ABOUT DIVERSITY ABROAD

Our Mission
Diversity Abroad’s mission is to create equitable access to the benefits of global education by empowering educators, engaging stakeholders, and connecting diverse students to resources and opportunity.

Our Vision
That the next generation of young people from diverse and underrepresented backgrounds are equipped with the skills, knowledge, and global acumen to thrive in the 21st century interconnected world and global workforce.
ABOUT THE CONFERENCE

In the spring of 2019, a diverse group of over 700 higher education professionals, government, industry, and student leaders will meet in Boston for the 7th Annual Diversity Abroad Conference, which includes the MSI Global Education Summit, Strategic Leadership Forum, and Global Student Leadership Summit. The annual Diversity Abroad Conference is a one-of-a-kind professional development event that brings together professionals and students from the US and abroad to network, discuss, debate, and share good practices to ensure all students have equitable access to the benefits afforded through global education. Professionals who attend the Diversity Abroad Conference will leave with the motivation, professional contacts, and resources to begin or to continue advancing diversity and inclusive good practices and policies at their institutions or organizations.
WHO ATTENDS

Attendees come to the Diversity Abroad Conference from the following types of offices/organizations:

- Faculty & Academic Department Chairs
- Education Abroad (Senior International Officers, Directors, & Advisors)
- Career Services
- Diversity/Multicultural (Chief Diversity Officers, Directors, & Advisors)
- High School Counselors
- International Students and Scholarship Services (Directors & Advisors)
- Public/Private Sector Human Resources & Recruitment Professionals
- Representatives from International Education Organizations
- International Program Alumni
- Graduate Students
- Non-US Based International Education Directors & Staff
- Government Representatives from Ministries of Education & Foreign Affairs
- Deans of International Affairs/Relations
CONFERENCE STATS

Level of Experience

- Early-Career: 34%
- Mid-Level: 37%
- Senior-Level: 29%

93% of respondents agreed or strongly agreed with “I would recommend the Diversity Abroad Conference to my colleagues and networks.”

Current Role

- Administrator/Manager: 51%
- Practitioner/Staff: 34%
- Faculty: 6%
- Other: 9%

22% increase in attendance from 2017 to 2018
264 different institutions and organizations
The conference to campus takeaways are numerous! Growing networks and exposure to new ideas and shared practices gives GEO a great foundation in supporting ongoing diversity and inclusion efforts at the University of Oregon.

—Lisa Calevi
Assistant Director for Institutional Relations

Professionally, the conference was extraordinary... hearing about how other students have worked to diversify the study abroad experiences at their home institutions was amazing.

—Kameron Dunbar
2018 GSLS Attendee

The Diversity Abroad conference is energizing, inspiring and informative. The inclusive speakers were insightful and we learned something from all the sessions we attended.

—Laura E. Boudon
Director, Office of Study Abroad

I have attended the DA Conference since its inception. Every year, I am impressed by the innovative program content and inspired by the community of colleagues dedicated to advancing global diversity, inclusion, and belonging. It’s one of my favorite professional conferences.

—Monroe France
Associate Vice President for Global Student Engagement & Inclusive Leadership
THANK YOU TO PAST SPONSORS

CONFERENCE PARTNERS

SUNY Oswego | University of California, San Diego
Ben-Gurion University of the Negev | Academic Programs International | Temple University
SPONSOR BENEFITS

Sponsors of the Diversity Abroad Conference derive benefits that provide an excellent return on their marketing investment.

Access to a large group of professionals from universities, agencies, and service providers who are working to advance diversity & inclusive practices at their institutions or organizations. Allows your organization to promote its products and services in a respected, professional environment.

High visibility for your organization as a champion of diversity and inclusion during targeted points before, during, and after the conference.

Opportunity to market directly to conference attendees via marketing materials and promotional giveaways that showcase your organization; and, in some cases, ability to address participants as a group about your products and/or services.

Connect with high-achieving, diverse alumni of international programs who attend the Global Student Leadership Summit at plenary events and in the exhibit space.

Branding reinforcement of your organization’s visual identity. With your organization’s logo featured on conference communications, signage, and/or giveaways, sponsorship strengthens your organization’s visual brand.

Recognition within the higher education, corporate, and government agency community as an organization that shares their vision for equitable access to global learning opportunities.

