

NATIONAL CENTER

**for the Study of Collective Bargaining in Higher
Education and the Professions**

HUNTER

The City University of New York

Sponsorship/Advertising Opportunities for 2024 National Conference

The [National Center](#) is a labor-management research center located at Hunter College, City University of New York with the mission of examining unionization and collective bargaining as a democratic means for advancing higher education and the professions. In the past year alone, we have been cited in *The New York Times*, *The Wall Street Journal*, and *The Chronicle of Higher Education*, conducted a [regional labor-management conference](#) at the University of Illinois-Chicago, as well as issued a special section [report](#) on union organizing and strikes in higher education.

Our 51st Annual National Conference, entitled *New Crossroads in Collective Bargaining and Labor Relations in Higher Education and the Professions* will take place in New York City on March 17-19, 2024 and will celebrate 51 years of collaboration in higher education labor relations. The conference will also highlight the research mission of the National Center which is expanding to include the development of an interactive website posting (900) nationwide academic collective bargaining agreements and will contain a search engine for contractual language.

As a conference sponsor, your organization will receive recognition in conference materials and in other National Center outreach. We invite your organization to join us. The sponsorship levels and benefits are the following:

Major Supporting Partner: \$15,000

Complimentary registration for three conference attendees and a 50% reduction for a fourth;
Your organization's logo and link to your site on the National Center website;
Opportunity to make introductory remarks at the plenary or mid-day greetings;
Your organization's name referenced in our monthly newsletter;
Inclusion of a one-page display ad in the [conference program](#);
Listing as a major supporting sponsor of the annual conference, webinars and conference receptions.

Supporting Partner: \$10,000

Complimentary registration for two conference attendees and a 50% reduction for a third;
Your organization's logo and link to your site on the National Center website;
Your organization name referenced in our monthly newsletter;
Inclusion of a one-page display ad in the conference program;
Listing as a supporting sponsor of the annual conference, webinars and conference receptions.

Participating Sponsor: \$5,000

Complimentary registration for one conference attendee;
Your organization's logo and link to your site on the National Center website;
Your organization name referenced in our monthly newsletter;
Inclusion of a half-page display ad in the conference program;
Listing as a participating sponsor of the annual conference, webinars and conference breaks.

Basic Sponsor: \$2,500

Complimentary registration for one conference attendee;
Listing as a sponsor on the National Center website;
Your organization's name referenced in our monthly newsletter;
Inclusion of a one-quarter display ad in the conference program;
Listing as a basic sponsor of the annual conference, webinars and conference breaks.

Introductory Sponsor: \$1,500

Complimentary registration for one conference attendee;
Listing as a sponsor on the National Center website;
Your organization's name referenced in our monthly newsletter;
Inclusion of a one-quarter display ad in the conference program;
Listing as an introductory sponsor of the annual conference, webinars and conference breaks.

Friend of the National Center: \$500

Complimentary registration for one conference attendee;
Listing of your name as a friend of the National Center on our website, newsletter and in the conference program.

Conference Program Ad-only Specs

Full-page	(5.34" x 8.21")	\$1,500
Half-page	(5.34" x 4.11")	\$750
Quarter-page, vertical	(2.7" x 4.11")	\$275

If you have any questions, please contact the National Center Administrator Michelle Savarese at (646) 709-5338; msavares@hunter.cuny.edu or the Conference Coordinator Nancy Hanks at (646) 567-664; nh2849@hunter.cuny.edu.