



THE
SAMUEL DUBOIS COOK
CENTER ON SOCIAL EQUITY
AT DUKE UNIVERSITY

Duke | Policy Bridge

2019 Color of Education Summit
featuring keynote speaker Ta-Nehisi Coates

Saturday, October 26, 8:30 am-4:30 pm
Raleigh Convention Center

Sponsorship Opportunities



COLOR OF EDUCATION



The Public School Forum of North Carolina, in partnership with Duke Policy Bridge and the Samuel DuBois Cook Center on Social Equity, present the **2019 Color of Education Summit**, a one-day conference on race and education featuring National Book Award winner Ta-Nehisi Coates as keynote speaker.

The impact of race in education was a central focus of the Public School Forum’s Study Group XVI: Expanding Education Opportunity in North Carolina. The [findings and recommendations](#) were published in October 2016, covering issues such as resegregation, teacher diversity and lack of access to advanced coursework for students of color.

This is the second year the “Color of Education” partners (#ColorOfEducation) will bring together educators, policymakers, business leaders, philanthropists, researchers, students, parents and other stakeholders to focus on eliminating racial disparities in education. This issue affects not just children in our schools today, but the entire community, as we all benefit from a better educated citizenry and workforce in our increasingly racially and ethnically diverse society.

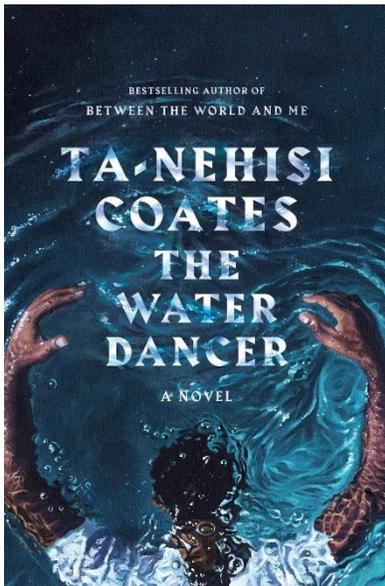
This year, the full-day Color of Education event will offer multiple plenary sessions and more than a dozen workshops and panel discussions led by an impressive lineup of leading experts, all focused on developing cross-sector strategies for addressing persistent racial inequities in our educational system. Specific topics of interest will include: discipline disparities, curriculum and pedagogy, and racial trauma. Sessions will be designed for a wide range of participants, including educators, parents, students, nonprofits, policymakers, researchers, and community groups. Continuing education units (CEUs) will be available for North Carolina educators.

Ta-Nehisi Coates will close the day with his keynote presentation, which will include a reading from his forthcoming book and first novel *The Water Dancer*, slated for release at the end of September. In addition to the reading and a Q&A with the audience, Coates will be joined on stage for an in-conversation with **Dr. William “Sandy” Darity**, Samuel DuBois Cook Professor of Public Policy at Duke University. Additional featured speakers will include **Ali Michael**, co-founder and director of the Race Institute for K-12 Educators and **Ronda Bullock**, co-founder and executive director of we are (working to extend anti-racist education).



Ta-Nehisi Coates is a distinguished writer in residence at NYU's Arthur L. Carter Journalism Institute. He is the author of the bestselling books *The Beautiful Struggle*, *We Were Eight Years in Power*, and *Between The World And Me*, which won the National Book Award in 2015. Ta-Nehisi is a recipient of a MacArthur Fellowship. He is also the current author of the Marvel comics *The Black Panther* and *Captain America*.

The 2019 Color of Education Summit will be the only North Carolina stop on Coates' 2019-20 book tour for *The Water Dancer*.



ABOUT *THE WATER DANCER*

In his boldly imagined first novel, Ta-Nehisi Coates, the National Book Award-winning author of *Between the World and Me*, brings home the most intimate evil of enslavement: the cleaving and separation of families.

Young Hiram Walker was born into bondage. When his mother was sold away, Hiram was robbed of all memory of her—but was gifted with a mysterious power. Years later, when Hiram almost drowns in a river, that same power saves his life. This brush with death births an urgency in Hiram and a daring scheme: to escape from the only home he's ever known.

So begins an unexpected journey that takes Hiram from the corrupt grandeur of Virginia's proud plantations to desperate guerrilla cells in the wilderness, from the coffin of the deep South to dangerously utopic movements in the North. Even as he's enlisted in the underground war between slavers and the enslaved, Hiram's resolve to rescue the family he left behind endures.

This is the dramatic story of an atrocity inflicted on generations of women, men, and children—the violent and capricious separation of families—and the war they waged to simply make lives with the people they loved. Written by one of today's most exciting thinkers and writers, *The Water Dancer* is a propulsive, transcendent work that restores the humanity of those from whom everything was stolen.

Sponsorship Levels

Your sponsorship of Color of Education not only helps underwrite the costs of this important gathering, but also helps the Public School Forum of North Carolina work throughout the year on issues pertaining to quality public education and racial equity. Your sponsorship will help Forum offer the summit at a significantly reduced price for educators and students. Sponsors of \$10,000 and up will have the opportunity to network with leaders in the field of racial equity at a reception following the keynote address.

