



DC METRO HBCU ALUMNI ALLIANCE, INC.

Sponsorship Opportunities





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WHO WE ARE

The Washington, DC Metro HBCU Alumni Alliance, Inc. (DCHBCUAA) is where purpose-driven impact meets lasting partnerships. Since 2012, our 501(c)(3) nonprofit has united affiliate organizations from across the region. Fueled by a passion for education, advocacy, and community uplift, we proudly champion the legacy of HBCU excellence and resilience. By partnering with us, corporate sponsors have a unique opportunity to engage with a powerful network, support transformative initiatives, and demonstrate a true commitment to diversity, equity, and community empowerment.

Our mission is a call to action for lasting impact. We are dedicated to empowering students at HBCUs, honoring the legacy of our educational institutions, and leveraging the strength of our professional networks to open doors for the next generation. Through strategic partnerships, scholarship initiatives, and community-focused programming, we foster meaningful change and drive equitable opportunities. We invite corporate sponsors to join us in shaping a brighter, more inclusive future—one where every student has the support and resources to thrive.



OUR MISSION

Our mission is to empower and uplift our communities by leveraging the collective strength of HBCU alumni and supporters. We are committed to driving positive change through initiatives that promote access to education, economic empowerment, and community service.

By uniting under a shared purpose, we advocate for the continued success and relevance of HBCUs, ensuring that these institutions remain beacons of opportunity and cultural pride. Every project we undertake and every partnership we forge reflects our unwavering dedication to fostering growth, equity, and success for HBCU students, graduates, and the communities we serve.

Our Commitment to Belonging

The Washington DC HBCU Alumni Alliance, Inc. is committed to creating a safe, inclusive, and welcoming environment where every individual is valued and respected for their authentic self. We believe belonging goes beyond diversity; it is about fostering a culture in which people feel accepted, heard, and supported—never pressured to conform to be included. Through our programs, partnerships, and community engagement, we intentionally cultivate spaces where differences are embraced, mutual respect is upheld, and all individuals can participate fully and meaningfully in advancing our shared mission.



PARTNERING WITH PURPOSE

Historically Black Colleges and Universities (HBCUs) have been instrumental in expanding access to higher education for African Americans and other underrepresented communities. These institutions are not only academic pillars—they are cultural beacons, leadership incubators, and economic engines within the communities they serve.

HBCUs Empower Student Success

HBCUs often serve first-generation and economically disadvantaged students who may not have the same financial support systems as peers at other institutions. Your sponsorship provides critical scholarships, technology, and resources to help students thrive.

HBCUs Build the Next Generation of Leaders

HBCU graduates consistently emerge as trailblazers in business, healthcare, government, STEM, and beyond. Your support helps these institutions continue to produce highly qualified, mission-driven leaders who shape industries and inspire change.

HBCUs Drive Community Impact

Many HBCUs are located in underserved areas where they play a vital role in economic development, job creation, and civic engagement. Corporate contributions help strengthen not only the institutions but also the broader communities they uplift.

HBCUs Preserve Legacy and Champion Progress

HBCUs hold a unique place in American history and continue to be drivers of social mobility and cultural excellence. By supporting these institutions, your organization helps preserve their legacy while advancing their modern mission to empower the next generation.

Navigating the HBCU market requires more than traditional outreach—it demands cultural insight, authentic connections, and trusted relationships. The DCHBCUAA was founded and is led by HBCU alumni who bring deep-rooted understanding and influence within this distinct community.

Our team's firsthand experience and established networks uniquely position us to guide partners in creating meaningful, measurable impact. Through our four strategic partnership initiatives, we help corporate sponsors align their goals with purposeful engagement:

- 1. Giveback Program:** Support initiatives that directly benefit HBCU students and communities.
- 2. Brand Awareness:** Elevate your brand through culturally relevant and high-visibility opportunities.
- 3. University Partnership:** Build direct relationships with HBCUs to foster talent pipelines and innovation.
- 4. Community Engagement:** Connect with alumni, students, and supporters through events and service.

