



THURGOOD  
MARSHALL  
COLLEGE FUND

# #RISE

HC 2K20 CONCERT

# PARTNERSHIP GUIDE

OCTOBER 25, 2020

RECOGNIZING AND INVESTING IN  
*Student Excellence*

## PRESIDENT & CEO MESSAGE

Thank you for your interest in supporting Thurgood Marshall College Fund (TMCf). Established in 1987, TMCf is the only national organization exclusively representing the Black College Community. Our 47 member-schools include *publicly-supported* Historically Black Colleges & Universities (HBCUs), and Predominantly Black Institutions (PBIs) across the country and are a critical source of higher education for all students. More than 80% of all students enrolled in HBCUs and PBIs attend TMCf member-schools, including 15 accredited engineering schools, six law schools, five pharmacy schools, and a host of undergraduate and graduate programs in the arts, sciences, mathematics, and engineering. TMCf member-schools are located in 22 states, the District of Columbia, and the US Virgin Islands. These schools primarily serve students from low-income and underserved communities, with over 72% of public HBCU students being Pell Grant eligible (with a family income of under \$20,000), and 97% seeking some form of financial aid, indicating low to moderate family income. Additionally, over 52% of HBCU students are the first in their families to attend college.

With the generous contributions of corporate partners and philanthropic individuals, TMCf supports its member-schools and the broader community of nearly 300,000 students across the Black College Community. TMCf assists these institutions with producing quality community-minded graduates, presenting industry-supported professional development and capacity building strategies, and directly placing hundreds of HBCU graduates in economically sustaining careers while supporting thousands more in career readiness. TMCf serves an essential role in providing educational access, recruiting diverse talent for career opportunities across the country, and providing leadership development training. Our model produces the next generation of entrepreneurs, teachers, community, and corporate leaders who are ready to change the world and follow in the trailblazing footsteps of our namesake, Justice Thurgood Marshall.

Like many other organizations, we pivoted our in-person events and programming due to COVID-19. Despite the change in how we deliver our services, the commitment to ensuring student success by promoting educational excellence and preparing the next generation of workforce talent through leadership development remains the same. We invite you to **#RISE** with us, while **Recognizing and Investing in Student Excellence**, at our virtual homecoming celebration. This event will showcase TMCf's dedication to "*Changing the World... One Leader at a Time.*" With your support, together, we will continue to develop our next generation of leaders to promote solutions to help guide our nation towards a more just and equitable society.

With sincere gratitude,



**Harry L. Williams**  
President & CEO



# ABOUT #RISE HC2K20 CONCERT: RECOGNIZING & INVESTING IN STUDENT EXCELLENCE

## EVENT OVERVIEW

Since its inception, TMCF's vision of "Changing The World... One Leader at a Time" has been accomplished by **recognizing** and **investing** in **student excellence (RISE)**. **#RISE HC2K20 CONCERT** celebrates the elevation of our communities through education and a steadfast investment in the nurturing of diverse talent, and will tell the story of how TMCF builds upon the HBCU legacy of producing leaders of impact using four (4) thematic focus areas:

1 SOCIAL & RACIAL JUSTICE

3 HEALTH DISPARITIES

2 ECONOMIC EMPOWERMENT

4 CIVIC ENGAGEMENT



## THE TMCF PARTNERS IN DIVERSITY

This initiative is an opportunity to engage individuals wholly committed to supporting diversity in the global workforce. As the nation's largest organization exclusively representing *publicly-supported* HBCUs, TMCF is uniquely positioned to recognize champions of diversity, equity, and inclusion within various industries. We invite you to participate in the nomination process to select the inaugural cohort of TMCF Partners in Diversity. This cohort will consist of twenty (20) committed professionals who have dedicated their career focus on developing a workforce that champions equitable, diverse, and inclusive hiring initiatives and employee practices. Please adhere to the nomination process details below.

## WHAT SHOULD NOMINATORS CONSIDER?

We encourage nominees who are leading DE&I professionals (possessing at least 5-10 years of dedication to the DE&I space) who have demonstrated allegiance and growth potential in either their professional or community service involvement related to the ongoing commitment to improving hiring initiatives and workforce equitability. Consider nominating colleagues from your respective companies other diversity champions within your network, who may work for a different organization, but still possess the requisite passion for diversity and innovation within the workforce.

