

7th ANNUAL HBCU ALUMNI ALLIANCE COMMUNITY DAY



HOWARD UNIVERSITY • WASHINGTON, DC
SATURDAY, JUNE 29, 2019

Promoting Health/Wellness, Combating Hunger,
and Supporting Higher Education



2019 Sponsorship Package

“A Partnership with Our Communities”

www.dchbcu.org

[Watch the 2018 HBCU 5K Run / 2K Walk Video](#)



Washington, DC Metro HBCU Alumni Alliance, Inc. Spokesperson and Ambassador



Mr. Joe Clair

On-Air Radio Personality and Comedian

Joe Clair is the current host of WPGC's *Joe Clair Morning Show*, taking the morning airwaves by storm and making the drive to work much more enjoyable for listeners across the DMV. He is proud graduate of **Morgan State University** where he pledged Kappa Alpha Psi Fraternity and graduated as a psychology major but found his passion for comedy, music and communications.

Joe Clair is passionate about HBCUs.

*Clair said, "I attended Morgan State University to further my education in a way that enriched my mind, body and spirit. The boy I was, when I got accepted into school, had no idea of the man I'd be when I graduated. To be asked to serve as an ambassador for the H.B.C.U. Alumni Alliance is a humbling honor. The missions of our beloved institutions need to be spoken out of as many mouths as possible, so consider me the **BIG** mouthpiece!"*

Joe Clair got his start on HBO's famed Def Comedy Jam before gaining national notoriety as host of BET's famed show "Rap City," where he introduced the world to hip-hop and rap superstars and was most notably known as the last person to interview hip-hop icon Notorious B.I.G. While finding notoriety on Rap City, he was offered an opportunity to launch career in radio on the #1 radio station in the DMV, WPGC's Sunday Night Hip-Hop Show with Big Tigger before making his way to Hot 97 in New York City, Sirius XM-Foxhole in Los Angeles and V-103 in Atlanta. After being gone for more than a decade and the love of the DMV in his heart, Joe Clair made his way back home.



On Saturday, June 29, 2019, celebrate the history, legacy, and culture of Historically Black Colleges and Universities (HBCUs) alumni day in Washington, DC on the campus of Howard University with alumni representing over 50 HBCU institutions alumni chapters in the Washington, DC Metropolitan area. The men and women from Historically Black

Colleges and Universities (HBCU) have made a profound impact throughout the Washington, DC metro area, playing a vital role in the growth and development of our community. HBCU graduates are now leading the way to change our communities by building healthier communities, combating hunger, and promoting higher education. Your contribution will assist in addressing major disparities facing the African American community. We believe that these three initiatives are inseparably linked, and you can't adequately address one without dealing with the other. We invite your organization to be a part of this cultural event to promote your products or services to a demographic of leading professionals in the African American community on HBCU Day.

DCHBCUAA Mission: The Washington, DC Metro HBCU Alumni Alliance, Inc. (DCHBCUAA) is a non-profit community-based organization that consists of Historically Black Colleges & Universities' Alumni chapters in the Washington, DC Metropolitan area. We collaborate mainly to strengthen the community through our impactful programs and we exist to provide support to underserved students interested in attending HBCUs.

The DCHBCUAA is at the forefront of a growing movement to raise awareness, provide resources and offer promising programs that are aimed at supporting at-risk individuals and the communities where they live. Our work is never done alone. We partner with several organizations working toward a common goal. We believe, there is strength in numbers, and that's why we leverage relationships and collaborate with like-minded organizations because we know it is one of the most powerful and productive investments we can make.

Community Engagement: The Washington, DC Metro HBCU Alumni Alliance, Inc.'s (DCHBCUAA) community outreach mission is to improve the health and well-being of our communities. Our efforts are aimed at reducing health disparities that are pervasive in predominantly African American communities. Depending on where you live in the Washington, DC area, there is a 15-year difference in life expectancy. Our programming is focused on addressing the social determinants of health and our priority areas are Health & Wellness, Hunger Awareness, and Higher Education. By leveraging the full value of the Alumni Alliance, we educate the community, provide financial resources, offer volunteers, and work strategically with our community partners to make a measurable impact to address the following issues: health, hunger, and education.



'Community Outreach plays an integral role in realizing the Alumni Alliance's social mission and protecting its non-profit status'



Support Community Programs Lead by HBCUs Alumni



Target One: Health and Wellness: The health disparities that exist between African Americans and other demographic groups are alarming and have long-term consequences for quality of life and life opportunity. Heart disease, stroke, diabetes, and cancer -- the four leading causes of death in the African American community -- are largely driven by lifestyle. To increase awareness and education about prevention of these conditions the Washington, DC Metro Historically Black Colleges and Universities Alumni Alliance, Inc. (DCHBCUAA) established an annual HBCU Run / Walk and

Health and Wellness Fair to bring the awareness of these disparities, deliver education and offer health screenings. This health initiative aspires to educate the community on living well, with regular exercise and proper nutrition, and draws attention to the barriers that many people in our communities' face in making healthy choices. Proceeds support students who are interested in attending an HBCU in Health/Science fields of study.

