

# Sponsorship Proposal

The Organizing Committee is delighted to invite you to sponsor and/or exhibit at the 2015 National Thought Leader Forum *Student Success Revolution: A Tipping Point to Close the College Attainment Gap in America*.

## MERCY COLLEGE

PRESENTS

### National Thought Leaders' Forum

# STUDENT SUCCESS

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# REVOLUTION

A Tipping Point to Close the College Attainment Gap in America

**March 9, 2015**

**Mercy College - Mercy Hall Rotunda**  
555 Broadway, Dobbs Ferry, NY

One day that brings together higher education leaders, philanthropists, policymakers, media, foundations, and employers to significantly increase college access, completion, and labor market success in America.

 <p><b>MARTHA KANTER</b> Former Under Secretary for Postsecondary Education, U. S. Department of Education</p>	 <p><b>JOHN THOMPSON '82</b> Former Senior Vice President and General Manager, BestBuy.com, Mercy College Board of Trustees</p>
 <p><b>PAUL TOUGH</b> New York Times Journalist/Best-selling Author of <i>How Children Succeed; Whatever It Takes</i></p>	 <p><b>CYNTHIA RIVERA WEISSBLUM</b> President, Edwin Gould Foundation</p>
 <p><b>TRISTAN DENLEY</b> Vice Chancellor of Academic Affairs, Tennessee Board of Regents</p>	 <p><b>DAN BLACK</b> Americas Director of Recruiting at EY, Recent Past President, National Association of Colleges and Employers (NACE)</p>
	 <p><b>KEN BAIN</b> Best-selling Author and President, Best Teachers Institute</p>
	 <p><b>DAVID LAUDE</b> Senior Vice Provost, University of Texas at Austin</p>
	 <p><b>DENNIS DI LORENZO</b> Dean, NYU School of Professional Studies</p>

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**8:30 a.m. Breakfast and Welcome**  
**9 a.m. Paul Tough (on-site attendees only)**  
*Who Gets to Graduate? How Colleges and Universities Can Address the Student Wealth Gap*

**9:45 a.m. - 12:30 p.m. EST - LIVE! National Webcast**

Please RSVP today at [www.mercy.edu/success](http://www.mercy.edu/success) or view live online March 9.



## About the **2015** National Thought Leader Forum

The 2015 National Thought Leadership forum is a unique opportunity for your organization to connect with up to 200 higher education leaders, students philanthropists, policymakers, media, foundations, employers and over 5,000 viewers tuning in via livestream.

The purpose of the National Thought Leader Forum is to engage participants with an energetic and informative program of speakers, and to facilitate networking and business opportunities through an interactive exhibition and a dynamic program of social events.

Sponsors will receive acknowledgement prior to, during and after the conference through printed materials and online. Sponsors will also have the opportunity to interact with participants.

## Why Sponsor?

The 2015 National Thought Leadership forum has several sponsorship packages available, participating as a sponsor and/or exhibitor at the 2015 National Thought Leadership forum will provide you with the opportunity to get your business in front of your target audience and to support an event committed to improving education.

Serving as a sponsor at the 2015 National Thought Leadership forum can provide your organization with:

- Maximum exposure at a premier national forum devoted to those involved in the education industry.
- An opportunity to build and reinforce strategic relationships within the education industry.
- Time to network with industry colleagues and key decision makers.
- A cost effective way to reinforce your organization's brand and build brand awareness among a relevant audience.
- Access to a broad network of education leaders.
- Time to present your latest innovations and new products or services and showcase your expertise and capabilities.
- Marketing opportunities including: visibility on the conference website and associated marketing materials.

## Sponsorship Packages

### SPONSOR WITH SPEAKER OPPORTUNITY: \$5,000

- An opportunity to address guests at the National Thought Leader Forum (5 minute presentation).
- Recognition as a sponsor on audio visual display in sponsored session
- One (1) quarter page, portrait, company advertisement in the forum handbook (artwork to be supplied by sponsor)
- Acknowledgement as a sponsor on printed 2015 National Thought Leader Forum documents, including forum handbook, promotional flyers (if confirmed prior to print)
- Company logo on National Thought Leader Forum website with links to company website
- One (1) guest bag insert (supplied by sponsor, lightweight and no larger than 8x10 size)

### GUEST BAG SPONSOR (exclusive opportunity): \$3,000

- Company name/logo on guest bags
- One (1) quarter, 8x10 page, portrait, company advertisement in the 2015 National Thought Leader Forum handbook (artwork to be supplied by sponsor)
- Acknowledgement as the guest bag sponsor on printed 2015 National Thought Leader Forum documents, including forum handbook and promotional flyers (if confirmed prior to print)
- Company logo on 2015 National Thought Leader Forum website with links to company website
- One (1) guest bag insert (supplied by sponsor, lightweight and no larger than 8x10 size)

