

2022

#**REALCOLLEGE**
CONFERENCE

THE HOPE CENTER

HOPE

For College, Community, and Justice

HOPE4COLLEGE.COM



#**REALCHANGE**

for Students



16-18

September

Rutgers University—
Camden Campus Center Building
326 Penn St. Camden, NJ

More Information:

[hope4college.com/realcollege/
realcollege-annual-convening/](https://hope4college.com/realcollege/realcollege-annual-convening/)

Dear Friends,

The pandemic laid bare longstanding equity challenges confronting our nation, including inside colleges and universities. **Education beyond high school is now an essential stop on the path to a stable life—yet nearly 3 in 5 college students lack access to essential resources like food, housing, health care, technology, transportation, personal hygiene supplies, and childcare.** Enough. It's time for a change.

We invite you to partner with changemakers fighting for solutions at the **5th annual #RealCollege Conference, September 16-18, 2022 at Rutgers University–Camden.**

This year's #RealCollege Conference will convene leaders across policy, research, and practice to focus on driving systemic federal, state, and local change to meet students' basic needs and advance equity in higher education outcomes. We are engaging cross-sector thought-leaders to provide actionable guidance, strategic insight, and practical expertise to drive structural policy reforms to meet #RealCollege students' basic needs.

The #RealCollege Conference 2022 will have a program representing diverse perspectives, experiences, skills, and backgrounds. The conference agenda will focus on actionable change in the following topic areas:

- **Financial aid for non-tuition costs:** Federal and state efforts to make college more affordable by addressing students' non-tuition costs for food, housing, course materials, transportation, child care, health care, and more.
- **Public benefits access for students:** Improving student access to public benefit programs, including conducting outreach, and addressing eligibility restrictions that impede students' basic needs security and create administrative burdens.
- **Pandemic-era reforms:** Federal and state pandemic-era supports and flexibilities that have helped students, including emergency aid, cash assistance, tax benefits, and flexibilities in public benefit programs.
- **Physical and mental health:** Disparities in access to and delivery of physical and mental health care for students; and
- **Data and evidence on basic needs:** Building the evidence base on the impact of students' basic needs insecurity and related interventions on enrollment, persistence, and completion.

It's time to modernize an outdated higher education system that no longer meets students and employer needs. Please explore our partnership options for this event and let us know how we can collaborate.

Thank you,

The Hope Center Team



About The Hope Center

The Hope Center for College, Community, and Justice is a nine-year-old action research center transforming higher education into a more effective, equitable, and impactful sector. With a core vision centering students as humans first and recognizing that the security of their basic needs is a central condition for learning, The Hope Center is advancing a fundamentally new way to close equity gaps in college attainment. The organization offers a potent combination of applied scientific research, technical assistance to colleges and universities, policy advising with state and federal governments, and strategic communications. Our work is firmly grounded in rigorous science, thoughtful practice, and social justice.

We are redefining what it means to be a student-ready college with a national movement centering #RealCollege students' basic needs.

About the #RealCollege Movement

The #RealCollege Movement began in 2015 as students joined practitioners, advocates, researchers, and faculty to demand that higher education recognize the central role students' basic needs, such as food, housing, transportation, childcare, and mental and physical health, play in their academic success. Drawing upon the diverse expertise and experiences of its members, the movement has led to the fielding of a renowned national survey of students' basic needs, an award-winning documentary about students' experiences, an annual conference dedicated to sharing promising practices, impactful student-centered state and federal legislation, and an array of solutions-focused collaborations with colleges, universities, and other partners throughout the country.



Partnership Opportunities
September 16–18, 2022
Rutgers University—Camden

\$100,000 Presenting Sponsor

As the presenting sponsor, you create the opportunity for us to gather more than 600 people across small and large higher education institutions working collaboratively to address disparities that impede learning.

- Logo in pre-event print and electronic advertising
- Logo featured on event website
- Logo in event program
- Logo featured on conference platform on both web and mobile apps
- Logo visibility on main stage screens
- Name in media alert, press release, and press kit
- Stage presence during a plenary session for a 30–60-second welcome (live or pre-recorded)
- Invitation to attend the conference (4 registrations included)
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)
- Access pass to all online content

**Partnership Opportunities
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\$50,000 Speaker Sponsor

As the speaker sponsor, you ensure powerful content is delivered by experts in the field. Your support allows us the opportunity to inspire, connect, and educate those in the system, while also providing the tools needed to impact the system.

- Logo in pre-event electronic advertising
- Logo included on event website
- Logo in event program
- Logo included on conference platform on both web and mobile apps
- Name on event app schedule associated with speakers
- Opportunity to introduce a keynote speaker live or pre-recorded
- Invitation to attend the conference (2 registrations included)
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)
- Access pass to all online content

**Partnership Opportunities
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\$25,000 Access Sponsor

As an access sponsor your support allows us to create access to a diverse and inclusive audience by supporting travel scholarships, attendance, and online subscriptions for digital content and livestreaming access.

- Name in pre-event electronic advertising
- Logo included on event website
- Logo in event program
- Logo on conference platform on both web and mobile apps
- Logo included in attendee communications confirming scholarship travel
- Invitation to attend the conference (2 registrations included)
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)
- Access pass to all online content

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\$20,000 Hospitality Sponsor

As a hospitality sponsor, you help us ensure we are creating an environment that best fosters learning and connection for our conference attendees.

- Name in pre-event electronic advertising
- Logo included on event website
- Logo in event program
- Logo on conference platform on both web and mobile apps
- Logo included in attendee communications
- Logo featured during food and beverage service throughout the conference
- Invitation to attend the conference (2 registrations included)
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)
- Access pass to all online content

Partnership Opportunities
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\$15,000 Partner Sponsor

As a partner sponsor, you make this work possible. Thank you for joining us to be a part of this movement. We are happy to offer the following benefits associated with your sponsorship.

- Logo included on event website
- Logo in event program
- Logo on conference platform on both web and mobile apps
- Invitation to attend the convening (2 registrations included)
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)
- Access pass to all online content

**Partnership Opportunities
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\$10,000 Session Sponsor

As a session sponsor, you will be aligned with the session of your choosing as the funding partner who made that session possible. Your sponsorship ensures compelling content and provides access for new voices to enter the conversation.

- Name included on event website
- Logo in event program
- Logo included on conference platform mobile app homepage and a selected session
- Opportunity to introduce a session
- Invitation to attend the convening (1 registration included)
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)

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\$5,000 Scholarship Sponsor

As a scholarship sponsor, you are opening the doors to allow students and those most impacted by this conversation, to be at the table.

- Name included on event website
- Name in event program
- Name recognition on attendee communications confirming scholarship
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)

Vendor Booth Opportunities September 16–18, 2022 Rutgers University—Camden

Your vendor booth gives you the opportunity to be in front of 600 advocates in the higher education space working to address student needs on campuses across the country. This is an opportunity to showcase your support of the movement and to market your product, solutions, and resources to attendees.

\$7,500 Vendor Booth

- Name included on event website
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)

\$2,500 Vendor Booth

- Name included on event website
- In-person vendor booth
- Virtual exhibitor booth on conference platform to share a product video, connect directly with attendees, offer promotions, and host a live product demo
- Opportunity to distribute mission-aligned marketing information or products to attendees via swag bags (must include a usable item such as a pen, notebook, tote, water bottle, snack, and be approved for mission alignment)