

hope 2024

Where change happens for
student parents and families.

MARCH 13–15, 2024
NEW ORLEANS, LA

Reach education leaders and changemakers all year long.

Generation Hope offers sponsorship packages that go beyond HOPE 2024. Expand your reach by connecting with higher education leaders, nonprofit professionals, students, funders and policy makers where they spend their time. Choose a package and price point that is best for your organization and business goals.

Sponsorships include recognition and appreciation in the following far-reaching mediums:

- HOPE 2024 Social Media
- HOPE 2024 Official Sponsor Website
- Generation Hope's print newsletter
- HOPE 2024 Mobile App



Contact **Jessica Wisser**
Vice President of Advancement

+1.202.677.5429 | jessica@generationhope.org



ABOUT GENERATION HOPE

Founded in 2010, Generation Hope is a nonprofit organization that engages education and policy partners to drive systemic change and provides direct support to teen parents in college (i.e. Scholars) as well as their children through holistic, two-generation programming to ensure all student parents have the opportunities to succeed and experience economic mobility. We engage in local and national advocacy work, amplifying the student-parent voice and centering their experiences. We also leverage our data and best practices to serve as a thought partner to colleges, providing them with the tools, resources, and support

that they need to implement programs, adjust policies, and change structures and culture to improve outcomes for student parents.

To date, our Scholar Program has served 339 teen parents in college and celebrated 172 degrees. We currently serve 200 Scholars in the DC metro region and Greater New Orleans. We have also worked with more than 20 colleges and universities to enhance their student parent work through our technical assistance program, FamilyU, impacting more than 50,000 student parents across the country. [Find out more at generationhope.org](https://www.generationhope.org).



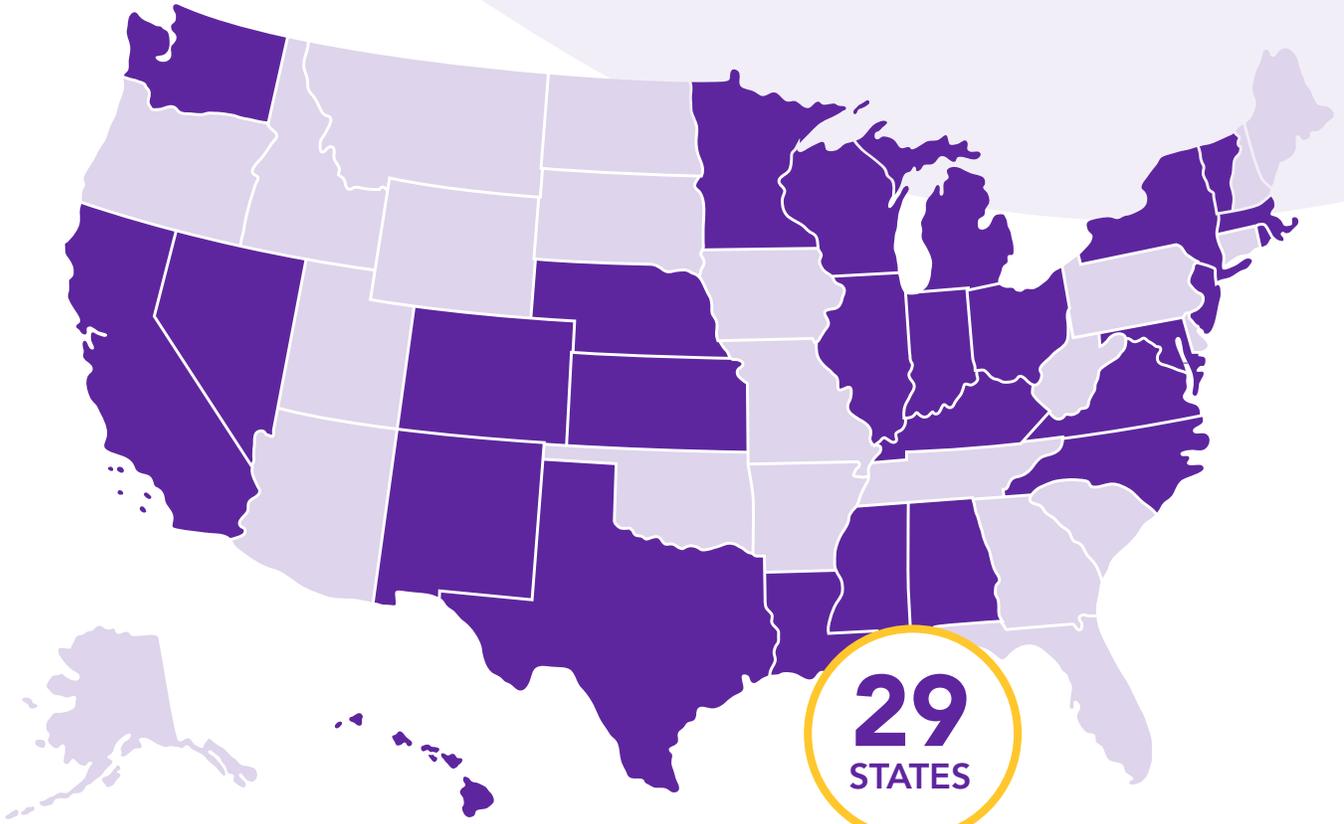
By partnering with us, you'll be able to reach decision makers at institutions and organizations across the country while also helping to create the future that families deserve — one where economic mobility is truly possible."