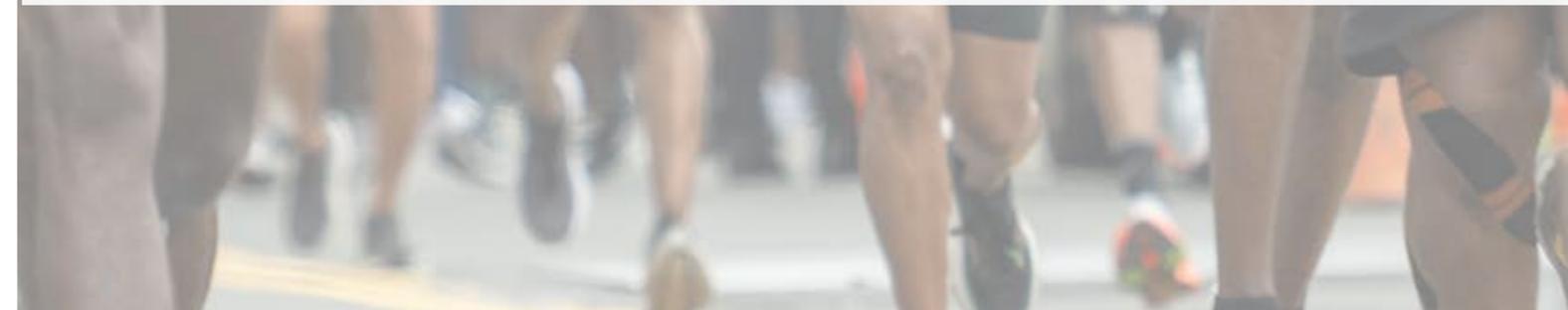
For our corporate partners, supporting HBCUs is more than philanthropy—it's a strategic investment in equity, innovation, and the future workforce.

LOCAL EVENTS NATIONAL IMPACT



Support our Programming

Your partnership can help close opportunity gaps, build talent pipelines, and shape a future where every student has the tools to succeed—regardless of background.



HBCU 5K RUN/WALK + COMMUNITY DAY

Strategic Partnership

Our signature event is the annual “HBCUs Run the District.” This is more than a wellness event—it’s a powerful opportunity for corporate partners to align with a mission-driven movement that promotes healthy living while expanding access to higher education.

With over 70 alumni organizations and affiliate organizations representing institutions across the nation, this initiative unites thousands of supporters in a collective effort to raise scholarship funds for students pursuing degrees at Historically Black Colleges and Universities (HBCUs). These chapters are part of a vibrant network of over 100,000 HBCU graduates in the DC Metropolitan area—a highly engaged and influential community.

While the HBCU 5K Run/Walk & Community Day is hosted in the heart of the Washington DC Metropolitan area, its reach extends well beyond the region—thanks to our powerful network of HBCU Alumni Alliance chapters in Atlanta and Philadelphia.

This event draws a diverse and passionate audience:

- Current HBCU students from our partner institutions
- Alumni traveling from across the country
- Families, friends, and supporters who share in our mission
- Corporate sponsors seeking to align their brand with purpose-driven engagement

As a strategic partner, your organization will gain exposure to a nationwide audience while actively supporting educational equity and community wellness. The Alliance’s deep-rooted connections and cultural insight position us to amplify your impact and ensure your support reaches where it matters most.

By the numbers....

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\$87,175.70
in Donations



1760
Runners



17
Scholarships

Health and Wellness Fair

Health disparities between African Americans and other demographic groups remain a pressing concern, particularly in Washington, DC, where these inequities significantly impact quality of life and long-term opportunities. Heart disease, stroke, diabetes, and cancer—four of the leading causes of death in the African American community—are often linked to lifestyle factors such as diet and physical activity. The DCHBCUAA hosts its annual HBCU 5K Run/Walk & Community Day to raise awareness and provide education on how to prevent these chronic conditions through healthier living. This vital community initiative not only promotes exercise and nutrition but also sheds light on the ongoing challenge of food insecurity in DC, which makes it harder for many residents to access and afford healthy food options. In addition to advocating for wellness, the event serves as a fundraiser, with proceeds supporting students who aspire to attend HBCUs.

