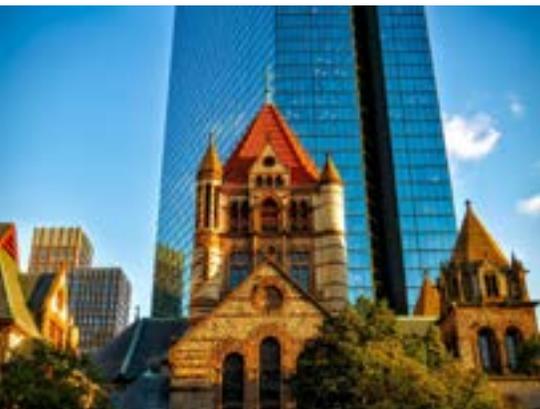




LEARNING TO  
transgress



NATIONAL COLLEGIATE  
HONORS COUNCIL

**2018 ANNUAL CONFERENCE  
SPONSORSHIP PROSPECTUS**

BOSTON, MA :: NOVEMBER 7-11, 2018



## What is Honors?

Honors education ignites passion for lifelong learning and encourages student creativity, collaboration, and leadership in the classroom and beyond. Honors curriculum also serves as a laboratory for inventive and experiential education that can be implemented in the traditional classroom.



## What is NCHC?

Founded in 1966, the National Collegiate Honors Council (NCHC) is a unique educational organization designed to support and promote undergraduate honors education. We have nearly 900 member institutions and several hundred individual members, impacting over 350,000 honors students.



## Why be a sponsor for the NCHC Annual Conference?

### ***Thought Leaders and Decision Makers***

The NCHC is a growing community of educators who are committed to honors education in all forms. NCHC conference attendees are comprised of nearly equal parts honors directors, deans, and faculty and high achieving honors students. Many of the honors directors and deans either are the decision-maker or are highly influential in the decision-making process for their institutions. The students who attend the NCHC conference are among the most talented and most highly motivated youth in the country, the kind of individuals who will soon become decision makers in their own right.

### ***Unparalleled Networking Opportunities***

Our members attend the NCHC conference for one primary reason: networking. There is no other national event like the NCHC Annual Conference for honors educators to come together and collaborate on what works in honors education. Our conference attendees actively seek new strategies and directions to help create programs worthy of the students who enroll.

### ***The Biggest Event of the Year***

Each fall, the members of the NCHC gather at a four-day showcase of the best honors has to offer. Honors educators and students flock to this event for a rich variety of workshops and presentations, as well as the opportunity to interact and exchange ideas with others involved in honors. The NCHC conference captures a very unique audience of the nation's top academics and scholars. Students and professionals alike come to each annual event seeking information about new innovations and opportunities.

## **2018 Conference: Learning to Transgress**

**Boston, MA | November 7-11, 2018**

In her 1994 landmark essay collection *Teaching to Transgress: Education as the Practice of Freedom*, bell hooks explores the manner in which a critical consciousness can lead to liberatory practices in education. As honors faculty, students, and staff, we can learn much from hooks's powerful call to resist the "unjust exercise of power" in the classroom, develop learning environments that feature pleasure at their center, overcome the fear of transgressing boundaries, interrogate the privileged positions from which we speak, cultivate true dialogue as a way of crossing boundaries, and take risks by "experimenting with progressive pedagogical practices." Ultimately, hooks offers a hopeful note about the transformative power of education by identifying the classroom as "the most radical space of possibility in the academy." Her work poses a key question for our community: are we living up to the promise of that possibility in our theory and practices in honors?



# NCHC BY THE NUMBERS

## membership

NCHC's Member Institutions Include:

54% of all colleges and universities with Institutional

**HONORS PROGRAMS**

78% of all colleges and universities with

**HONORS COLLEGES**

Our 890 Member Institutions Are:

80% Four-Year Programs

64% Public

24% Faith-Based

WITH

55,000+ Faculty & Staff

AND

350,000 Students

f 1202

352

602

**49%** OF HONORS ADMINISTRATORS HAVE BEEN IN THEIR POSITION FOR 3 YEARS OR LESS – GIVING OUR SPONSORS A MIXED AUDIENCE OF BOTH VETERAN DECISION MAKERS AND BRAND NEW MEMBERS.

