



OFFICE OF UNDERGRADUATE STUDIES

ACADEMIC ACHIEVEMENT PROGRAMS

Sponsorship Proposal for 26th University of Maryland National McNair Scholars & Undergraduate Research Conference

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The
26th

UNIVERSITY OF MARYLAND

Ronald E. McNair Scholars & Undergraduate Research Conference

13th - 16th
March, 2025

Marriott Hotel & Conference
Center, College Park

Sponsorship Proposal

We sincerely appreciate your time and consideration in reviewing our proposal to sponsor our 26th University of Maryland National McNair Scholars & Undergraduate Research Conference. Your support means the world to us. We are thrilled at the prospect of partnering with you and, with your invaluable support, making a profound difference in the lives of our McNair Scholars. Your contribution will not only enhance their academic journey but also open doors to a brighter future, shaping the next generation of scholars and leaders.

The 26th University of Maryland National McNair Scholars & Undergraduate Research Conference

With its illustrious history and esteemed reputation, the 26th University of Maryland National McNair Scholars & Undergraduate Research Conference has been a beacon of academic excellence and innovation for over a quarter of a century. We extend a privileged invitation to you to participate in this prestigious event, aligning your brand with our legacy of excellence.

The Ronald E. McNair Post-baccalaureate Achievement Program is a 501(c)(3) Department of Education-funded program that serves high academic achievers who are low-income, first-generation, or traditionally underrepresented in graduate school. The mission of the McNair Scholars Program is to prepare and assist its Scholars in matriculating into doctoral programs and earning Ph. D.s.

The 26th National McNair Scholars & Undergraduate Research Conference is renowned for its informative sessions, networking opportunities, and access to cutting-edge insights from prominent speakers and experts. As we prepare for this year's conference, we commit to ensuring that it surpasses all previous editions regarding value and impact.

The 26th National McNair Scholars & Undergraduate Research Conference will host more than 400 Undergraduate McNair Scholars from over a hundred colleges and universities across the United States. Preparing for this remarkable occasion, we seek corporate partners and sponsorships from esteemed companies like yours to support our 26th National McNair Scholars & Undergraduate Research Conference and contribute to its success. We believe our event aligns perfectly with your values and target audience, and we would be honored to have you as a valued corporate sponsor.

Partnering with the 26th University of Maryland National McNair Scholars & Undergraduate Research Conference is positioned as a strategic initiative to enhance business visibility and efforts to strengthen communities through education. Your organization's sponsorship of the 26th National McNair Scholars & Undergraduate Research Conference will elevate the conference's success and provide your brand with exceptional exposure to a diverse group of McNair Scholars, university administrators, faculty, and staff. This exposure can increase brand recognition and loyalty among these influential groups.

We also have an opportunity for your company to advertise in our Conference Proceedings Book. The Book will be the official guide to the 2025 National McNair Scholars and Undergraduate Research Conference. Everyone attending the conference will be given a copy. Each ad lets the participants know how much we care about our organization. Many attendees take their books home to share with family members and other scholars who read the ads.

Please also consider both an **annual sponsorship** and a **conference-level sponsorship**.

Upon receipt of your sponsorship nomination, a 26th National McNair Scholars & Undergraduate Research Conference planning committee member will be in contact to confirm your sponsorship and finalize payment.

Thank you in advance for your support and commitment to our students and especially to the mission of the 26th University of Maryland National McNair Scholars & Undergraduate Research Conference. Your potential sponsorship is not just a financial contribution but a testament to your belief in the power of education and your commitment to the future of our scholars. If you have any questions, please feel free to contact me directly.

Kind Regards,

Dr. Jerry L. Lewis, Executive Director

The 26th National McNair Scholars & Undergraduate Research

Conference Sponsorship Levels

Below is the sponsorship information by sponsorship levels:

At the diamond, platinum, and gold levels, the following are included in the sponsorship 1-day recruitment/advertisement table at the exhibitor's hall for two, acknowledgments in the conference booklet, business logo and link on the conference website, and all electronic conference communications.

The Diamond level sponsorship offers your business maximum exposure to the talented and diverse group of McNair Scholars and University administrators, faculty, and staff. Businesses will enhance their brand and visibility through this sponsorship level.