Target Two: Hunger Awareness: The Alumni Alliance has partnered with the Capital Area Food Bank to help fight hunger in the community where we live and serve. One in seven District households is struggling against hunger, and while the nation's federal nutrition programs have a wide reach in Washington, D.C., too many adults and children continue to slip through the nutrition safety net. "Food insecurity and lack of availability of nutritionally adequate and safe food persists for too many households. Along with hunger, lack of access to healthy food contributes to obesity and poor health outcomes. Our goal through this partnership is to bridge the gap by providing additional food and financial resources, incorporating a food drive in our annual DCHBCUAA 5K Run / 2K Walk and Health, Hunger and Higher Education Fair, and educating communities with food hardship. We continue to seek corporate sponsors and partners with comparable missions.





Support Community Programs Lead by HBCUs Alumni

Target Three: Higher Education: Leading the way to improve the quality of education in the urban community, the HBCU Alumni community has partnered with a District of Columbia public school to fill school year resource gaps in supplies and education. Tapping the wide range of knowledge and resource base of our membership, we seek to connect students to skills building opportunities in college preparatory subject matter such as SAT preparation, computer engineering and coding, STEM and specific subject tutoring. To meet day-to-day demands, school supply and backpack collection will help fill a necessary need for underserved students. During the spring of each year, we hold a College Success Summit Program with participating students and community leaders around the Washington, DC Metropolitan area to develop leadership skills, character building, and STEM tutoring with inner-city high school students. We seek corporate funding to make this program a success.



Call to Action: There are many elements to our work. In addition to time, passion and commitment, there are many tangible resources that we need to bring our plans and events to fruition. We cannot deliver on our mission or achieve our goals without the support of our corporate sponsors. Partnership is at the core of our work and we continue to seek new partners to make our work possible.



Race Demographics

SOCIAL MEDIA	
The logo for the Alumni Network, featuring the word 'Alumni' in a large, blue, serif font and 'Network' in a smaller, blue, sans-serif font below it.	60+ member institutions Over 100,000 HBCU alumni in the DMV area
Silhouettes of a man and a woman walking side-by-side.	Male - 35% Female - 65%
The MailChimp logo, featuring a cartoon monkey wearing a blue cap and holding a mail envelope, next to the word 'MailChimp' in a cursive font.	6,000 Subscribers
The logo for radio station MAJIC 102.3 92.7, featuring the call letters 'MAJIC' in a large, pink, serif font, with '102.3 92.7' in a smaller, pink, sans-serif font below it. Underneath, the tagline 'The Real Sound of the DMV' is written in a smaller, pink, sans-serif font.	Promoted for 5 weeks to over 265,000 listeners
The Facebook logo, a white lowercase 'f' inside a blue square.	200,000 Followers <i>Includes DCHBCUAA page and member Chapter pages</i>
The Twitter logo, a blue silhouette of a bird in flight.	2,500 Followers
The Instagram logo, a camera icon with a rainbow-colored flash.	1,500 Followers
A collection of colorful social media icons including 'Share', 'Chat', 'Twee', 'Like', 'Mus', 'Frien', 'Photo', and 'ews'.	Impressions: 572,317 Reach: 250,000



Media

RADIO	TV	PRINT
 <p>MAJIC 102.3 92.7 The Real Sound of the DMV</p>	 <p>FOX 5 WTTG DC</p>	 <p>AFRO Your History. Your Community. Your News.</p>
 <p>WPGC WPGC.COM 95.5 FM DC'S HOME OF AT LEAST 18 JAMS IN A ROW</p>	 <p>abc 7</p>	 <p>HBCU DIGEST</p>
 <p>93.9 WKYS fm KYSDC.com</p>	 <p>NBC 4 WASHINGTON, D.C.</p>	 <p>HBCUCONNECT.COM</p>
 <p>PRAISE 104.1 fm DC's Station for Inspiration</p>	 <p>WUSA 9</p>	 <p>The Washington Post</p>



You're In Good Company

Below is a list of our sponsors of the Washington, DC Metro HBCU Alumni Alliance 5K Run/ 2K Walk HBCU Alumni Alliance Community Day (HBCU Day). Our past sponsors include a mix of companies, top Industry Brands, and respected brands within the corporate America community that have all realized value in our unique event.