### WELCOME RECEPTION SPONSOR (exclusive opportunity): \$2,500

- Verbal acknowledgement as the Welcome Reception Sponsor during the Welcome Reception
- Acknowledgement as the Welcome Reception Sponsor on printed 2015 National Thought Leader Forum documents, including conference handbook and promotional flyers (if confirmed prior to print)
- Exclusive signage rights with signage prominently displayed at the Welcome Reception (pull-up banner to be supplied by sponsor)
- One (1) quarter page, portrait, company advertisement in the forum handbook (artwork to be supplied by sponsor)
- Acknowledgement as a sponsor on printed 2015 National Thought Leader Forum documents, including forum handbook, promotional flyers (if confirmed prior to print)
- Company logo on National Thought Leader Forum website with links to company website
- One (1) guest bag insert (supplied by sponsor, lightweight and no larger than 8x10 size)

### GOLD PARTNER SPONSOR: \$1,000

- Recognition as a Gold sponsor on audio visual display in sponsored session
- One (1) quarter page, portrait, company advertisement in the forum handbook (artwork to be supplied by sponsor)
- Acknowledgement as a sponsor on printed 2015 National Thought Leader Forum documents, including forum handbook, promotional flyers (if confirmed prior to print)
- Company logo on National Thought Leader Forum website with links to company website
- One (1) guest bag insert (supplied by sponsor, lightweight and no larger than 8x10 size)

### SILVER PARTNER SPONSOR (unlimited): \$500

- Recognition as a Silver sponsor on audio visual display in sponsored session
- Company listed
- Acknowledgement as a sponsor on printed 2015 National Thought Leader Forum documents, including forum handbook, promotional flyers (if confirmed prior to print)

- Company logo on National Thought Leader Forum website with links to company website

EXHIBITION TABLE PACKAGES : \$1,000

- One table with tablecloth and 2 chairs
- One (1) guest bag insert (not a note pad or pen, supplied by sponsor by the advised deadlines, lightweight and no larger than 8x10 size)

CONFERENCE NOTE PAD / PEN

(exclusive opportunity): \$500

- One (1) company note pad or pen for insertion in satchels (supplied by sponsor by the advised deadline, lightweight and no larger than 8x10 size)

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## Sponsorship Acceptance Form

Should you wish to confirm sponsorship, please return this form to [aperson@mercy.edu](mailto:aperson@mercy.edu).

Contact Person (all correspondence will be forwarded to this person):

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

State/Zipcode \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

- SPONSOR WITH SPEAKER OPPORTUNITY (only 3 available): \$5,000
- GUEST BAG SPONSOR (only one available):\$3,000
- WELCOME RECEPTION SPONSOR (only three available):\$2,500
- GOLD PARTNER SPONSOR (unlimited): \$1,000
- SILVER PARTNER SPONSOR (unlimited): \$500
- EXHIBITION TABLE PACKAGES (only 10 available): \$500
- GUEST BAG INSERT (unlimited):\$500
- CONFERENCE NOTE PAD / PEN (only one of each available) : \$500

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### Public Itinerary

**March 9, 2015, Mercy College, Mercy Hall, Rotunda**

8:30 - 9:00 a.m. – Continental breakfast

9:00 – 9:05 a.m. – Introduction, Tim Hall, president, Mercy College

9:05 – 9:35 a.m. – **Who Gets to Graduate? How Colleges and Universities Can Address the Student Wealth Gap**

**Keynote Speaker, Paul Tough, New York Times journalist, best-selling author**

- Synopsis: For most of the 20th century, colleges and universities in the United States were powerful instruments of social mobility and increasing equality. Each generation's population of college-educated adults was bigger and more diverse than the one before it—a phenomenon that helped create the great American middle class and produced the most powerful economy in the world. Today, the system of higher education in the United States tends to work very effectively for higher-income families, but it is no longer accomplishing its traditional mission of helping ambitious poor and working-class young people reach the middle and upper classes. In this talk, Paul Tough introduces the innovative new ideas—proposed by psychologists, sociologists, and economists—on how to address this problem. He dives into the creative solutions administrators and researchers are testing out—inexpensive interventions that plant positive ideas in the minds of struggling college students, helping them develop the grit and perseverance and sense of belonging they need to persist and succeed. If these researchers' preliminary

results hold up, says Tough, we may be on the verge of solving one of the biggest social challenges of our generation.

