

A photograph of the Austin skyline, featuring several prominent skyscrapers and modern buildings under a clear sky. The image is used as a background for the top section of the flyer.

YES WE MUST COALITION

COLLEGE SUCCESS FOR ALL

SPONSORSHIPS

Yes We Must Coalition National Conference

Education for the New Student Majority: Collaboration and Innovation for Persistence and Completion

October 24–26, 2018

Omni Austin Hotel at Southpark, Austin, Texas

The Opportunity: Meet with college and university Presidents, Vice Presidents of Academic and Student Affairs, faculty and other key decision makers committed to increasing college-degree attainment among the New Student Majority—low-income and other currently under-represented students. The conference presents a unique opportunity for vendors, funders and others to be together with leaders of frequently unheralded colleges and universities doing the important work of increasing post-secondary degree attainment.

All Yes We Must Coalition member institutions are committed by mission to the power of education to combat poverty and create an informed, engaged citizenry. At this second national conference, they will meet with other educational leaders to share strategies and ideas for serving low-income students.

We welcome the support and participation of forward-thinking, like-minded organizations, individuals and companies interested in supporting the goals of the conference and being part of the conversation.

The Organization: The Yes We Must Coalition is the only organization in higher education specifically focused on non-profit, private institutions that primarily serve students from low-income backgrounds, often the first in their families to attend college, often students of color and from both urban and rural areas. Since the Coalition's founding in 2011, it has garnered national attention for its work to facilitate collaboration and foster evidence-based change among its members and to focus attention on the students they serve. A small, not-for-profit 501(c)(3) organization, the Coalition is currently comprised of 33 colleges and universities where 50% or more of the undergraduates are low-income students as indicated by Pell grant eligibility.

The Audience: The conference is open to all post-secondary educational institutions, organizations, and individuals committed to increasing college graduation rates among low-income students. The anticipated number of attendees is approximately 200.

Conference Highlights: Confirmed speakers include **Wil Del Pilar**, Vice President for Higher Education Policy, Practice, and Research, The Education Trust; and **Uri Treisman**, Executive Director of The Charles Dana Center at the University of Texas, Austin. A panel on funding will include representatives from **The Kresge Foundation**, **The Teagle Foundation**, the **Bill & Melinda Gates Foundation**, and the **Greater Texas Foundation**.

Sponsorship and Vendor Benefits: A variety of opportunities are available for organizations, vendors and others as listed below. All sponsors will be listed in the program and on the Yes We Must website. Platinum Level Sponsors are invited to publicly welcome attendees at the Keynote Opening Dinner. Sponsors at the Silver and above levels will be noted on a poster by the conference entrance. Donors at the Bronze and above levels will be recognized at the opening reception and at the specific sessions for which they are a sponsor. Bronze Level and above sponsorships include 2 complimentary registration fees.

Sponsorship Opportunities

Platinum Level Sponsor: \$20,000

- Opening Keynote and Dinner
- Invited Members Dinner with Funders

Gold Level Sponsor: \$10,000

- Opening Reception and Welcome
- Thursday Keynote and Lunch
- Innovation Showcases and Reception
- Thursday Plenary
- Funders' Panel

Silver Level Sponsor: \$5,000

- Panel Presentation Session A
- Panel Presentation Session B
- Panel Presentation Session C
- Collaboration Snapshot Presentations

Bronze Level Sponsor: \$2,500

- Preconference Collaborative Meetings
- Thursday Roundtable Discussions and Breakfast
- Friday Roundtable Discussions and Breakfast
- Friday Box Lunches

All sponsorships must be confirmed by August 1, 2018, to be listed in the conference program.

Exhibitors

- Exhibition Space throughout the conference begins at \$1,500.
- Exhibitors must be confirmed by September 1, 2018, to assure exhibition space.
- Exhibitors must register and pay the conference registration fee.

Exhibitors with relevant subject matter for presentation at the conference are invited to submit a proposal for a breakfast Roundtable Discussion. If the proposal is accepted by the Conference Committee, the exhibitor must pay an additional \$500. See [Call for Proposals](#) for submission details at https://yeswemustcoalition.org/site/assets/files/1030/call_for_proposals.pdf.

**For more information, contact Yes We Must
conference@yeswemustcoalition.org**
