



# NOVITATE CONFERENCE

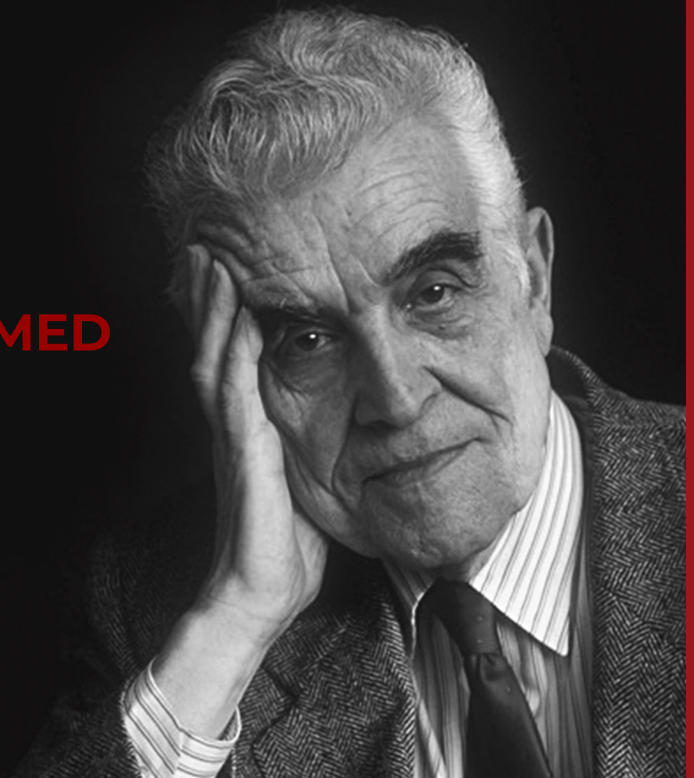
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## Sponsorship Packet

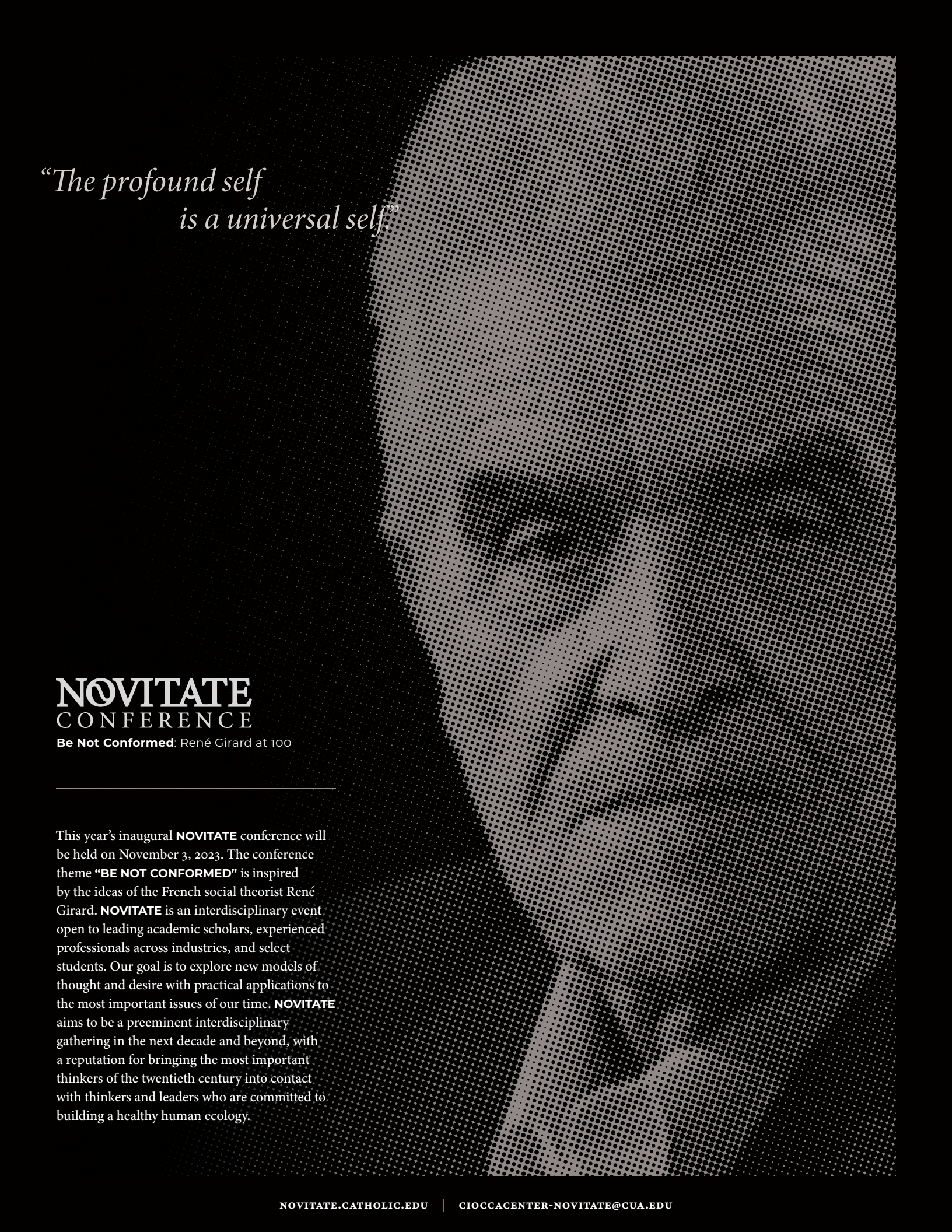
NOVEMBER 3, 2023 | WASHINGTON, D.C.