Corporate Partnership Opportunities (HBCU ALUMNI COMMUNITY DAY) Sponsorship Levels & Benefits

Platinum Sponsor:

\$20,000

- Naming rights i.e. ***6th Annual HBCU Alumni Alliance Community Day (HBCU Day) presented by (Company Name/Logo)*** in all marketing materials, media and press releases.
- Unlimited advertising for 1 year through all media outlets
- Offer to participate in Radio and Television media promotions
- Exclusive positioning and branding on the Main Stage Area and larger size space allocation
- Ability to provide volunteers in various capacities with Company Branded Volunteer T-shirts
- Exclusive ability to brand the race pathway with your Company's signage, ground/path signage, etc.
- Exclusive starting line and/or finish line branding opportunities
- Exclusive email promotions throughout the entire year 2019
- Ability to address the audience from the main stage during the main program
- Company logo posted on DCHBCUAA website, recognized as Presenting Sponsor
- Company name and logo on all participants' printed materials with recognition as the Presenting Sponsor
- Registration fees waived for up to 15 people

Gold Sponsor:

\$15,000

- Inclusion in all communications promoting the event (logo)
- Unlimited advertising for 6 months through all media outlets
- Company logo posted on DCHBCUAA website
- Company logo prominently displayed on the event t-shirts (back)
- Company name and logo on all participants printed materials
- Ability to offer product sampling and promotions (8ft table and 2 chairs provided)
- Verbal recognition by the emcee, inclusion of company literature, coupons and other promotional materials
- A commemorative award recognizing your support level
- Registration fees waived for up to 10 people



Silver Sponsor:

\$5,000

- Inclusion in all communications promoting the event (logo)
- Unlimited advertising for 3 months through all media outlets
- Company logo posted on DCHBCUAA website
- Company logo prominently displayed on the event t-shirts (back)
- Company name and logo on all participants printed materials
- Verbal recognition by the emcee inclusion of company literature, coupons and other promotional materials
- Registration fees waived for up to 5 people

Bronze Sponsor:

\$1,000

- Company logo posted on DCHBCUAA website
- Company logo prominently displayed on the event t-shirts (back)

Custom Package

- Our sponsorships are adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership.

In-Kind

- In-Kind donation sponsors are welcome and would be recognized during the event.

All donations are tax deductible to the fullest extent of the law. Tax I.D. number is provided upon request.



Organization: Washington, DC Metro HBCU Alumni Alliance, Inc. 501(c)(3)

Connect to us: www.dchbcu.org facebook.com/DCHBCUALLIANCE
twitter.com/DCHBCU
i.instagram.com/dchbcualumnialliance/

Nonprofit #: Upon Request

Activities/Race Day: Saturday, June 29, 2019

Location: Howard University, Washington, DC

Activities Start: 7:00 AM

Participants: 2,500

Activities/Race Status: Open to the public

Teams: Individuals, sponsors and community groups

Promotion: Sponsor merchandise welcome sampling, giveaways etc.

Executive Race Director: Sam Washington, racedirector@dchbcu.org

DCHBCUAA President: Dr. Nardos E. King, president@dchbcu.org

Media Partners: DCHBCUAA membership websites, Facebook, Twitter, The Afro Newspaper, Alumni Unit, Bloggers, HBCU Connect, HBCU Digest

Media Contact: race@dchbcu.org

Radio: WMMJ MAJIC 102.3 and 92.7

Sponsorship Levels:

- \$20,000 Platinum Sponsor Level
- \$15,000 Gold Sponsor Level
- \$5,000 Silver Sponsor Level
- \$1,000 Bronze Sponsor Level
- In-Kind Donations
- Customized Sponsor Package



Sponsorship Commitment Form

YES! I want to contribute to support a student attending one of the nation’s premiere institutions of higher learning and hereby commit to sponsoring the **7th Annual HBCU Alumni Alliance Community Day (HBCU Day)**.

1. Print or enter your company/organization’s information (as it should be listed on race materials)

First Name Last Name

Mailing Address

City State Zip

Telephone Fax Number E-Mail Address

2. Level of sponsorship

- \$20,000 Platinum Sponsor level
- \$15,000 Gold Sponsor Level
- \$5,000 Silver Sponsor Level
- \$1,000 Bronze Sponsor Level
- In-Kind Donation (Please Specify) _____

Our check is enclosed – Make checks payable to the “DC Metro HBCU Alumni Alliance”

Please invoice us for \$ _____

We are unable to commit to a specific level, but please accept our donation of \$ _____

Credit Card Information:

Visa Master Card Amex Discover

Card# _____ - _____ - _____ - _____ Exp. Date ___/___/___ CSC# _____

Authorization Signature _____ Date ___/___/___

3. Email a high-resolution copy (jpg, png) of your logo to include in race marketing materials to

race@dchbcu.org. Your contribution to the Washington, DC Metro HBCU Alumni Alliance, Inc. is tax deductible to the full extent of the law (501(c)(3) letter available upon request). You will receive a letter and receipt documenting your contribution. For more information, contact the Washington, DC Metro HBCU Alumni Alliance, Inc. at treasurer@dchbcu.org.

Please send your sponsorship gift or pledge to:

**Washington, DC Metro HBCU Alumni Alliance
ATTN: 2019 5K Run/HBCU Community Day
P.O. Box 9833
Washington, DC 20016**