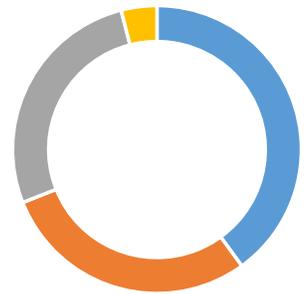
## #nchc17

# 2,019

REGISTERED ATTENDEES AT NCHC'S 2017 ANNUAL CONFERENCE

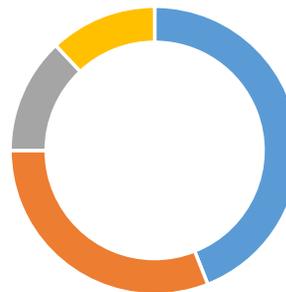
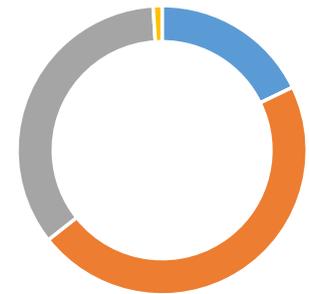
**909**  
Students  
(45% OF ATTENDEES)

- Seniors (40%)
- Juniors (29%)
- Sophomores (27%)
- First Year (4%)



**1,110**  
Directors & Faculty  
(55% OF ATTENDEES)

- Staff (18%)
- Faculty (47%)
- Administrator (35%)
- Other (1%)



**531** Institutions  
49 States • 9 Countries

- Master's College or University (44%)
- Doctoral/Research University (31%)
- Associates College (13%)
- Baccalaureate College (12%)

# SPONSORSHIP PACKAGES

National Conference Sponsor Benefits	Gold (\$10,000)	Silver (\$5,000)	Bronze (\$3,500)	Copper (\$2,500)
Complimentary Conference Registrations	2	1	1	1
Recognition in Conference Promotional Emails	•	•	•	•
Recognition on Conference Event Signage	•	•	•	•
Recognition on Event Mobile App	•	•	•	•
Sponsor Link on Conference Website	•	•	•	•
Sponsor Table in High Traffic Area	•	•	•	•
Pre- or Post- Event List of Conference Attendees (single use)	both	both	•	
Full Page, Full Color Ad in Print Program Guide	•			
Sponsorship of One NCHC Special Event	<b>choices below</b>			
PDF or Link included in Attendee Digital Registration Packet	<b>Choose 5 Enhanced Benefits</b>	<b>Choose 3 Enhanced Benefits</b>	<b>Choose 1 Enhanced Benefit</b>	
Social Media Promotion Pack*				
One Sponsored Article in NCHC Monthly Newsletter				
1/2 Page, Full Color Ad in Print Program Guide				
Mobile App Push Notification during Conference Event				
General Session Speaking Opportunity ( <i>details below</i> )				
Up to (3) Additional Registrations at Discounted Member Rate				

Exhibit table locations and placement of print ads are prioritized based on date of signed agreement, so sign up early!

## Special Event Choices for Gold Level

- Beginning in Honors (BIH)**  
*for new honors directors/faculty*
- Best Honors Administrative Practices (BHAP)**  
*for seasoned honors directors*
- NCHC Consultants Center**  
*one-on-one consulting for directors/faculty*
- Developing in Honors (DIH) SOLD**
- Student Interdisciplinary Research Panels (SIRP)**  
*selective panels of innovative student research*

**Most Special Event options include a 3-4 min. introduction by your organization; Consultants Center includes branded signage with your logo in place of a speaking opportunity.**

- Partners in the Parks Excursion**  
*national park/monument excursion for directors/faculty & students*
- NCHC Awards Ceremony**  
*a recognition ceremony for annual student and faculty awards*
- NCHC Student Poster Sessions**  
*competitive student poster presentations*
- NCHC Student Party**  
*student social event*
- NCHC Student Open Mic Night**  
*student social event*

**GENERAL SESSION PRESENTATIONS:** General Sessions are only available until **June 1, 2018**; all session details must be received by NCHC prior to **June 15, 2018**. Sessions are 50 minutes each; typical room capacity seats up to 60 attendees. Content for General Session presentations must be approved by the NCHC Conference Chair. Session dates and times will be scheduled by NCHC on a first-come, first-serve basis.

**SOCIAL MEDIA PROMOTION PACK:** Receive two (2) featured mentions/tags on NCHC's social media channels for your organization prior to the beginning of conference, including a link to your website or social media page, and a one-day "Instagram Takeover": Three (3) photos/posts of your creation, posted by NCHC throughout the day to our Instagram audience, on the date of your choosing. Content must be approved by NCHC.

# MORE SPONSORSHIP OPPORTUNITIES

- The below sponsorships include:
- Recognition in Print Program
  - Recognition on Event Signage
  - Recognition on Mobile App
  - Sponsor Link on Conference Website
  - PDF or Link in Digital Registration Packet

**WiFi Sponsorship** ..... \$5,000  
 Every attendee will be accessing the WiFi network available throughout the event space. Sponsor the conference WiFi for recognition on signage throughout the space, and a password code with your organization's name. **(1 Available)**

**Networking Coffee Station**..... \$3,500  
 Give attendees a lift by sponsoring a mid-morning or afternoon refreshment break in a high traffic session area. Appropriate signage displaying your company name and logo will be placed by the break area, with announcements made at the event and through social media. **(3 Available)**

**Name Badge Lanyards**..... \$2,500  
your production  
 .....or \$4,000  
NCHC production

A high-profile sponsorship opportunity! Place your company's logo on every attendee throughout the conference. Some conference events take attendees out into the host city, increasing your exposure exponentially. 2,000 pieces required. **(1 Available)**

