

# Sponsor Prospectus

2013 DIVERSITY CONFERENCES:  
EDUCATION AND EQUITY FOR ALL STUDENTS



**A Dream Deferred™:**  
The Future of  
African American Education



**Native American  
Student Advocacy  
Institute**



**Prepárate™:**  
Educating Latinos for the  
Future of America

# Diversity Conferences: Education and Equity for All Students



Each year, the College Board hosts a series of conferences to address the challenges facing underserved student populations. With a focus on increasing academic achievement for all students, the diversity conferences offer educators an opportunity to share strategies, effective programs and best practices with colleagues across the country, as well as develop partnerships to effectively tackle issues at the national level.

Attendees span the education spectrum and include representatives from secondary schools, higher education institutions, national advocacy and community-based organizations, and government agencies.

**Preparate™: Educating Latinos for the Future of America** provides a forum to address challenges and develop solutions that will inspire and empower Latino students to succeed at the higher education level.

**April 29–30, 2013**

**Hyatt Regency McCormick Place**

**Chicago, Illinois**

[preparate.collegeboard.org](http://preparate.collegeboard.org)

**A Dream Deferred™: The Future of African American Education** inspires powerful thinking and explores models of excellence that address the most critical issues affecting African American students.

**April 30–May 1, 2013**

**Hyatt Regency McCormick Place**

**Chicago, Illinois**

[dreamdeferred.collegeboard.org](http://dreamdeferred.collegeboard.org)

**Native American Student Advocacy Institute** celebrates individual triumphs over educational inequities and provides opportunities for future partnerships that ensure postsecondary access and excellence for Native American students.

**May 30–31, 2013**

**The University of Montana and Salish Kootenai College**

**Montana**

[nasai.collegeboard.org](http://nasai.collegeboard.org)

We encourage you to take this opportunity to demonstrate your support for these important events. Please consider sponsoring these critical national dialogues on the educational future of underrepresented students. With your support, the College Board has a greater chance of impacting more educators and, therefore, more students.

# Diversity Conferences: Sponsor the Diversity Conferences



Enhance the attendee experience and increase your exposure to this dynamic and influential audience when you highlight your company or organization with a premium sponsorship. Please submit your choice of sponsorship at least six weeks prior to the event you are sponsoring. Please note that each event offers a unique setting that can be tailored to your needs.

The following opportunities are available for sponsorship for each conference. If you would like to sponsor the multiple conferences, or a specific one, at a level not listed below, please contact Adam Hillier at 408-367-1423 or [ahillier@collegeboard.org](mailto:ahillier@collegeboard.org).

## Luncheon Speakers Sponsorship (\$10,000)

Showcase your organization to the entire assembly. Featuring a College Board–selected speaker, this dynamic forum will focus on the issues of diversity in higher education.

### As additional recognition, you will receive:

- Signage at the event
- Verbal acknowledgment during the event
- A one-page advertisement in the program\*
- An exhibit booth
- A reserved table during lunch
- Website recognition
- Five complimentary registrations

## Evening Networking Reception (\$7,500)

Sponsor the chance to network with conference attendees in a relaxed setting.

### As additional recognition, you will receive:

- Signage at the event
- Verbal acknowledgment during the event
- A half-page advertisement in the program\*
- An exhibit booth
- A reserved table during the networking reception
- Website recognition
- Four complimentary registrations

## Continental Breakfast (\$6,000)

The first impression of the day could be yours.

### As additional recognition, you will receive:

- Signage at the event
- Verbal acknowledgment during the event
- A quarter-page advertisement in the program\*
- An exhibit booth
- A reserved table during breakfast
- Website recognition
- Three complimentary registrations

## About the College Board

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators and schools. For further information, visit [www.collegeboard.org](http://www.collegeboard.org).

## Cultural Activities Sponsorship (\$5,000)

Sponsor cultural activities that highlight local students and performers. Funds raised for this effort will go to the performers at the conference.

### As additional recognition, you will receive:

- Signage at the performance
- Verbal acknowledgment during the event
- An exhibit booth
- Website recognition
- Program recognition
- Two complimentary registrations

## Educator/Counselor Registration Scholarships (\$3,000)

Assist with registration for educators and school counselors who work with low-income students, who would otherwise not be able to attend. You can suggest scholarship recipients from schools that you currently work with.

### As additional recognition, you will receive:

- Verbal acknowledgment during the event
- An exhibit booth
- Website recognition
- Program recognition
- One complimentary registration

## Tote Bag Inserts (\$2,500)

Insert a promotional flyer or item into the conference tote bag.

### As additional recognition, you will receive:

- Verbal acknowledgment during the event
- An exhibit booth
- Website recognition
- Program recognition
- One complimentary registration

## Exhibit Space (\$700)

Showcase your organization at the conference.

### For exhibiting, you will receive:

- One 6-foot table with draped table-skirt and two chairs for exhibiting
- Program recognition
- Website recognition
- One complimentary registration

The conference organizer reserves the right to determine the eligibility of any organization or product for advertising space.