**BE NOT CONFORMED**  
René Girard at 100







*“The profound self  
is a universal self”*

## NOVITATE CONFERENCE

**Be Not Conformed:** René Girard at 100

This year's inaugural **NOVITATE** conference will be held on November 3, 2023. The conference theme **“BE NOT CONFORMED”** is inspired by the ideas of the French social theorist René Girard. **NOVITATE** is an interdisciplinary event open to leading academic scholars, experienced professionals across industries, and select students. Our goal is to explore new models of thought and desire with practical applications to the most important issues of our time. **NOVITATE** aims to be a preeminent interdisciplinary gathering in the next decade and beyond, with a reputation for bringing the most important thinkers of the twentieth century into contact with thinkers and leaders who are committed to building a healthy human ecology.

Dear Friends,

It is with great joy that I write to invite you to participate in an exciting new endeavor from the Ciocca Center for Principled Entrepreneurship, in partnership with the Institute for Human Ecology at The Catholic University of America.

**On November 3, 2023**, we will host the first **NOVITATE** conference in Washington, D.C., with the theme “**Be Not Conformed—René Girard at 100**,” a discussion and celebration of the life and work of the great social theorist René Girard, on the centennial of his birth, with practical application to the most important issues in our world.

The goal of **NOVITATE** is to inspire new models of thinking and desire that will bring important insights from Girard’s work into new domains. Through the thoughtful and daring leaders in attendance, we aim to build a healthier human ecology in our world—one that kindles the deepest desires of the human heart and gives them outlets for expression.

**NOVITATE** will be an interdisciplinary gathering of academic scholars, writers, artists, religious clergy and laity, exceptional students, and industry leaders in the for-profit, not-for-profit, and NGO spaces. There will be a full day of presentations, panels, and dialogue, concluding with a dinner banquet in the State Ballroom of the Mayflower Hotel in Washington, D.C., to honor Girard’s legacy. The question of conformity—which Girard’s work explores through his concept of *mimetic desire*—lies at the heart of many of the important personal and societal questions in our world today involving institutions, politics, education, civics, and media. After the conference, we will publish an edited selection of the papers and proceedings which we expect to distribute widely through our publisher and media partners.

As a program sponsor, you will have the opportunity to play a leading role in the conversation and support collaboration among participants who are driving positive change. Various sponsorship options are listed in the packet below. I hope you will consider joining us in this initiative in whatever way makes the most sense for you.