Diamond Level: \$15,000

- Naming privileges and special signage for the entire conference (provided by the organization)
- Special advertisement placement in the Conference Proceedings Book
- Co-Sponsorship the Scholars Banquet and four seats at the banquet
- Invitation to the Directors Reception
- Special Guest of the Director

Platinum Level: \$10,000

- Naming privileges for all Conference events on Friday (highest attendance)
- Signage Displayed During Sponsored Event (provided by the organization)
- Co-sponsor the Scholars' reception on Thursday
- Co-sponsor & host the Scholars Social Networking Terp Zone Event on Thursday
- Invitation to the Directors Reception
- Special Guest of the Director

Gold Level: \$7,000

- Co-sponsor the McNair Directors Reception
- Signage Displayed During Sponsored Event (provided by the organization)
- Naming privileges for the McNair Directors Reception
- Naming privileges for the Scholars' Oral Presentation Sessions (Saturday)

At the silver and bronze levels, the following are included in the sponsorship 1-day recruitment/advertisement table at grad fair registration for one, acknowledgments in the conference booklet, Lunch for (2) attendees, business logo and link on the conference website, and all electronic conference communications.

Silver Level: \$5,000

- Naming privileges for the Scholars' Poster Presentations on Saturday

Bronze Level: \$3,000

- Naming privileges for the Scholars' luncheon on Saturday

The rates for the advertisement space are affordably priced as follows:

- A full-page ad will be 8.5" x 5.5" - \$425.00.
- Also, one back cover ad will be available on a first-come, first-served basis - \$550.00.
- All images and graphics must be 300 dpi.
- All ads should be electronically delivered in Adobe.
- Acrobat PDF (please be sure to embed all fonts).
- Artwork should be in black and white only.
- Deadline: **January 31, 2025, at 9 am**

Submission

SUBMITTING YOUR AD: Once you have completed the recruiter registration form and paid using our online system, please email your ad as a PDF file to GradFairMcNair@umd.edu.

A full-page ad should be 8" height x 5" width.

The 26th National McNair Scholars & Undergraduate Research Conference

Conference Events Full-Sponsorship Levels

The full-sponsorship level offers your business maximum exposure to the talented and diverse group of McNair Scholars and university administrators, faculty, and staff. Your company will enhance its brand and visibility through this sponsorship level.

Full-Sponsorship includes the following:

- Complimentary registrations
- Acknowledgments in the conference booklet, business logo and link on the conference website, and all electronic conference communications.
- Naming privileges for the sponsored event
- Full-page ad in the Conference Proceedings Book
- Premier signage recognizing the Full-Sponsorship Level for the entire conference (provided by the organization)
- Exhibitor booth or table during the entire event
- Lead billing and sponsor for the specific event/s below with logo and signage
- Student access during the sponsored event and the ability to address all attendees during the sponsored event
- Special guest of the Director, Conference, and recognition during the conference
 - **McNair Scholars Banquet Full Sponsorship \$35,000**
 - **McNair Scholars Reception Full Sponsorship \$25,000**
 - **McNair Scholars Social Networking TerpZone Full Sponsorship \$15,000**
 - **McNair Directors Reception Full Sponsorship \$15,000**

Sponsorship Selection

26th National McNair Scholars & Undergraduate Research Conference invites you to nominate the type of sponsorship category you would be interested in.

Sponsorship Nomination Form (please check the box for which event you wish to sponsor)

- | | |
|---|-----------------|
| <input type="checkbox"/> Diamond Sponsor | \$15,000 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$7,000 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Bronze Sponsor | \$3,000 |
| <input type="checkbox"/> Full-Sponsor (check the box and circle which event/s) | |
| ○ McNairs' Scholars Banquet | \$35,000 |
| ○ McNairs' Scholars Reception | \$25,000 |
| ○ McNairs' Scholars Social Networking TerpZone | \$15,000 |
| ○ McNairs' Scholars Banquet | \$15,000 |

I would like to sponsor annually at the same level for the next _____ years.

Sponsorship Category: _____

Sponsorship Value: \$ _____

Organization / Business Name: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Wk.: _____ Mob: _____ E-mail: _____