Nicole Lynn Lewis
Founder & CEO



ATTENDEES THUS FAR



29
STATES



1

COUNTRY OUTSIDE
OF THE U.S.



Anticipating **400–500 ATTENDEES** focused on higher education and economic mobility at the inaugural HOPE gathering



HOPE 2024 EXHIBITOR & SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGES

Schedule At-a-Glance

All Times are Central Standard Time

Wednesday, March 13, 2024	Thursday, March 14, 2024	Friday, March 15, 2024
	6:00am–7:00am Wellness Session	6:00am–7:00am Wellness Session
	8:00am–9:00am Morning Plenary Session	8:00am–9:00am Morning Plenary Session and FamilyU Seal Awards
9:00am–5:00pm Pre-Conference Sessions FamilyU Student Parent Fellows Breakfast FamilyU Cohorts Luncheon	9:30am–11:00am Concurrent Sessions	9:30am–11:00am Concurrent Sessions
	11:30pm–12:30pm Lunch Plenary Session	11:30am–12:30pm Lunch and Closing Session
	1:00pm–2:30pm Concurrent Sessions Fundors Roundtable	
6:00pm–7:00pm Opening Plenary Session	2:45pm–3:45pm Afternoon Plenary	
7:00pm–7:30pm Meet & Greet Reception	4:00pm–6:00pm Field Trips FamilyU Seal Recipient Happy Hour Wellness Session	
7:00pm–8:00pm Presidents and Executive Leadership Reception	6:30pm–9:00pm National Gala	

Ongoing Throughout the Conference

Registration | Child Care | Book Store | Digital Challenge for Attendees | Exhibitor Area



Sponsorship Benefits

LEADER \$100,000 SUSTAINER \$75,000 ADVOCATE \$50,000 PARTNER \$30,000

Year-Long Benefits					
Content	Sponsored webinars/roundtables	✓	✓	✓	///
Event	Sponsored Scholar events	✓	✓	✓	✓
	Sponsored FamilyU Cohort Convenings	✓	✓	///	///
	FamilyU Celebration Sponsorship	✓	///	///	///
Online	Sponsored blog posts	✓	✓	///	///
	Generation Hope Social Media	✓	✓	✓	✓
Print	Generation Hope Newsletter	✓	✓	✓	///
HOPE 2024 Conference Benefits					
Event	Speaking opportunity during conference	✓	✓	✓	✓
	Swag in conference attendee bags	✓	✓	✓	✓
	Exhibiting space	✓	✓	✓	✓
	Included in printed materials	✓	✓	✓	✓
	Session presentation	✓	✓	✓	///
	Hosted social event during conference	✓	✓	///	///
	Access to attendee list (mailing addresses only)	✓	✓	✓	///
	Speaking opportunity during gala	✓	///	///	///
	Exclusive co-branded sponsorship	✓	///	///	///

Year-Long Sponsorships

LEADER | \$100,000

One sponsorship available at this level. Sponsorship runs from January 1–December 31, 2024

Year-Long Benefits:

- Sponsorship of three webinars/roundtables hosted by Generation Hope reaching higher education professionals, policymakers, and/or general public
- Sponsorship of three Generation Hope Scholar events throughout the year in either the DC metro region or Greater New Orleans
- Sponsorship of one FamilyU Cohort convening, bringing together higher education professionals in-person from across the country
- Sponsorship of Generation Hope’s annual FamilyU Cohort Celebration, an in-person event celebrating the completion of the FamilyU Cohort for select colleges and universities
- Sponsorship of two Generation Hope blog posts on a mutually-chosen topic related to family economic mobility/higher education/student parents
- Two features on Generation Hope’s social media highlighting your work/product/services as they relate to family economic mobility/higher education/student parents
- Inclusion of logo and quote in Generation Hope’s print newsletter

HOPE 2024 Benefits:

- Exclusive “presented by” sponsorship of the event
- Speaking during Opening Plenary (five-minute welcome)
- Co-branding on the conference attendee bag and customized letter/insert to general or target audience
- Premiere exhibiting space for your company or organization
- Logo and quote in printed materials
- Present/host a concurrent session during the conference
- Q&A post on Generation Hope’s blog before the conference
- Quote in conference press release
- Quote & logo in three pre-conference email blasts
- Video message on Generation Hope’s LinkedIn page inviting people to conference
- Five dedicated posts on Generation Hope’s social media accounts
- Reserved priority seating during general sessions
- Private space to host a happy hour or other social event during the conference with a curated invite list from HOPE attendees (does not include any food and beverage costs)
- Quote & logo in post-conference email blast
- Five conference attendee registrations
- Two tables with premium seating at the National Gala (20 people)
- Invitation to National Gala VIP reception with student parents
- Speaking opportunity during the National Gala
- Logo in National Gala program



SUSTAINER | \$75,000

Three sponsorships available at this level. Sponsorship runs from January 1–December 31, 2024

Year-Long Benefits:

- Sponsorship of two webinars/roundtables hosted by Generation Hope reaching higher education professionals, policymakers, and/or general public
- Sponsorship of two Generation Hope Scholar events throughout the year in either the DC metro region or New Orleans area
- Sponsorship of one FamilyU Cohort convening, bringing together higher education professionals in-person from across the country
- Sponsorship of one Generation Hope blog post on a mutually-chosen topic related to family economic mobility/higher education/student parents
- One feature on Generation Hope's social media highlighting your work/product/services as they relate to family economic mobility/higher education/student parents
- Inclusion of logo in Generation Hope's print newsletter

HOPE 2024 Benefits:

- Speaking during morning general session (two-minute remarks)
- Insert of company or organization swag in conference attendee bag
- Premiere exhibiting space for your company or organization
- Logo in printed materials
- Present/host a session during the conference
- Mention in conference press release
- Quote & logo in two pre-conference email blasts
- Three dedicated posts on Generation Hope's social media platforms
- Reserved priority seating during general sessions
- Private space to host a happy hour or other social event during the conference with a curated invite list from HOPE attendees (does not include any food and beverage costs)
- Quote & logo in post-conference email blast
- Four conference attendee registrations
- Two tables with premium seating at the gala (20 people)
- Invitation to National Gala VIP reception with student parents
- Mention from stage during the National Gala
- Logo in National Gala program



ADVOCATE | \$50,000

Four sponsorships available at this level. Sponsorship runs from January 1–December 31, 2024

Year-Long Benefits:

- Sponsorship of one webinar/roundtable hosted by Generation Hope reaching higher education professionals, policymakers, and/or general public
- Sponsorship of one Generation Hope Scholar event during the year in either the DC metro region or New Orleans area
- One feature on Generation Hope's social media highlighting your work/product/services as they relate to family economic mobility/higher education/student parents
- Inclusion of logo in Generation Hope's print newsletter

HOPE 2024 Benefits:

- Speaking during a general session (two-minute remarks)
- Insert of company or organization swag in conference attendee bag
- Exhibiting space for your company or organization
- Listed in printed materials
- Present/host a session during the conference
- Mention in conference press release
- Logo in two pre-conference email blasts
- One dedicated post on Generation Hope's social media platforms
- Reserved seating during general sessions
- Logo in post-conference email blast
- Three conference attendee registrations
- Two tables at the National Gala (20 people)
- Invitation to National Gala VIP reception with student parents
- Logo in National Gala program