### **9:45 a.m. Live! National Webcast Begins**

9:45 – 10:00 a.m. – Welcome Remarks, Tim Hall, President, Mercy College

10:00 – 10:55 a.m. – **Creating a culture of student success on college campuses**

#### **National Thought Leader Panel**

- Paul Tough, New York Times journalist, author *How Children Succeed*  
*(Moderator)*
- Martha Kanter, former Undersecretary of Education, U.S. Department of Education  
*(Focus on Education Policy)*
- David Laude, Senior Vice Provost, University of Texas at Austin  
*(Focus on Faculty)*
- Tristan Denley, Vice Chancellor of Academic Affairs, Tennessee Board of Regents  
*(Focus on Innovation)*
- Cynthia Rivera Weissblum, President, Edwin Gould Foundation  
*(Focus on Student Success)*

10:55 - 11:05 a.m. – 10 minute break

11:05 – 11:35 a.m. – **What the Best College Teachers Do**

#### **Ken Bain, President, Best Teachers Institute**

- Synopsis: What makes a great teacher great? Who are the professors students remember long after graduation? This discussion, the conclusion of a fifteen-year study of nearly one hundred college teachers in a wide variety of fields and universities, offers valuable answers for all educators. The short answer is--it's not what teachers do, it's what they understand. Lesson plans and lecture notes matter less than the special way teachers comprehend the subject and value human learning. Whether historians or physicists, in El Paso or St. Paul, the best teachers know their subjects inside and out--but they also know how to engage and challenge students and to provoke impassioned responses. Most of all, they believe two things fervently: that teaching matters and that students can learn.

11:35 – 11:45 a.m. - 10 minute break

11:45 – 12:30 a.m. - **Bridging the Skills Gap: Higher Education's Moment and Opportunity.**

- Synopsis: In today's global, knowledge-based economy, bridging the skills gap is more significant now than ever before in the history of the American workforce. Recently, the Center on Education and the Workforce at Georgetown University reported that 65 percent of jobs added nationwide will require postsecondary education by 2020. We present opportunities for the higher education industry to adapt and thrive in the new demands needed to grow the economy and tackle the skills gap in America.

12:30 – 12:40 am – Concluding remarks

# Complimentary Content

## EXAMPLE EMAIL INVITATION:

**Subject - National Thought Leader Forum “*Student Success Revolution: A Tipping Point to Close the College Attainment Gap in America,*” at Mercy College in Dobbs Ferry, New York**

Dear \_\_\_\_\_:

Mercy College is pleased to announce a National Thought Leader Forum “*Student Success Revolution: A Tipping Point to Close the College Attainment Gap in America,*” scheduled on **Monday, March 9, 2015** at Mercy College located at 555 Broadway, Dobbs Ferry, NY.

This innovative event brings together higher education leaders, philanthropists, policymakers, media, foundations, and employers to significantly increase college access, completion, and labor market success in America.

More than ever before, student success is everyone’s business — and calling into question the core of higher education today and in the future.

Tim Hall, president of Mercy College, will inaugurate the event. Tim Hall is the former president of Austin Peay State University in Tennessee. During Hall’s years at Austin Peay, both President Barack Obama and Bill Gates praised the university for its innovative use of technology to support student success. Furthermore, Hall was one of five higher education leaders invited to testify in the fall of 2013 before the Senate Health, Education, Labor and Pension Committee concerning innovation in higher education. Mercy College is a Hispanic Serving Institution (HSI) serving over 10,000 students where 71% of Mercy freshmen are Pell grantees from the New York City area.

Confirmed national thought leaders speaking at the event include Martha Kanter, former Undersecretary of Education, U.S. Department of Education; Paul Tough, New York Times journalist and best-selling author of *How Children Succeed*, and *Whatever It Takes*; Tristan Denley, Vice Chancellor, Tennessee Board of Regents; David Laude, Senior Vice Provost, University of Texas at Austin, Ken Bain, president, Best Teachers Institute, and more.

Tim Hall, president of Mercy College, will inaugurate the event. Tim Hall is the former president of Austin Peay State University in Tennessee. During Hall’s years at Austin Peay, both President Barack Obama and Bill Gates praised the university for its innovative use of technology to support student success. Furthermore, Hall was one of five higher education leaders invited to testify in the fall of 2013 before the Senate Health, Education, Labor and Pension Committee concerning innovation in higher education. Mercy College is a Hispanic Serving Institution (HSI) serving over 10,000 students where 71% of Mercy freshmen are Pell grantees from the New York City area.

RSVP today at [www.mercy.edu/success](http://www.mercy.edu/success) or log on to [www.successliveonline.com](http://www.successliveonline.com) to view online March 9<sup>th</sup>.

Most importantly, thank you for your commitment to education and the future of our country.