symposium provides access and direct engagement opportunities with HBCU presidents and other leaders while creating networking opportunities with other HBCU advocates. We are confident your participation will lead to further collaborative opportunities supporting the overall HBCU ecosystem.

Please review the following sponsorship levels to determine how your organization can best be actively involved in the 2023 HBCU Symposium. We anticipate that you'll leave the Symposium with a notebook full of ideas on ways to move the needle in your HBCU partnership strategy.

# SYMPOSIUM SPONSORSHIP OPPORTUNITIES

## SUSTAINING PARTNER

\$300,000

- Keynote address and Audience Q&A
- Curated Breakout Sessions/Roundtable Discussions with HBCU Academic Leaders on Industry
- Collaboration opportunities (HBCU Symposium AND on Campus-Fall 2023)
- Organization to be Profiled or Featured in the HBCU Philanthropy Symposium Impact Report
- Podcast Co-host with President Allen (Talent Development topic- related to Industry Priorities)
- Invitation to VIP Reception
- Branding and public announcement throughout the Symposium as the Sustaining Partner
- 60-second video about the organization to run during the Symposium
- Brand Recognition on all promotional materials
- Eight (8) Symposium registrants per year
- Promotional exhibition space
- Logo in Event App
- Email list of Symposium registrants



# SYMPOSIUM SPONSORSHIP OPPORTUNITIES

## PRESENTING PARTNER

\$100,000



- Keynote Session
- Curated Breakout Session with HBCU Academic Leaders on Industry Collaboration opportunities
- Brand Recognition On all promotional materials
- Four (4) Symposium registrants
- Promotional exhibition space
- Invitation to VIP Reception
- Branding and public announcement throughout the Symposium as the Sustaining Partner
- Email list of Symposium registrants
- Logo in App
- 30-second video about organization to run at the Symposium

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## OPENING RECEPTION PARTNER

\$20,000

- Three (3) Symposium registrants
- 60-second introduction during the Opening Reception
- Branding throughout the Opening Reception area Inclusion in Symposium participant swag bag
- Recognition in all social media, print and digital promotion

## LUNCHEON SPONSOR (3)

\$50,000

- Four (4) Symposium registrants
- Exclusive promotion during one Luncheon keynote address
- Receive email list to all Symposium registrants
- Inclusion in Symposium participant swag bag
- Recognition in all social media, print and digital promotion
- Promotional exhibition space

## BREAKFAST PARTNER (3)

\$40,000

- Four (4) Symposium registrants
- Exclusive promotion during one Breakfast keynote address
- Receive email list to all Symposium registrants
- Inclusion in Symposium participant swag bag
- Recognition in all social media, print and digital promotion
- Promotional exhibition space

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## TECHNOLOGY SPONSOR

\$30,000

- Two (2) Symposium registrations
- Recognition in all social media, print and digital promotion
- Exclusive recognition for Symposium Wi-Fi and Phone charging stations
- Inclusion in Symposium participant swag bag

## HOSPITALITY NIGHT SPONSOR

\$15,000

- Two (2) Symposium registrants
- Company introduction during the reception
- Branding throughout the Hospitality area
- Social Media Mentions

## INDIVIDUAL SESSION SPONSOR

\$10,000

- Two (2) Symposium registrants
- One exclusively branded Breakout session
- Opportunity for Sponsor Representative to introduce breakout session and providing a one-minute 60-second commercial
- Inclusion of branded material in Symposium participant swag bag
- Social Media media recognition mentions

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# HBCU SYMPOSIUM CONTACTS

For additional information, please reach out to:



**LaShawne A. Pryor, Ed.D.**  
Associate Vice President, Development  
Division of Institutional Advancement  
[lprior@desu.edu](mailto:lprior@desu.edu)  
302.857.7391  
M: 302.505.4286



**Julie Sills Molock**  
Senior Development Consultant  
Delaware State University Foundation  
[jsmolock@desu.edu](mailto:jsmolock@desu.edu)  
614.832.9426

