



3rd Annual HBCU Alumni Gala

Celebrating Black Excellence in the Arts

History. Legacy. Community Involvement.

At the

National Museum of Women In The Arts
Friday, September 20, 2019

PARTNERSHIP OPPORTUNITY TO REACH THE HISTORICALLY BLACK
COLLEGES & UNIVERSITIES' (HBCU) ALUMNI COMMUNITY



"Reshaping Our Communities"
www.dchbcu.org

Who We Are

Alumni of Historically Black Colleges and Universities, Professionals and Community Volunteers

On September 20, 2019, the DC Metro HBCU Alumni Alliance will host its 3rd annual HBCU Alumni Gala at the National Museum of Women in the Arts located downtown Washington, DC. We will honor alumni that have excelled in their careers and made a major contribution to the fabric of the Washington, DC community. We are excited to celebrate the history, legacy, and community involvement of Historically Black Colleges and Universities (HBCUs) alumni. The men and women from Historically Black Colleges and Universities (HBCUs) have made a profound impact throughout the Washington, DC Metro area, playing a vital role in the growth and development of our community. Since the inception of HBCUs from the mid-1800s many graduates have become educators, government officials, doctors, lawyers, engineers, scientists, entrepreneurs and most of all community leaders right here in Washington, DC. It is estimated that there are over 300,000 HBCU graduates living in the Washington, DC Metro area in which nearly 160,000 are members of our Black Greek Lettered organizations. We ask that you consider partnering with us to gain access to this vastly growing market.

About Us

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.

Our Mission

The DCHBCUAA mission is to raise awareness, provide resources, and offer promising programs that are aimed at supporting at-risk individuals and the communities where they live in the areas of Health, Hunger, and Higher Education. We believe that all of these three initiatives are inseparably linked and you can't adequately address one without dealing with the other.



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



**On-Air Radio Personality and Comedian,
Mr. Joe Clair**

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 HBCU 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 is passionate about HBCUs and is the spokesperson for the DCHBCUAA.

Mr. 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 a proud graduate of **Morgan State University** where he pledged Kappa Alpha Psi Fraternity, Inc. and graduated as a psychology major but found his passion for comedy, music, and communications.

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 a 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-Foxxhole 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.

HBCU Alumni Gala

Dear Community Partner:

It is with much anticipation that we request your organization's sponsorship support for a worthwhile cause. As you are aware, The Washington, DC Metro HBCU Alumni Alliance, Inc. (DCHBCUAA) is a charitable non-profit organization that supports underserved students interested in attending HBCUs, and community programs in the area of Health/Wellness, Hunger, and Higher Education in the African American community. To support our programs, on Friday, September 20, 2019 we will host our 3rd Annual Historically Black Colleges and Universities (HBCU) Alumni Gala at the National Museum of Women In The Arts. While the main purpose of the event is to support community involvement, this HBCU Alumni Gala is also to celebrate the history, legacy, and community involvement of HBCU graduates and their contribution to the Washington, DC community. Therefore, we will honor those alums that have made a significant difference in their community and their respective career fields.

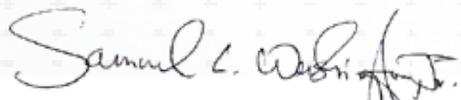
As we continue to fight health disparities in the African American community with our annual free Health Fair; combat hunger by collecting monetary donations and organizing food drives to put food on the tables of our citizens, and identify the next generation of STEM professionals during our college success program as a part of our higher education initiative, we need your generosity to help to financially support these wonderful community programs. The operating budget for these activities is \$100,000.

Additionally, we have designed a sponsorship package that is attractive for your company to market a specific demographic and promote your products or services. The Alumni Alliance's professional network reach is over 100,000 alumni in the Washington, DC Metro area. As a community partner, you gain access to utilize our social media outlets to help your business or organization develop a strong partnership with the African American community. We believe that this is a win-win relationship for us both as your company supports our mission.

In appreciation of demonstrated commitment to this cause, there will be a "Private Reception" for all community/sponsor partners prior to the HBCU Alumni Gala.

Thanks in advance for your thoughtful consideration and don't hesitate to contact me directly regarding any questions or concerns.

Sincerely,



Samuel L. Washington, Jr., 2019 Chair

Washington, DC Metro HBCU Alumni Alliance, Inc.

soireechair@dchbcu.org

240-476-5887

[Watch the 2018 DC HBCU Alumni Alliance Soiree Video](#)

Partnership Value

- Reach over 100,000 HBCU Alumni
- 60 HBCU alumni chapters in the DC Metro Area
- Over 200 hundred Greek Lettered alumni chapters in the DC Metro Area
- 3 weeks radio advertising to over 265,000 listeners Majic 102.3/92.7
- 5,000 Mail Chimp Subscribers
- Target a specific demographic of professionals in the African American Community
- Participate in other joint unique venues and events
- Execute your company or organization products or services >6 months
- Provide access to digital & social media outlets
- Sampling/Promotional material
- Event Space
- Brand Ambassador (Social Media Manager)
- Consumer Research

Our alumni base is over 100,000 graduates in the Washington, DC metro area. Promote your company products, services, or employment opportunities with HBCU graduates.



Community Programs Led 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.

