

NACAC 

# HBCU ADVANCE

SPONSORSHIP OPPORTUNITIES

ATLANTA, GA | AUGUST 1, 2025



ATLANTA UNIVERSITY CENTER  
ROBERT W. WOODRUFF LIBRARY

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# PROGRAM GOALS

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For more information, contact: [nacac@theYGSgroup.com](mailto:nacac@theYGSgroup.com)

**1.**

Identify institutional and professional challenges facing HBCU admission offices.

**2.**

Identify opportunities and successful practices employed by HBCU admission offices.

**3.**

Identify ways in which HBCU admission offices can be effectively supported by institutions.

**4.**

Provide opportunities for professional learning and networking among HBCU admission offices to facilitate best practices and cultivate professional pathways and leadership for HBCU admission officers.

**5.**

Identify HBCU best practices that can be shared with other postsecondary institutions to improve equity outcomes nationally.



## TITLE SPONSOR

Exclusive | \$7,500

As part of this sponsorship package, an organization representative will have the opportunity to deliver up to five minutes of remarks from the podium at their choice of the Welcome Reception, Keynote Session, or Closing Reception. The package also includes a session sponsorship with the ability to present products or services, a tabletop in a high-traffic area to engage in one-on-one conversations with attendees, and the largest and most prominent logo placement on all onsite signage and the event landing page. Additionally, the sponsor's logo will be featured in marketing emails sent to both prospective and registered attendees of HBCU Advance, on the cover of any printed event materials, and includes two complimentary registrations.

## DEI ADVOCATE

Multiple Opportunities | \$3,500

Gain prominent recognition as a DEI Advocate with your name featured on event signage and marketing for HBCU Advance and GWI, a special highlight on the NACAC Conference 2025 Main Stage and DEI track in Columbus, OH, plus an exclusive NACAC designed Digital Badge to showcase on your company website.



### WELCOME SPONSOR

Exclusive | \$3,000

This sponsorship package offers an organization representative the opportunity to deliver up to two minutes of remarks from the podium, along with a tabletop in a high-traffic area to facilitate one-on-one conversations with attendees. Sponsors will receive logo recognition at the Welcome Reception, as well as prominent logo placement on all onsite signage, the event landing page, marketing emails sent to prospective and registered attendees of HBCU Advance, and the cover of any printed event materials. The package also includes one complimentary registration.



### KEYNOTE SPONSOR

Exclusive | \$3,000

This sponsorship package provides an organization representative the opportunity to deliver up to two minutes of remarks from the podium, along with a tabletop in a high-traffic area to facilitate one-on-one conversations with attendees. Sponsors will receive logo recognition at the Keynote Presentation, as well as prominent logo placement on all onsite signage, the event landing page, and marketing emails sent to prospective and registered attendees of HBCU Advance. Additionally, the sponsor's logo will appear on the cover of any printed event materials, and the package includes one complimentary registration.



### CLOSING SPONSOR

Exclusive | \$3,000

This sponsorship package includes the opportunity for an organization representative to deliver up to two minutes of remarks from the podium, along with a tabletop exhibit in a high-traffic area to facilitate one-on-one conversations with attendees. Sponsors will receive logo recognition at the Closing Reception, as well as prominent logo placement on all onsite signage, the event landing page, and marketing emails sent to both prospective and registered attendees of HBCU Advance. Additionally, the sponsor's logo will appear on the cover of any printed event materials.

## ADVOCATE

Multiple Opportunities | \$1,200

This sponsorship package offers middle-tier logo placement on all onsite signage, the event landing page, and marketing emails sent to both prospective and registered attendees of HBCU Advance. It also includes logo placement within any printed materials for the event, a tabletop in a high-traffic area for one-on-one conversations with attendees, and one complimentary registration.

## SUPPORTER

Multiple Opportunities | \$750

This sponsorship package includes logo recognition on all onsite signage, the event landing page, and marketing emails sent to both prospective and registered attendees of HBCU Advance.

# NACAC'S HBCU MEMBERS



For more information, contact: [nacac@theYGSgroup.com](mailto:nacac@theYGSgroup.com)



## ATLANTA UNIVERSITY CENTER



The Atlanta University Center Consortium, Inc., located in the heart of metropolitan Atlanta, is the world's largest consortia of African American private institutions of higher education. Originally formed in 1929, the Consortium is a nonprofit organization that operates on behalf of its member institutions: Clark Atlanta University, Morehouse College, Morehouse School of Medicine and Spelman College.

Atlanta University, founded in 1865 and Clark College founded in 1869, merged to form Clark Atlanta University in 1988, a leading private, historically black doctoral research university. Morehouse College, established in 1867, is the nation's largest private liberal arts college for men. Formed in 1881, Spelman College is a highly selective liberal arts college for women. The Consortium's newest member institution, Morehouse School of Medicine was formed in 1974 and is one of the nation's most widely recognized community based medical schools. Because of the close proximity of the institutions, the boards of trustees and presidents of the colleges began to assess ways in which they could utilize their services and resources more effectively and efficiently. Thus, the Atlanta University Center Consortium was formed to coordinate and manage the cooperative efforts of various programs and services offered by the colleges. While no longer members of the Consortium, Morris Brown College founded in 1881, and the Interdenominational Theological Center founded in 1958, are largely significant to the Consortium's rich legacy.

**NACAC**

National Association for  
College Admission Counseling



*For more information, contact:*  
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