\*Please note that sponsors who have not submitted their ad content by Feb. 4, 2013, may not receive ad placement in the program. Other equivalent solutions may be explored if this deadline is not met.

# Diversity Conferences: Sponsor/Exhibitor Agreement



Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ URL: \_\_\_\_\_

## Sponsor information:

Please fill in the level of sponsorship that you would like to provide:\*

Sponsorship: \_\_\_\_\_

\*Please note that sponsorships will be accepted on a first-come, first-served basis. The College Board will notify you immediately if your chosen event has already been selected by another sponsor. Sponsors may purchase additional registrations for \$300 each.

## Conference(s) to be sponsored:

\_\_\_\_\_ **Prepárate™**: Educating Latinos  
for the Future of America

\_\_\_\_\_ **A Dream Deferred™**: The Future  
of African American Education

\_\_\_\_\_ **Native American Student  
Advocacy Institute**

## Description of products/services to be displayed:

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## Payment due:

### Sponsors/Exhibitors

Fees \$ \_\_\_\_\_

Additional Registrations \$ \_\_\_\_\_

Additional Exhibit Booth \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

**Please return this form with full payment, as well as a signed copy of the Sponsor/Exhibitor Terms of Agreement, to Adam Hillier, The College Board, Western Regional Office, 2099 Gateway Place, Suite 550, San Jose, CA 95110-1051. Payment should be in the form of a check made out to The College Board. Credit cards cannot be accepted. The deadline is six weeks prior to the event you are sponsoring.**

Any questions or comments should be directed to [ahillier@collegeboard.org](mailto:ahillier@collegeboard.org).

# Diversity Conferences: Sponsor/Exhibitor Terms of Agreement



All sponsors/exhibitors are subject to the following rules and regulations:

- Conference organizers reserve the right to determine the eligibility of any organization or product for inclusion at the conference and reserve the right to require the immediate withdrawal of any exhibit.
- Applications for sponsorships and exhibit space must be accompanied by full payment. Cancellations will not be accepted after March 1, 2013, and from that date the registration fee is nonrefundable. Exhibitor spaces not occupied during conference dates are forfeited. This contract will not be binding upon the College Board in the event of strikes, labor disputes, acts of God, terrorism or other circumstances beyond the control of the College Board.
- Exhibit space will be assigned in the order in which applications and checks are received. A comparable space will be assigned in the event that the space requested by the exhibitor has already been chosen. An exhibitor may rent one, two or several exhibiting spaces.
- Each sponsor/exhibitor will set up their displays in the morning prior to the start of each conference, from 6–9 a.m., and will tear down their exhibit no earlier than one-hour before the close of the conference, and no later than 3 hours after the close of the conference. These times may be subject to change. Early or late teardown is prohibited and can result in a \$100 fine.
- All exhibits must be open and have staff present at the conference during exhibit hours.
- Sponsor agrees that all uses of the College Board’s trademarks will be displayed in the manner described below. Sponsor agrees to submit, prior to the conference, a copy of all materials in which the trademark appears. Failure to comply may result in the removal of the noncompliant material. Sponsor shall replace the <sup>TM</sup> symbol with an asterisk and display a corresponding footnote disclaimer.

For example: Prepárate\*

\*Prepárate is a trademark owned by the College Board, which was not involved in the development of nor does it endorse this product.

For example: A Dream Deferred\*

\*A Dream Deferred is a trademark owned by the College Board, which was not involved in the development of nor does it endorse this product.

- Each sponsor/exhibitor shall maintain, at its expense, insurance coverage of the kind, type and limits specified herein to provide coverage against any claims arising from any activities resulting from exhibitor’s participation in the diversity conferences. Sponsor/exhibitor agrees to add the College Board as an additional insured (except for workers’ compensation insurance) on all policies and to make certificates of all insurance available for the College Board’s review and approval:

<b>Commercial General Liability:</b>	<b>\$1,000,000 combined single limit</b>
<b>Umbrella Liability:</b>	<b>\$1,000,000</b>
<b>Workers’ Compensation/Employer’s Liability:</b>	<b>Statutory</b>

- Conference staff have sole control over admittance to the conference and the exhibit hall. Each sponsor/exhibitor shall provide, in advance, the names and titles of the people attending and responsible for staffing the booth. All exhibitor personnel shall wear their badges at all times in the exhibit hall, and have corporate identification available for viewing by security personnel.
- No sponsor/exhibitor shall reassign, sublet or share their allotted space without the written consent of the conference organizers. Demonstrations, equipment, interviews and other activities must be confined to the assigned space.
- No signs, graphics or displays may be placed outside the area of the assigned booth space.
- The assembling of attendees in any meeting or special function room by any sponsor/exhibitor or organization for any business, social or other event, without the written approval from the conference organizers, is prohibited.
- Anyone who disseminates company information during workshop sessions without explicit written permission from the conference organizers will be fined \$1,000.

**By signing this contract, you are acknowledging that you have read and will comply with all of the terms stated above.**

Company \_\_\_\_\_

Name and Title (Printed) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_