**City as Text Excursion** ..... \$3,500  
 City As Text is a full afternoon Thursday event, where attendees get out to explore and learn about the host city through a variety of city landmarks. An NCHC signature Program, City as Text is a favorite among conference attendees, with an average of 500 faculty and students taking part each year. A great opportunity for a travel or study abroad sponsor to reach a target audience! **(1 Available)**

**Conference Welcome** ..... \$5,000  
 NCHC18 will open with a welcome by our conference chair, and an opening plenary by Rachel Cobb from Suffolk University. Cobb is an expert in American politics and civic engagement. Kick off the conference with this energizing opening. Appropriate signage displaying your company name and logo will be placed at the event. **(1 Available)**

**Idea Exchange Breakfast**..... \$5,000  
 Promote the exchange of great ideas amid a great breakfast. NCHC members will present tables of information on a variety of diverse topics on Friday as attendees enjoy breakfast and browsing the presentations. Appropriate signage displaying your company name and logo will be placed at the event. **(1 Available)**

**Friday StorySLAM**..... \$5,000  
 On Friday evening, attendees will witness an interactive storytelling competition modeled after The Moth Radio Hour and emceed by award-winning author Andre Dubus III. This modern, exciting event is a can't-miss conference showcase. Appropriate signage displaying your company name and logo will be placed at the event. Your logo can be displayed on the video screens before and after the event as well. **(1 Available)**

**Saturday Breakfast**..... \$5,000  
 Get the day started right for conference attendees and have your company name associated with that goodwill when you sponsor an all-attendee breakfast. Appropriate signage displaying your company name and logo will be placed at the event. Your logo can be displayed on the video screens during breakfast. **(1 Available)**

**Pen & Pad Sponsorship** ..... \$1,500  
your production  
 .....or \$2,500  
NCHC production

Place your company logo on pens and notepads in every session room for attendees to take home! Ship materials you've already created, or let NCHC produce - your choice! 1,500 pens and 1,000 notepads required. **(1 Available)**

**General Conference Sponsorship** ..... \$750

Can't join us in Boston? You can still get your brand in front of NCHC's conference audience!

- Sponsor Link on Conference Website
- Recognition on Mobile App
- Recognition in Print Program
- Recognition on Event Signage

# SPONSORSHIP DATES & DETAILS

## IMPORTANT DATES

June 1 . . . . . Deadline for all General Sessions

June 15 . . . . . All content for General Sessions must be submitted for approval and scheduling

August 1 . . . . . Deadline for all Print Program Ads

August 1 . . . . . Deadline for all Social Content (Instagram Takeover posts, photos or links)

## LOGOS & PRINT ADS

Files must be high resolution (min. 300 DPI), suitable for print and enlargement on signage and other displays. **EPS, PNG, or PDF files are preferred.** Color logos must be received when payment is submitted, within **two weeks** of contract agreement.

Ads must be in CMYK color format at the specified size below. **EPS or PDF files** are preferred. For publication in the printed program, all ads must be received no later than **August 1, 2017.**

1/2 Page: . . . . . 7.5" w x 5" h

Full Page: . . . . . 7.5" w x 10" h

## EXHIBIT TABLES

Sponsorships that include a table will receive a 6-ft table in a high-traffic area. Power is not included, but can be added for an additional fee upon request. WiFi is included throughout the conference space at no additional charge. Tables will be available for setup on the evening of Wednesday Nov. 7th, and will remain in place until Saturday Nov. 10th at 5pm. You are welcome to set up your table on Wednesday, but please be advised that the first sessions do not begin until Thursday morning, and there will be no security for your table after hours. All individuals staffing your table must be registered for the conference; you can take advantage of discounted registration rates as a part of the sponsorship benefits package. A full conference schedule and hotel/travel details will be available on the NCHC website in Summer 2018.

## PRE-/POST- CONFERENCE EMAIL LIST

Conference attendee privacy is important to NCHC. For sponsorships that include an email list, the following rules apply:

- The attendee contact list provided is for a **one-time use only**. All lists and information therein are confidential and at all times are and remain the sole property of NCHC. In no event should the sponsor divulge to anyone or make reproductions of the contact list in any way.
- Although we make every effort to keep contact lists up-to-date, NCHC makes no guarantee as to the number of undeliverable, and existence or number of undeliverable shall not be considered a material breach of this agreement by NCHC.

[Sign your Sponsorship Agreement Here!](#)

# PREVIOUS NCHC CONFERENCE SPONSORS





## National Collegiate Honors Council

1100 NRC • 540 North 16th Street • Lincoln, Nebraska 68588

For questions or additional sponsorship information,  
please contact Andy Falter at **203-797-9559**  
or **[afalter@sponsorshipreliancegroup.com](mailto:afalter@sponsorshipreliancegroup.com)**