* Organizations and institutions that are not members of the Diversity Abroad Network pay a 20% surcharge on all listed sponsorships.
DIVERSITY ABROAD
CONFERENCE SPONSORSHIP

Gold  $9,350  3 opportunities

- Approved marketing material placed inside the attendee packets
- Recognition on the conference website homepage
- Opportunity to sponsor one conference session
- Recognition in pre-conference communications
- Full-page ad in conference program
- Premium exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Feature on the homepage of the Diversity Abroad Conference website
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- Two complimentary full conference registrations
Silver

$3,750

8 opportunities

- Half-page ad in conference program
- Exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- Two complimentary full conference registrations
Bronze  $2,650  20 opportunities

- Exhibit table
- Recognition on Diversity Abroad Conference signage
- Recognition as a conference sponsor in the Diversity Abroad Conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- One complimentary full conference registration
Conference Partner

$1,300 | Unlimited opportunities

- Recognition as a conference sponsor in the Diversity Abroad conference program
- Listing on the Conference Sponsors page on the Diversity Abroad Conference website
- One complimentary full conference registration
## EVENT SPONSORSHIP OPTIONS

### BREAKFAST ROUNDTABLES
**$4,500 | Exclusive Opportunity**

On Tuesday morning of the conference, attendees will meet in an informal setting over breakfast to discuss current topics pertaining to specific identity groups.

**SPONSOR BENEFITS** | Signage placed outside the dining area, marketing materials placed on the breakfast tables, and recognition in the conference program and app as the sponsor.

### OPENING RECEPTION
**$7,500 | Exclusive Opportunity**

After the Innovation Competition, the Diversity Abroad Conference kicks off with an opening reception where colleagues connect, network, and wind down.

**SPONSOR BENEFITS** | Signage placed outside of reception, branded drink tickets, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the opening reception sponsor.

### POSTER FAIR RECEPTION
**$5,000 | Exclusive Opportunity**

Taking place on the second day of the conference, the Poster Fair Reception is a time to explore the cutting-edge research of graduate students as attendees dine on local cuisine and wine.

**SPONSOR BENEFITS** | Signage placed outside of reception, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the Poster Fair reception sponsor.

### AWARDS DINNER
**$6,750 | 3 Opportunities**

Every year Diversity Abroad honors colleagues and organizations through the Diversity & Inclusion Awards. The dinnertime awards ceremony is one of the marquee events of the conference.

**SPONSOR BENEFITS** | Signage placed outside of the auditorium, marketing materials placed on each chair, opportunity to address attendees, VIP table for 10, and recognition in the conference program as the dinner sponsor.

### AWARDS DINNER SPONSORED TABLE
**$1,500 | 20 Opportunities**

This year, Diversity Abroad will invite up to 20 organizations to enjoy a higher profile at the awards gala by sponsoring a table.

**SPONSOR BENEFITS** | Sponsored table at the awards gala and recognition at the awards gala and in the conference program.

### LUNCH MONDAY (3/4/19) PLenary DISCUSSION
**$6,500 | Exclusive Opportunity**

The lunch plenary discussion convenes leaders from industry, higher education, and the public sector to discuss trends in higher education related to diversity, equity, and inclusion.

**SPONSOR BENEFITS** | Signage placed outside of the auditorium, marketing materials placed on each chair, opportunity to address attendees, VIP table for 10, and recognition in the conference program as the lunch sponsor.
# Event Sponsorship Options

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Sponsorship Options</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plenary Panel Discussion</strong></td>
<td>$5,000</td>
<td><strong>Exclusive Opportunity</strong></td>
</tr>
<tr>
<td><strong>Innovation Competition</strong></td>
<td>$7,500</td>
<td><strong>Exclusive Opportunity</strong></td>
</tr>
<tr>
<td><strong>Concurrent Sessions</strong></td>
<td>$500</td>
<td><strong>10 Opportunities</strong></td>
</tr>
<tr>
<td><strong>High School Global Program Explorations</strong></td>
<td>$4,000</td>
<td><strong>Exclusive Opportunity</strong></td>
</tr>
<tr>
<td><strong>Women of Color Empowerment and Leadership Lunch &amp; Learn</strong></td>
<td>$3,750</td>
<td><strong>Exclusive Opportunity</strong></td>
</tr>
<tr>
<td><strong>Refreshment Breaks</strong></td>
<td>$2,750</td>
<td><strong>3 Opportunities</strong></td>
</tr>
</tbody>
</table>
The 2019 Strategic Leadership Forum will bring together Senior International Officers, Chief Diversity Officers, and other campus leaders to explore how equitable access to education abroad supports the success of diverse and underrepresented students.