Thank you for considering a sponsorship of the 2023 **NOVITATE** Conference. I hope to see you in November.

Sincerely,



**Luke Burgis**  
*Entrepreneur-in-Residence and  
Director of Programs at the Ciocca Center  
for Principled Entrepreneurship  
at The Catholic University of America*



## Sponsorship Levels and Benefits

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### TITLE SPONSOR

**\$25,000**

- Special recognition at opening welcome remarks by the President of Catholic University and Master of Ceremonies
- Recognition/logo placement at beginning and end of conference video which will be distributed widely for 12 months after the event takes place, in preparation for the next NOVITATE event
- Option to attend Pre-Conference Private Reception on Thursday evening, November 2
- Signage displayed in prominent locations throughout conference
- Special acknowledgement on conference-related social media and all press releases
- Premier name and logo placement on all printed materials related to the conference
- Includes conference registration for 2 participants
- Recognition in official conference program
- Logo displayed prominently on conference webpage

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### SIGNATURE SPONSOR

**\$15,000**

- Recognition/logo placement at beginning and end of video
- Option to attend Pre-Conference Private Reception on Thursday evening, November 2
- Signage displayed throughout conference
- Acknowledgement on conference-related social media and press releases
- Name and logo placement on all printed materials related to the conference
- Includes conference registration for 1 participant
- Recognition in official conference program
- Logo displayed on conference webpage

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### ADVOCATE SPONSOR

**\$10,000**

- Option to attend Pre-Conference Private Reception on Thursday evening, November 2
- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage

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### PARTNER SPONSOR

**\$5,000**

- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage

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### SUPPORTER SPONSOR

**\$2,500**

- Recognition in official conference program
- Logo displayed on conference webpage



	TITLE \$25,000	SIGNATURE \$15,000	ADVOCATE \$10,000	PARTNER \$5,000	SUPPORTER \$2,500
<i>Special Recognition at opening welcoming remarks</i>	◆				
<i>Recognition at beginning and end of conference video</i>	◆	◆			
<i>Attendance at private pre-conference reception</i>	◆	◆	◆		
<i>Signage at conference</i>	◆	◆	◆	◆	
<i>Acknowledgment in social media and press releases</i>	◆	◆	◆	◆	
<i>Premier logo placement on all conference printed materials</i>	◆	◆	◆	◆	
<i>Conference registration included</i>	2	1			
<i>Recognition in conference program</i>	◆	◆	◆	◆	◆
<i>Logo on conference website</i>	◆	◆	◆	◆	◆

## Additional Sponsorship Opportunities

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### **VIDEO + AUDIO PODCAST LAUNCH, SEASON ONE SPONSOR (1 Available) \$25,000**

*Season includes 8 video episodes with high quality production value and special guests in conversation with host Luke Burgis.*

*Podcast will be released on YouTube periodically throughout 2024. Podcast expected to reach 100,000+ people.*

- Recognition in each Podcast episode at the intro, intermission, and closing
- Special recognition at opening welcome remarks
- Recognition/logo placement at beginning and end of post-conference video
- Signage displayed in prominent locations throughout conference
- Special acknowledgement on conference-related social media and all press releases
- Premier name and logo placement on all printed materials related to the conference
- Conference registration for 2 participants
- Recognition in official conference program
- Logo displayed on conference webpage

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### **LUNCH ON FRIDAY, NOV. 3 (1 Available) \$5,000**

- Recognition and banner announcing the sponsorship at the lunch (all conference participants)

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### **PRE-CONFERENCE PRIVATE RECEPTION SPONSOR (1 Available) \$5,000**

*Thursday, November 2, 6 pm*

- Prominent sponsor recognition onsite, including signs at entrance to event, logo recognition on screen, and verbal recognition during reception
- Company literature placed on table in reception, if desired and pre-arranged
- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage

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### **POST-CONFERENCE PRIVATE BRUNCH SPONSOR (1 Available) \$4,000**