PARTNER | \$30,000

Five sponsorships available at this level. Sponsorship runs from January 1–December 31, 2024

Year-Long Benefits:

- Sponsorship of one Generation Hope Scholar event during the year in either the DC metro region or New Orleans area
- One feature on Generation Hope's social media highlighting your work/product/services as they relate to family economic mobility/higher education/student parents
- Listing in Generation Hope's print newsletter

HOPE 2024 Benefits:

- Speaking during a general session (two-minute remarks)
- Insert of company or organization swag in conference attendee bag
- Exhibiting space for your company or organization
- Listed in printed materials
- Listed in two pre-conference email blasts
- Listed with other sponsors in Generation Hope social media posts
- Listed in post-conference email blast
- Two conference attendee registrations
- One table at the National Gala
- Invitation to National Gala VIP reception with student parents
- Listed in National Gala program

A La Carte Sponsorships

STUDENT PARENT PARTICIPANT SPONSOR | \$25,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of student parent participation in HOPE 2024; announced during Opening Plenary remarks
- Insert in welcome bags for student parent attendees
- Remarks during student parent session
- Social media mention during HOPE 2024
- Recognition in post conference follow-up email to HOPE attendees
- Two National Gala tickets and invitation to VIP reception to meet student parents

FAMILYU COHORTS LUNCHEON SPONSOR | \$25,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of FamilyU Cohorts Luncheon
- Branding throughout the Luncheon
- Listing in conference materials
- Insert in welcome bags for FamilyU Cohort members
- Remarks during the Luncheon
- Social media mention during Luncheon
- Recognition in post conference follow-up email to FamilyU Cohort members and presidents
- Two National Gala tickets and invitation to VIP reception to meet student parents

FAMILYU SEAL AWARDS SPONSOR \$25,000 AND \$15,000

One sponsorship available for each or can be combined into single sponsorship.

- Recognition as sponsor of FamilyU SEAL Awards
- Listing in conference materials
- Insert in welcome bags for FamilyU Seal recipients (at the \$25,000 level only)
- Remarks during SEAL Awards presentation and assist with presenting awards
- Social media mention during Awards
- Recognition in post conference follow-up email to FamilyU SEAL recipients and presidents (at the \$25,000 level only)
- Two National Gala tickets and invitation to VIP reception to meet student parents

MEET & GREET RECEPTION SPONSOR \$25,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of Meet & Greet Reception; announced during Open Plenary remarks
- Branding throughout the Reception
- Listing in conference materials
- Social media mention during Reception
- Included as a stop in the digital challenge
- Two National Gala tickets and invitation to VIP reception to meet student parents

FUNDERS ROUNDTABLE SPONSOR \$25,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of Funders Roundtable
- Branding throughout the Roundtable
- Listing in conference materials
- Remarks during Roundtable
- Social media mention during Roundtable
- Recognition in post conference follow-up email to funders
- Two National Gala tickets and invitation to VIP reception to meet student parents

CONFERENCE APP SPONSOR | \$20,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 App; announced during Opening Plenary remarks
- Listing in conference materials
- Social media mention during HOPE 2024
- Recognition in post conference follow-up email to HOPE 2024 attendees
- Two National Gala tickets and invitation to VIP reception to meet student parents

FAMILYU SEAL HAPPY HOUR SPONSOR \$15,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of FamilyU Seal Happy Hour
- Branding throughout the Happy Hour
- Listing in conference materials
- Remarks during Happy Hour
- Social media mention during Happy Hour
- Two National Gala tickets and invitation to VIP reception to meet student parents

A La Carte Sponsorships *continued*

PRESIDENTS AND EXECUTIVE LEADERSHIP RECEPTION SPONSOR | \$10,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of Presidents and Executive Leadership Reception
- Branding throughout the Reception
- Listing in conference materials
- Remarks during Reception
- Social media mention during Reception
- Two National Gala tickets and invitation to VIP reception to meet student parents

PRE-CONFERENCE SESSIONS SPONSOR | \$10,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of Pre-Conference Sessions
- Branding throughout the Pre-Conference space
- Listing in conference materials
- Remarks during a Pre-Conference Session of your choosing
- Social media mention during Pre-Conference Sessions
- Two National Gala tickets and invitation to VIP reception to meet student parents