**SPONSOR BENEFITS**
- Signage placed outside of main session space, marketing materials placed on each chair, opportunity to address attendees, and recognition in the conference program and pre-event communication as the exclusive sponsor.

**CONFERENCE PROGRAM ADVERTISING**
- BACK INSIDE COVER | $1,750
- INSIDE COVER | $1,750
- FULL PAGE | $1,000
- HALF PAGE | $650

Sponsors will be recognized in the Diversity Abroad Conference program.

**CONFERENCE NAME TAGS**
- $5,500 | Sponsor’s name and/or logo will be printed on nametag lanyards given to all attendees.

**CONFERENCE TOTE BAGS**
- $4,000 | Sponsor’s logo will be placed on one side of the Diversity Abroad Conference tote bag.

**CONFERENCE APP**
- $3,500 | Sponsor’s logo will appear when users download and interact with the conference app.

**CONFERENCE NOTEPAD**
- $2,500 | Sponsor’s name and/or logo will be printed on a notepad given to all attendees.

**CONFERENCE PENS**
- $2,000 | Custom pens with the sponsor’s logo will be placed in each registrant’s conference tote bag. Additionally, sponsor pens will be placed in the rooms during concurrent sessions.

**CONFERENCE TOTE BAGS**
- $2,000 | Custom pens with the sponsor’s logo will be placed in each registrant’s conference tote bag. Additionally, sponsor pens will be placed in the rooms during concurrent sessions.

**CONFERENCE NOTEPAD**
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**CONFERENCE APP**
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**CONFERENCE APP**
- $3,500 | Custom pens with the sponsor’s logo will be placed in each registrant’s conference tote bag. Additionally, sponsor pens will be placed in the rooms during concurrent sessions.

**CONFERENCE NOTEPAD**
- $2,500 | Custom pens with the sponsor’s logo will be placed in each registrant’s conference tote bag. Additionally, sponsor pens will be placed in the rooms during concurrent sessions.

**CUSTOM SPONSORSHIP? WE’RE LISTENING.**
Diversity Abroad is committed to working directly with our partners to create the right sponsorship for your institution or organization. Whether your target audience is practitioners, student leaders, or senior-level faculty, contact us at conference@diversityabroad.org and we will work together to fully leverage your experience at the Diversity Abroad Conference.

Additional options include but are not limited to:
- Sponsored table at awards gala
- Sponsored sessions
- Sponsored refreshment breaks
- Strategic Leadership Forum top and 2nd tier sponsors
- Half- and full-page ads in the Conference Program
GLOBAL STUDENT LEADERSHIP SUMMIT SPONSORSHIP

The Global Student Leadership Summit is an opportunity for Diversity Abroad to support diverse alumni of international programs. In its 5th year, the 2019 Global Student Leadership Summit (GSLS) will attract dozens of diverse and underrepresented students who have participated in global programs to spend four days focusing on the skills essential to being a successful leader in a diverse and global society. Students will participate in hands-on student leadership sessions, engage in critical dialogue, establish and maintain relationships with like-minded student leaders, and connect with professionals from higher education, as well as the public and private sectors. Participation in GSLS will help student leaders develop and strengthen important skills such as: self-awareness, communication, team building, embracing diversity & difference, and more.
STUDENT ATTENDEE STATS

3.4
Average GPA

Major

Arts 3%
Communications 6%
Business 14%
International Studies / Public Policy 19%
STEM 25%
Social Sciences 33%

Year of Study

Freshman 4%
Sophomore 14%
Junior 40%
Senior 42%

Gender Split

Men 27%
Women 73%
## Global Student Leadership Summit Sponsorship Options

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Sponsor Benefits</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GSLS Host Sponsor</strong></td>
<td>Listing on GSLS website, full-page ad in conference program, insert in conference tote, exhibit table, opportunity to view student participant profiles, send custom email to student participants, address student participants, and one complimentary registration for the Diversity Abroad Conference.</td>
<td></td>
</tr>
<tr>
<td><strong>Keynote Sponsor</strong></td>
<td>Listing on Conference website, branding outside the event auditorium, and opportunity to introduce the keynote speaker.</td>
<td></td>
</tr>
<tr>
<td><strong>Welcome Reception</strong></td>
<td>Listing on GSLS website, listing in GSLS program of events, and opportunity to place informational materials inside the session rooms.</td>
<td></td>
</tr>
<tr>
<td><strong>Session Sponsor</strong></td>
<td>Listing on GSLS website, listing in GSLS program of events, and opportunity to introduce the keynote speaker.</td>
<td></td>
</tr>
<tr>
<td><strong>Add-On Travel Stipend</strong></td>
<td>A named $500 travel grant for a GSLS participant.</td>
<td></td>
</tr>
</tbody>
</table>