# ABOUT #RISE HCK20 CONCERT: RECOGNIZING & INVESTING IN STUDENT EXCELLENCE

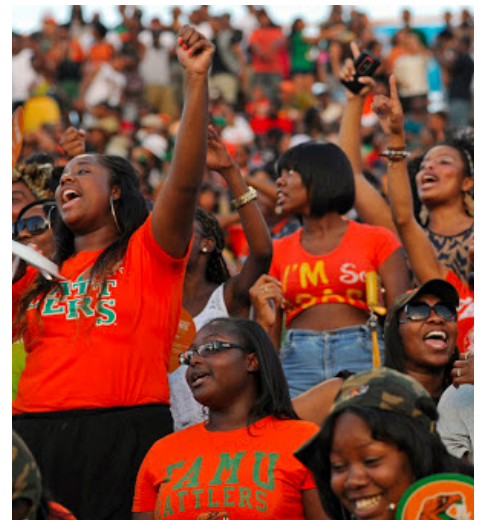
## WHO WOULD BE AN IDEAL TMCF PARTNERS IN DIVERSITY NOMINEE?

An ideal nominee should possess many of the following professional qualities:

- Demonstrated dedication to Diversity, Equity & Inclusion strategy through the nominee's current or past work, community involvement or research
- Currently serves in a Diversity, Equity & Inclusion, HR, or related role, with at least 5-10 years of service
- Have an affiliation to HBCUs—either as a dedicated alum; valued partner via a previous or current employer; and/or as a charitable donor/volunteer
- Committed to the technical and professional development of HBCU students as a necessary step in preparing the next generation of diverse, workforce talent
- Deep commitment to learning or further engaging the ideals and mission of TMCF through our student programming, scholarship initiatives, and advocacy

## HOW ARE NOMINATIONS MADE?

- The nominator must complete and submit a [Nomination Form](#) via email ([partnersindiversity@tmcf.org](mailto:partnersindiversity@tmcf.org)) by **Friday, August 28, 2020, at 11:59 pm EDT**
- The written portion of "Why the Nominee Should be Nominated" **- should not exceed 500 words**
- Once the nomination period closes, TMCF will conduct the first nominee review. After this step, semi-finalists will be contacted and required to submit additional information for further consideration
- Once the semi-finalist confirmation period closes, TMCF will conduct a detailed review of the semi-finalist pool. **We will inform finalists of their offer to be recognized as a TMCF Partner in Diversity on Thursday, October 8, 2020**
- The 20 inaugural TMCF Partners in Diversity will be featured in #RISE, as well as on social media, any marketing and press engagements. Further details will be provided upon selection
- Please engage with your nominee to ensure they are interested in the opportunity and be willing to confirm their participation
- Email [partnersindiversity@tmcf.org](mailto:partnersindiversity@tmcf.org) with any questions



# PARTNERSHIP OPPORTUNITIES



## Presenting \$800,000

### Benefits include:

- Exclusive naming rights as #RISE Presenting Partner
- Video greeting opportunity
- VIP access (40 guests)
- Lead online ad featured on the event microsite
- Event branding rights: name and/or logo featured during the concert
- Official acknowledgement as a presenting partner in event scripting
- Media exposure across all platforms
- Option to participate in pre-event press and media events



## Visionary \$250,000

### Benefits include:

- Listed as a Visionary Partner on the event microsite
- VIP access (2 guests)
- Logo featured on the event microsite
- Event night branding rights: name and/or logo featured during select features of the concert
- Official acknowledgement as a partner in event scripting
- Media exposure across all platforms
- Option to participate in pre-event press and media events



## Legacy \$500,000

### Benefits include:

- Listed as a Legacy Partner on the event microsite
- VIP access (10 guests)
- Online ad featured on the event microsite
- Event night branding rights: name and/or logo featured during the concert
- Official acknowledgement as a partner in event scripting
- Media exposure across all platforms
- Option to participate in pre-event press and media events



## Investor up to \$50,000

### Benefits include:

- Listed as an Investor Partner on the event microsite
- Logo featured on the event microsite
- Media exposure across all platforms

If you are interested in becoming a partner, please contact: **Tamaria Perry, Senior Director of Development**  
202.888.2050 | [tamaria.perry@tmcf.org](mailto:tamaria.perry@tmcf.org)