Program accomplishments: *Our annual Health and Wellness Fair has provided free health care services to several thousand residents for the past 5 years to the Washington, DC community. HBCU alumni have volunteered their time and provided resources to ensure that the African American community is educated about living healthier.*

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 HBCU Community Day and Health, Hunger and Higher Education Fair, and educating communities with food hardship. We continue to seek corporate sponsors and partners with comparable missions.

Program accomplishments: *The HBCU Alumni community has volunteered a tremendous amount of time and hours at local food banks to help organize and prepare meals for the homeless. In addition, holding annual food drives during our HBCU Community Day event in conjunction with the Capital Area Food Bank. The Alumni Alliance has raised and donated several thousand dollars to combat Hunger in the African American community.*



Community Programs Led 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 skill 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.

Program accomplishments: *Utilizing HBCUs alumni resources, the HBCU Alumni Alliance has tapped in to our network to develop an effective STEM Program with hands-on professionals who are currently working in the field. We have helped over hundreds of students in the DC area to fulfill their dream of becoming the next top Scientist, Technology expert, Engineer, and Math professor. In addition, our education program has provided over \$370,000 dollars in scholarships to local students to attend college.*

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 community partners. Partnership is at the core of our work and we continue to seek new partners to make our work possible.



Existing Media Partners

PRINT



RADIO



TV



Corporate Partnership Opportunities

(2019 HBCU Alumni Gala)

Cocktail Reception with a Purpose

Sponsorship Levels & Benefits

Senior Class Entertainment Platinum Sponsor: \$20,000

- Naming rights i.e. presented by (Company Name/Logo) in all marketing materials, introduction of the band, media and press releases.
- Unlimited advertising for 1 year through all social media outlets including email marketing
- 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 Brand
- Exclusive ability to brand National Museum of Women In Arts with Company's signage etc.
- Exclusive email promotions throughout the entire year 2018
- Ability to address the audience from the main stage during the main program
- Company logo posted on DCHBCUAA website, recognized as Presenting Sponsor
- Company photo with major R&B artist and band
- Registration fees waived for up to 12 people
- Private one hour corporate sponsorship reception before the event
- Ability to offer product sampling and promotions items

Junior Class Gold Sponsor: \$15,000

- Inclusion in all communications promoting the event (logo)
- Unlimited advertising for 6 months through all social media outlets
- Company logo posted on DCHBCUAA website
- Company name and logo on all participants printed materials
- Ability to offer product sampling and promotions items
- A commemorative award recognizing your support level
- Registration fees waived for up to 6 people
- Private one hour corporate sponsorship reception before the event

Sophomore Class Silver Sponsor: \$5,000

- Inclusion in all communications promoting the event (logo)
- Unlimited advertising for 2 months through all social media outlets
- Company logo posted on DCHBCUAA website
- Company name and logo on all participants printed materials
- Registration fees waived for up to 4 people
- Private one hour corporate sponsorship reception before the event

Freshman Class Bronze Sponsor: \$2,500

- Company logo posted on DCHBCUAA website
- Registration fees waived for up to 2 people
- Ability to offer product sampling and promotions items
- Private one hour corporate sponsorship reception before the event

Private Reception is exclusively for corporate sponsors and the time to meet honorees and photo opportunities

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 (\$50 - \$1,500)

- 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

www.facebook.com/DCHBCUALLIANCE

www.twitter.com/dchbcu

www.instagram.com/dchbcualumnialliance/

Nonprofit #: Upon Request

Activities/HBCU Alumni Gala: Friday, September 20, 2019

Location: Washington, DC at the National Museum of Women In the Arts

Activities Starts: 7:00 pm Private Reception for corporate sponsors starts exactly at the time stated

Participants: 1,200

Public Event: open to the general public

Promotion: Sponsor merchandise welcome sampling, giveaways etc.

Director of Community Relations and Fundraising: Sam Washington / communityrelations@dchbcu.org

DCHBCUAA President: Nardos King / president@dchbcu.org

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

Media Contact: soiree@dchbcu.org

Radio: Majic 102.3/92.7

Sponsorship Levels:

- \$20,000 Senior Class Entertainment Platinum Sponsor Level
- \$15,000 Junior Class Gold Sponsor Level
- \$5,000 Sophomore Class Silver Sponsor Level
- \$2,500 Freshmen Class Bronze Sponsor Level
- In-Kind Donations (\$50-\$1,500)
- Customized Sponsor Package



YES! I want to make a contribution to help support the DC Metro HBCU Alumni Alliance’s community programs and students interested in attending one of the nation’s premiere institutions of higher learning and hereby commit to sponsoring the HBCU Alumni Gala.

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

First Name _____ Last Name _____

Mailing Address Line 1 _____

Mailing Address Line 2 _____

City _____ State _____ Zip _____

Telephone _____ Fax number _____ E-Mail Address _____

2. Choose your level of sponsorship

- \$20,000 Senior Class Entertainment Platinum Sponsor Level
- \$15,000 Junior Class Gold Sponsor Level
- \$5,000 Sophomore Class Silver Sponsor Level
- \$2,500 Freshmen Class Bronze Sponsor Level
- In-Kind Donation (\$50-\$1,500) (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. Please email a digital copy of your logo for inclusion in marketing materials to: soiree@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, please contact the Washington, DC Metro HBCU Alumni Alliance, Inc. at treasurer@dchbcu.org.



Thank You