Presenting Sponsor - \$20,000

- Category exclusivity
- Photo opportunity with Ta-Nehisi Coates for five attendees
- Ten tickets to VIP reception following keynote address by Ta-Nehisi Coates
- Opportunity to welcome guests during keynote address by Ta-Nehisi Coates
- Ten tickets to full-day Color of Education summit, featuring sessions led by leading experts on racial equity in education
- Ten reserved seats for keynote address by Ta-Nehisi Coates
- Ten copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
- Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
- Recognition on event signage as Presenting Sponsor
- Full page ad in event program
- Choice of 30-second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice over on Education Matters for 3 months

Ambassador Sponsor - \$15,000

- Photo opportunity with Ta-Nehisi Coates for two attendees
- Eight tickets to VIP reception following keynote address by Ta-Nehisi Coates
- Eight tickets to full-day Color of Education summit, featuring sessions led by leading experts on racial equity in education
- Eight reserved seats for keynote address by Ta-Nehisi Coates
- Eight copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
- Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
- Recognition on event signage as Ambassador Sponsor
- Half-page ad in event program
- Choice of 30-second sponsor-provided ad or in-show segment sponsorship with custom animated graphic and voice over on Education Matters for 3 months

Color of Education sponsorships cont.

Educator Advocate Sponsor - \$15,000

- Category exclusivity
 - This unique sponsorship opportunity will directly cover the costs of 200 educators or students that register for the Color of Education full-day summit
 - Four tickets to full-day Color of Education summit, featuring sessions led by leading experts on racial equity in education
 - Four reserved seats for keynote address by Ta-Nehisi Coates
 - Four copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
 - Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
 - Recognition on event signage as Educator Advocate Sponsor
 - Half-page ad in event program
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Champion Sponsor - \$10,000

- Six tickets to VIP reception following keynote address by Ta-Nehisi Coates
 - Six tickets to full-day Color of Education summit, featuring sessions led by leading experts on racial equity in education
 - Six reserved seats for keynote address by Ta-Nehisi Coates
 - Six copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
 - Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
 - Recognition on event signage as Champion Sponsor
 - Quarter-page ad in event program
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Partner - \$5,000

- Four tickets to VIP reception following keynote address by Ta-Nehisi Coates
- Four tickets to full-day Color of Education summit, featuring sessions led by leading experts on racial equity in education
- Four reserved seats for keynote address by Ta-Nehisi Coates
- Four copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
- Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
- Recognition on event signage as Partner Sponsor
- Quarter-page ad in event program

Color of Education sponsorships cont.

Ally - \$2,500

- Two tickets to Color of Education summit, featuring sessions led by leading experts on racial equity in education
 - Two reserved seats for keynote address by Ta-Nehisi Coates
 - Two copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
 - Sponsor recognition on printed and electronic invitations, Color of Education website, event program, on social media, and press releases*
 - Recognition on event signage as Ally Sponsor
 - ¼ page ad in event program
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Friend - \$1,000

- Two tickets to Color of Education summit, featuring sessions led by leading experts on racial equity in education
- General admission for keynote address by Ta-Nehisi Coates.
- Two copies of Ta-Nehisi Coates' September 2019 release "*The Water Dancer*", his first novel
- Sponsor recognition on Color of Education website and event program*
- Recognition on event signage as Friend Sponsor

**Sponsors will be recognized in printed promotional material as deadlines allow. All sponsors will be recognized in digital promotional material appropriate to their sponsorship level as soon as commitments are received.*

Sponsorship Commitment Form

Sponsorship Level:

- Presenting Sponsor* - \$20,000
- Ambassador Sponsor - \$15,000
- Education Advocate Sponsor* - \$15,000
- Champion Sponsor - \$10,000
- Partner Sponsor - \$5,000
- Ally Sponsor - \$2,500
- Friend Sponsor - \$1,000

*These sponsorships have category exclusivity. Please contact Marisa Bryant (contact info below) to confirm availability.

Payment Type:

- Credit Card by Phone - call 919-781-6833 ext 119
- Send a Check - (payable to Public School Forum of North Carolina)

3725 National Drive, Suite 101
Raleigh, NC 27612

Other Information:

Name: _____

Organization: _____

Organization Contact (if different): _____

Address: _____

Phone: _____ Email: _____

Organization Name as you would like it to appear on event literature and PR materials:

Please send completed **form and logo** to:

Marisa Bryant, Development Director

Public School Forum of North Carolina

mbryant@ncforum.org 919-781-6833 x 100

Thank you for your partnership

The Public School Forum of NC, Duke Policy Bridge and the Samuel DuBois Cook Center for Social Equity are proud to collaborate to present *Color of Education* featuring Ta-Nehisi Coates. We look forward to welcoming you to the event and continuing the conversation about racial equity in education in North Carolina.



COLOR OF EDUCATION

Public School Forum of North Carolina

Since 1986, the Public School Forum of North Carolina has been an indispensable and nonpartisan champion of better schools and the most trusted source in the state for research and analysis on vital education issues. We bring together leaders from business, education and government to study education issues, develop ideas, seek consensus, and ultimately inform and shape education policy. We do that through research, policy work, innovative programs, advocacy, and continuing education for educators and policymakers. Follow us on Twitter [@theNCForum](https://twitter.com/theNCForum) and visit our website at <http://www.ncforum.org/>.

Duke Policy Bridge

Deep engagement with the policy world is one of the Sanford School's core values. The Policy Bridge was created to promote engagement as a two-way street, amplify the impact of our research to benefit society, and help our faculty and students be more aware of and responsive to the needs of the policy community.

Our aim is that:

- Duke's scholarly research gets to policymakers and influencers when and how they need it.
- The real-world knowledge and questions of these groups informs and strengthens research.

Samuel DuBois Cook Center for Social Equity

The Duke Samuel DuBois Cook Center on Social Equity is a scholarly collaborative engaged in the study of the causes and consequences of inequality and in the assessment and redesign of remedies for inequality and its adverse effects. Concerned with the economic, political, social and cultural dimensions of uneven and inequitable access to resources, opportunity and capabilities, Cook Center researchers take a cross-national comparative approach to the study of human difference and disparity. Ranging from the global to the local, Cook Center scholars not only address the overarching social problem of general inequality, but they also explore social problems associated with gender, race, ethnicity and religious affiliation.