### Sponsorship Options

- **GSLS Host Sponsor**
  - $6,000 | Exclusive Opportunity
  - **Sponsor Benefits**
    - Listing on GSLS website, full-page ad in conference program, insert in conference tote, exhibit table, opportunity to view student participant profiles, send custom email to student participants, address student participants, and one complimentary registration for the Diversity Abroad Conference.

- **Keynote Sponsor**
  - $2,500 | Exclusive Opportunity
  - **Sponsor Benefits**
    - Listing on Conference website, branding outside the event auditorium, and opportunity to introduce the keynote speaker.

- **Welcome Reception**
  - $2,500 | Exclusive Opportunity
  - **Sponsor Benefits**
    - Signage placed outside of reception, marketing materials placed on cocktail table tops, and recognition in the GSLS program as the welcome reception sponsor.

- **Session Sponsor**
  - $850 | 9 Opportunities
  - **Sponsor Benefits**
    - Listing on GSLS website, listing in GSLS program of events, and opportunity to place informational materials inside the session rooms.

- **Add-On Travel Stipend**
  - $1,250 | Unlimited Opportunities
  - A named $500 travel grant for a GSLS participant.
MINORITY SERVING INSTITUTION GLOBAL EDUCATION SUMMIT SPONSORSHIP

As part of its commitment to build capacity for study abroad and comprehensive internationalization at Minority Serving Institutions (MSIs), Diversity Abroad will host the 4th Annual Minority Serving Institution Global Education Summit. The MSI Global Education Summit brings together dozens of administrators, academics, and practitioners from minority serving institutions who are working to internationalize their campuses with education abroad, international students, and other global learning opportunities. The MSI Global Education Summit is designed to enhance the institutional capacity of MSIs to integrate international education efforts into the current campus climate.

Supporting the MSI Global Education Summit will provide sponsors the opportunity to engage with a diverse group of professionals from MSIs who are interested in establishing partnerships to build capacity to internationalize their campuses.
100% of respondents rate the MSI Summit as “Good” or “Excellent”

**Level of Experience**
- Administrator: 43%
- Faculty: 36%
- Staff: 9%
- Other: 12%

**Type of Institution**
- Historically Black College / University: 55%
- Hispanic Serving Institution: 20%
- Service Provider: 12%
- Government Agency: 9%
- Non-MSI Institution: 4%
- Other: 12%

MSI SUMMIT STATS
## MSI GLOBAL EDUCATION SUMMIT SPONSORSHIP OPTIONS

### Sponsor Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond Sponsor</th>
<th>Advocate</th>
<th>Envoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on all MSI Conference signage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Opportunity to address conference attendees</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Access to MSI Summit attendee list prior to the event</td>
<td>✔</td>
<td>✔ ✔</td>
<td>✔</td>
</tr>
<tr>
<td>Approved marketing material placed inside the attendee packets</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Recognition in pre-summit communications</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Materials placed on information table</td>
<td>✔</td>
<td>✔</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Listing on sponsor section of MSI Summit webpage</td>
<td>✔</td>
<td>✔ ✔</td>
<td>✔ ✔</td>
</tr>
<tr>
<td>Number of complimentary MSI Summit registrations</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

### Other Sponsorship Options:

#### OPENING RECEPTION

**$4,000 | Exclusive Opportunity**

**SPONSOR BENEFITS** | Signage placed outside of reception, branded drink tickets, marketing materials placed on cocktail table tops, opportunity to address attendees, and recognition in the conference program as the opening reception sponsor.

#### NETWORKING BREAKFAST

**$3,500 | Exclusive Opportunity**

**SPONSOR BENEFITS** | Opportunity to introduce the speaker, branding inside the event, and recognition in the conference program as the networking breakfast sponsor.

Sponsors will be recognized in the Diversity Abroad Conference program.