LEAD: Future Forward

| Pivoting, Recovery & Flexibility |

HBCU PARTNERSHIP OPPORTUNITIES

(only for higher education institutions, all other entities see sponsorship opportunities)

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About HBCUgrow

HBCUgrow is a consortium of people dedicated to helping HBCU's grow enrollment and alumni giving, and tackle the changing landscape of marketing challenges. HBCUgrow helps by offering:

Community

Like-minded professionals coming together

Knowledge

Sharing information to help you grow

Conferences, Events & Awards

Leadership, enrollment management, alumni engagement and marketing

Best Practices

Awards that recognize excellence and achievement

Marketing Solutions

Services that grow your enrollment and alumni giving

HBCUgrow CONFERENCE & AWARDS

CONFERENCE
2021 PROJECTION:
45-65
ATTENDEES

50+ universities & institutions represented

PUBLIC + PRIVATE **HBCUs** and other higher ed institutions

https://www.youtube.com/watch?v=8cQu7y3uaD8&t=41s

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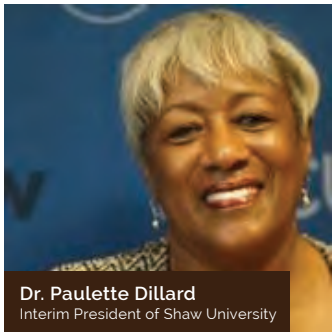
Who attends HBCUgrow Conferences?

Decision makers:

Rick Gallot
President at Grambling



Dr. Paulette Dillard
Interim President of Shaw University

Spencer McClenty
Director of Digital Media, JSU

Sigrid Hall
Director of Creative Services Integrated Marketing & Communications, WSSU

Me'chelle Degree-McKenney
HBCUgrow

Camille Kluttz-Leach
Vice Chancellor & Chief of Staff, WSSU

- Presidents, Chancellors
- Vice Presidents
- Provosts, Associate Provosts
- Advancement VPs and Professionals
- Marketing Professionals
- Communications Professionals
- Enrollment Management
- University System Professionals
- Academic Directors
- Entrepreneurs
- Media Management and Marketing

> "Good discussion to hear from the presidential level insight as to what they feel would move the needle."
>
> ~ HBCUgrow Past Attendee

HBCUgrow Advisory Board

Current members:

Marc Newman, VP for Advancement, Albion College (Past: Grambling State University)
Dwight Sanchez, VP, Enrollment Management, Virginia Union University
Spencer McClenty, Director of Digital Media, Jackson State University
Joscelyne Brazile, Development Officer, Shaw University School of Divinity
Anthony Brooks, Chief Enrollment Management Officer, Shaw University
Kim Cliett Long, C.E.O., Organizational Concepts/Adult Learners Now
Melanie Jones, VP of Institutional Advancement, York Technical College
Me'chelle McKenney, CEO, Third Degree Solutions + HBCUgrow
Na'Asiaha Simon, Simon & Associates & Director of Public Relations and Marketing and Advisor for the National Pan-Hellenic Council
Dr. Wandra Arrington, Assistant Professor of Agricultural Economics and Agribusiness, Alcorn State University
Richard Jones, VP Development, vitalink
MANAGER HBCUgrow: Corliss Pauling, Marketing Director, vitalink + HBCUgrow
ADVISOR: Jeanne Frazer, President, vitalink + founding partner of HBCUgrow

Recent past members:

Louis "Skip" Perkins, Former Director of Athletics, Delaware State University, Howard University & University of Arkansas Pine Bluff
Venita Clisby King, AVP of Enrollment Management & Director of Admissions, Alabama A&M University
Steve Willis, Interim Provost and Vice-President for Academic Affairs, Bennett College
Terrence Southern, Robotics & Automation Engineer at GE Global Research, CEO at Illuminate STEM
Greg Wilson, Director of Public Relations, Talladega University
David W. Hoard, President, DHT and Associates
Moses Goldmon, Executive Vice President, Chaplain Lane College
Jason Warner, Director of Strategic Marketing – Metropolitan College, Johnson C. Smith University
Audrey Franklin, Executive Director Alumnae Relations, Bennett College
Michael Sorrell, President, Paul Quinn College
State Alexander, Executive Assistant to the President and Director of Public Relations, Livingstone College

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lead hbcugrow.com An HBCUgrow Conference

NOVEMBER 4, 2021

LIVING & LEARNING CENTER at
VIRGINIA UNION UNIVERSITY

Proven ways to connect

- Attendee mailing lists
- Guest passes for you to use for internal team members
- Attend all sessions, meals and awards to interact in a meaningful way
- Opportunity to introduce a session and your institution
- Educational content from your organization featured before/after conference

Other benefits:

- Use of HBCUgrow LEAD Conference logo in your marketing materials to show leadership role in the HBCU community
- Your institution featured across multiple mediums
- Introduce new products or services

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How do I become a conference partner?

We're looking for HBCUs to partner!

Here is what you can expect from the HBCUgrow team:

> A powerful conference with leadership positioning

> HBCUgrow multi-channel marketing & PR for the event

> Branded HBCUgrow event materials, PowerPoint, nametags, signage, etc.

> High level speakers and informative sessions

> A well run HBCUgrow event, including coordination, agenda, speakers, registration

> Your university recognized as partner and sponsor on all marketing

> Your university spotlighted via email, website, social media and digital ads

> Conference feature options:

  > Presidential Panel Luncheon participation

Presidential Panel at Past Fall Conference
Presidents (left to right): Dubroy, Sorrell, La Branche, Jenkins

lead An HBCUgrow Conference
hbcugrow.com

NOV 4, 2021 • LIVING & LEARNING CENTER @ VIRGINIA UNION UNIVERSITY, RICHMOND, VA

hbcugrow.com/sponsorship

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	SPOTLIGHT HBCU	HBCU HIGHLIGHT	HBCU FEATURE
	(Limit 2)		
Conference Feature			
Conference session (pre-approval, (limit 2)	✓		
Introduce session (limit 2)	✓		
President featured on Presidential Panel (limit 3 total)	✓	✓	
Logo on conference slides	✓		
Signage at event*	✓	✓	
Partner thank you sign	Logo	Logo	Name
Conference Materials Feature			
Logo on pre-conference material	✓	✓	
Logo on agenda at conference	✓	✓	
Company name on agenda at conference			✓
Your company materials at event*	✓		
Your logo items for attendees*	✓	✓	✓
Digital Recognition			
Website			
Logo & link to your website on hbcugrow.com	✓		
Institution name on hbcugrow.com		✓	
Article/blog on hbcugrow.com**	✓	✓	
E-newsletter			
Logo and link on e-blast	✓	✓	
Name on e-blast			✓
Feature on your HBCU**	✓		
Social Media			
Name mention on social	✓✓	✓✓	✓
HBCU spotlight post & link on social	✓	✓	
Conference/Award Tickets (for attendees and/or may be given as "scholarship" tickets)	10 seats, PLUS 5 ADDED SEATS FOR HOST	7 seats	4 seats
YOUR PARTNERSHIP INVESTMENT:	$785	$625	$400
Conference/Awards Shout Out	Email to your base Mention on your Social Media*	Email to your base Mention on your Social Media*	Email to your base Mention on your Social Media*

* Sponsor to provide
** Sponsor to provide. Must be preapproved.