*Saturday, November 4, 10 am*

- Logo recognition on screen, and verbal recognition during reception
- Company literature placed on table in reception, if desired and pre-arranged
- Logo displayed on conference webpage
- Recognition in official conference program

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### **CONFERENCE TRANSPORTATION (1 Available) \$5,000**

- Opportunity to place reading materials or give-away items on each seat of 5-6 charter buses transporting attendees and speakers between the Mayflower Hotel and Catholic University's campus on the day of the conference
- Recognition in official conference program
- Logo displayed on conference webpage

## Additional Sponsorship Opportunities

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### KEYNOTE SPONSOR (2 Available)

**\$5,000**

- Prominent signage displayed throughout the keynote session and opportunity for a company representative to welcome the audience and introduce the keynote speaker
- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage
- Opportunity to include item in swag bag

*\*Please note: Catholic University is responsible for selecting the keynote speakers.*

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### FEATURE PANEL SPONSOR (2 Available)

**\$5,000**

- Prominent signage displayed throughout the panel session and opportunity for a company representative to welcome the audience and introduce the panel speakers
- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage
- Opportunity to include item in swag bag

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### BREAKOUT/CONCURRENT SESSIONS TRACK SPONSOR (3 Available)

**\$5,000**

- Prominent signage displayed throughout the breakout sessions and opportunity for a company representative to welcome the participants
- Exposure to session participants
- Signage displayed throughout conference
- Acknowledgement on conference-related social media
- Name and logo placement on all printed materials related to the conference
- Recognition in official conference program
- Logo displayed on conference webpage
- Opportunity to include item in swag bag

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### SWAG BAG SPONSOR (1 Available)

**\$4,000**

- Logo displayed on one side of the Swag Bag
- Opportunity to include item in Swag Bag
- Recognition in official conference program
- Logo displayed on conference webpage

*This year's sponsors will all be Founding Sponsors. Sponsors at all levels will receive an engraved plaque recognizing their role in establishing the legacy of NOVITATE.*

**For more information about sponsorship, please contact:** Sonnya Morales, Director of Corporate Partnerships, University Advancement, at [moraless@cua.edu](mailto:moraless@cua.edu)





## Sponsorship Commitment Form

### 2023 NOVITATE Conference

Thank you for considering becoming a founding sponsor for the **NOVITATE** Conference.

Please complete the information below and email the form to Sonnya Morales at [moraless@cua.edu](mailto:moraless@cua.edu).

All payments are due by September 8, 2023. We are very grateful for your support!

#### Sponsorship Level (check one):

- ☐ Title Sponsor (\$25,000)
- ☐ Signature Sponsor (\$15,000)
- ☐ Advocate Sponsor (\$10,000)
- ☐ Partner Sponsor (\$5,000)
- ☐ Supporter Sponsor (\$2,500)
- ☐ Other donation: \$\_\_\_\_\_

#### Additional Sponsorships:

- ☐ Podcast Launch (\$25,000)
- ☐ Lunch (\$5,000)
- ☐ Pre-conference Private Reception (\$5,000)
- ☐ Post-conference Private Brunch (\$4,000)
- ☐ Conference Transportation (\$5,000)
- ☐ Keynote (\$5,000)
- ☐ Feature Panel (\$5,000)
- ☐ Breakout Sessions (\$5,000)
- ☐ Swag Bag (\$4,000)

CORPORATION/FOUNDATION

ADDRESS

CONTACT NAME

PHONE

EMAIL

#### Preferred Form of Payment\*

- ☐ Check / ☐ Credit Card / ☐ Wire Transfer

#### For Checks

Make check payable to: The Catholic University of America

Remit payment to: The Catholic University of America  
Division of University Advancement  
Attn: Sonnya Morales  
620 Michigan Ave NE  
Washington, DC 20064

\*For any questions about payments, to receive an invoice, or to make a payment by credit card or electronic funds transfer, please contact: Sonnya Morales at [moraless@cua.edu](mailto:moraless@cua.edu).