HOPE 2024 REGISTRATION SPONSOR \$10,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Registration
- Branding throughout registration area
- Listing in conference materials
- Insert in welcome bags for attendees
- Included as a stop in the digital challenge
- Social media mention during HOPE 2024
- Two National Gala tickets and invitation to VIP reception to meet student parents

CHILD CARE SPONSOR | \$10,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Child Care
- Branding throughout child care area
- Listing in conference materials
- Social media mention during HOPE 2024
- Two National Gala tickets and invitation to VIP reception to meet student parents

LIVE MUSIC SPONSOR | \$10,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Live Music
- Listing in conference and gala materials
- Social media mention during HOPE 2024
- Two National Gala tickets and invitation to VIP reception to meet student parents

WELLNESS SPONSOR | \$7,500

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Wellness
- Branding throughout wellness spaces
- Listing in conference materials
- Included as a stop in the digital challenge

BOOK STORE SPONSOR | \$5,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Book Store
- Branding throughout book store
- Branded book mark for all book sales
- Listing in conference materials
- Social media mention during HOPE 2024
- Included as a stop in the digital challenge

BREAK TIME SPONSOR | \$5,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Breaks; announcement made during a general session
- Branding throughout Break Time area
- Listing in conference materials
- Social media mention during HOPE 2024

SPEAKER GREEN ROOM SPONSOR \$5,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Speaker Green Room
- Branding throughout Green Room
- Listing in conference materials
- Ability to interact with speakers in the Green Room

WI-FI SPONSOR | \$5,000

One sponsorship available at this level.

- Recognition as exclusive sponsor of HOPE 2024 Wi-Fi
- Branding on Wi-Fi information for attendees
- Listing in conference materials

ATTENDEE TRACK SPONSOR | \$5,000

Four sponsorships available at this level — one for each track: Student Parents, Policy, Higher Ed/Institutional, Nonprofit/Youth).

- Recognition as exclusive sponsor of respective track
- Listing in conference materials
- Remarks during a session in your track

FIELD TRIP SPONSOR | \$2,500

Three sponsorships available at this level.

- Recognition as sponsor for one of three local field trips for attendees
- Listing in conference materials
- Remarks during field trip
- Social media mention during HOPE 2024
- Included as a stop in the digital challenge

PRE-CONFERENCE E-NEWSLETTER SPONSOR | \$2,500

One sponsorship available at this level.

- "Presented by" with a blurb in the newsletter about your company/organization

POST-CONFERENCE E-NEWSLETTER SPONSOR | \$2,500

One sponsorship available at this level.

- "Presented by" with a blurb in the newsletter about your company/organization

COMMUNITY SERVICE SPONSOR \$2,500

One sponsorship available at this level.

- Branding at collection site at HOPE 2024
- Listing in conference materials
- Social media mention during HOPE 2024
- Included as a stop in the digital challenge

HEALTH SPONSOR | \$2,500

One sponsorship available at this level.

- Exclusive sponsor of health support at HOPE 2024 (hand sanitizer, optional masks, medical support staff, etc.)
- Listing in conference materials
- Social media mention during HOPE 2024

To create a customized sponsorship that supports your company's philanthropic goals, contact Jessica Wisser, Vice President of Advancement at jessica@generationhope.org or +1.202.677.5429.

EXHIBITING | \$2,500

10 available at this level.

What's Included:

- Exhibits will be located throughout the event space, and each exhibit space includes the following as part of your sponsorship:
 - (1) 6' skirted table
 - (2) chairs

If you need power for your exhibit, please contact Jessica Wisser via email at jessica@generationhope.org

- One conference registration ticket
- Discounted additional exhibitor tickets available
- Promote your products and connect with attendees
- Ability to distribute your product
- Inclusion in online HOPE 2024 Exhibitor listing, including a company/organization description
- Complimentary Pre-Conference Attendee Direct Mailing List (upon acceptance of terms of agreement). Mailing addresses only.
- Access to our Exhibitor Marketing Toolkit including HOPE 2024 promotional text, logos, and more

How Will Space Be Assigned?

Booth space is assigned on a first come, first serve basis.

Contact **Jessica Wisser**

Vice President of Advancement

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2024

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