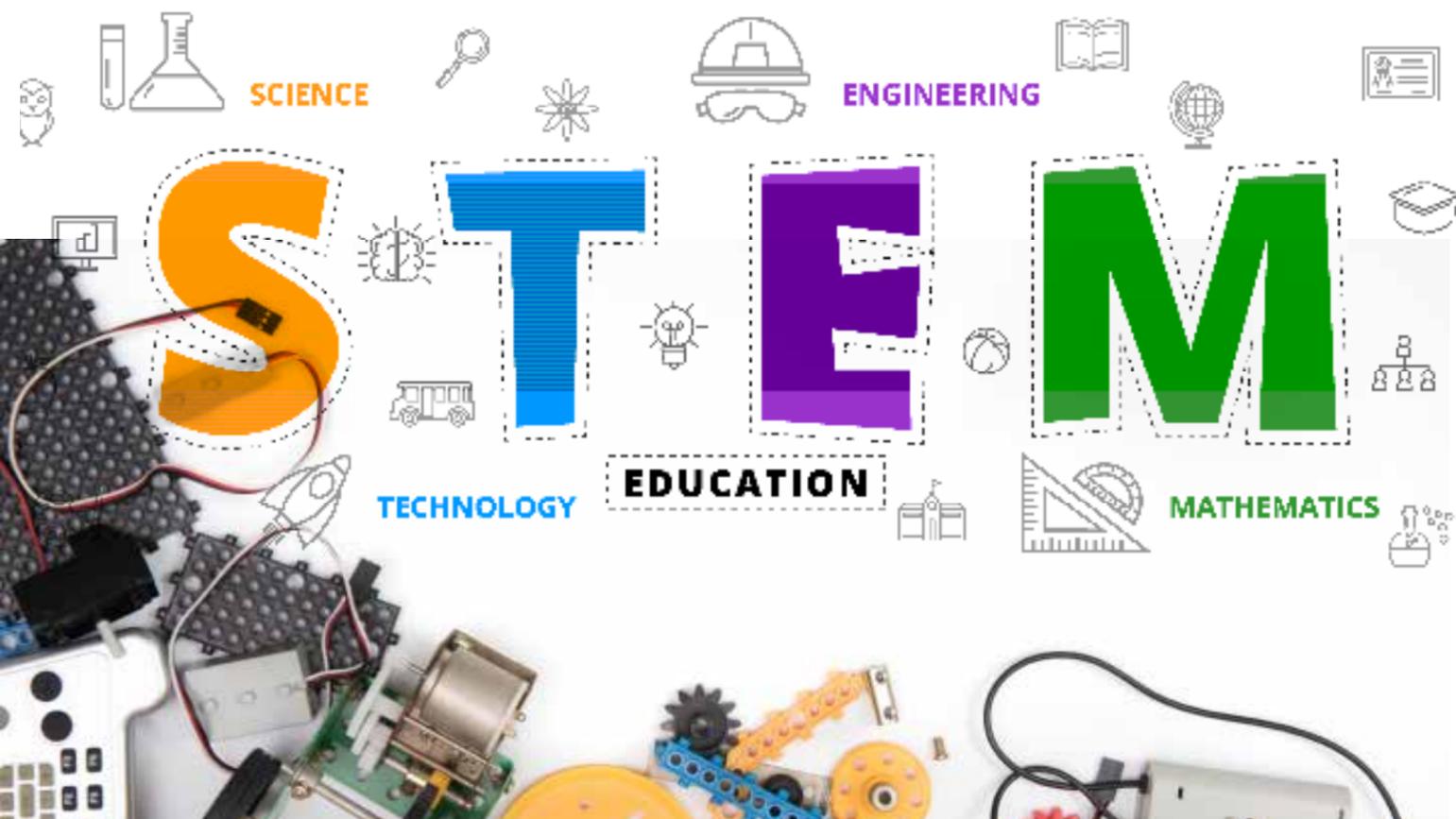


STEM + COLLEGE READINESS PROGRAMS

The DCHBCUAA proudly offers both virtual and in-person STEM and College Readiness Programs designed to provide high-impact, hands-on experiences for high school and college students across the DC Metropolitan Area. Our interactive workshops feature professionals from both the public and private sectors who lead dynamic projects and offer invaluable mentorship, helping students gain real-world insights and build lasting connections within the STEM field.

Through these initiatives, the Alliance has supported hundreds of students in preparing for the academic and social transition to higher education. We are also proud to award annual scholarships to local students, assisting them not only as they enter college but throughout their matriculation journey.

Your sponsorship can help expand our reach, enhance our programming, and directly impact the lives of future STEM professionals and college graduates. Join us in building a brighter future—one student at a time.



COMMUNITY SERVICE

Community service is at the heart of everything we do. Our dedicated volunteers commit countless hours each year to supporting local organizations and schools, creating meaningful change where it's needed most.

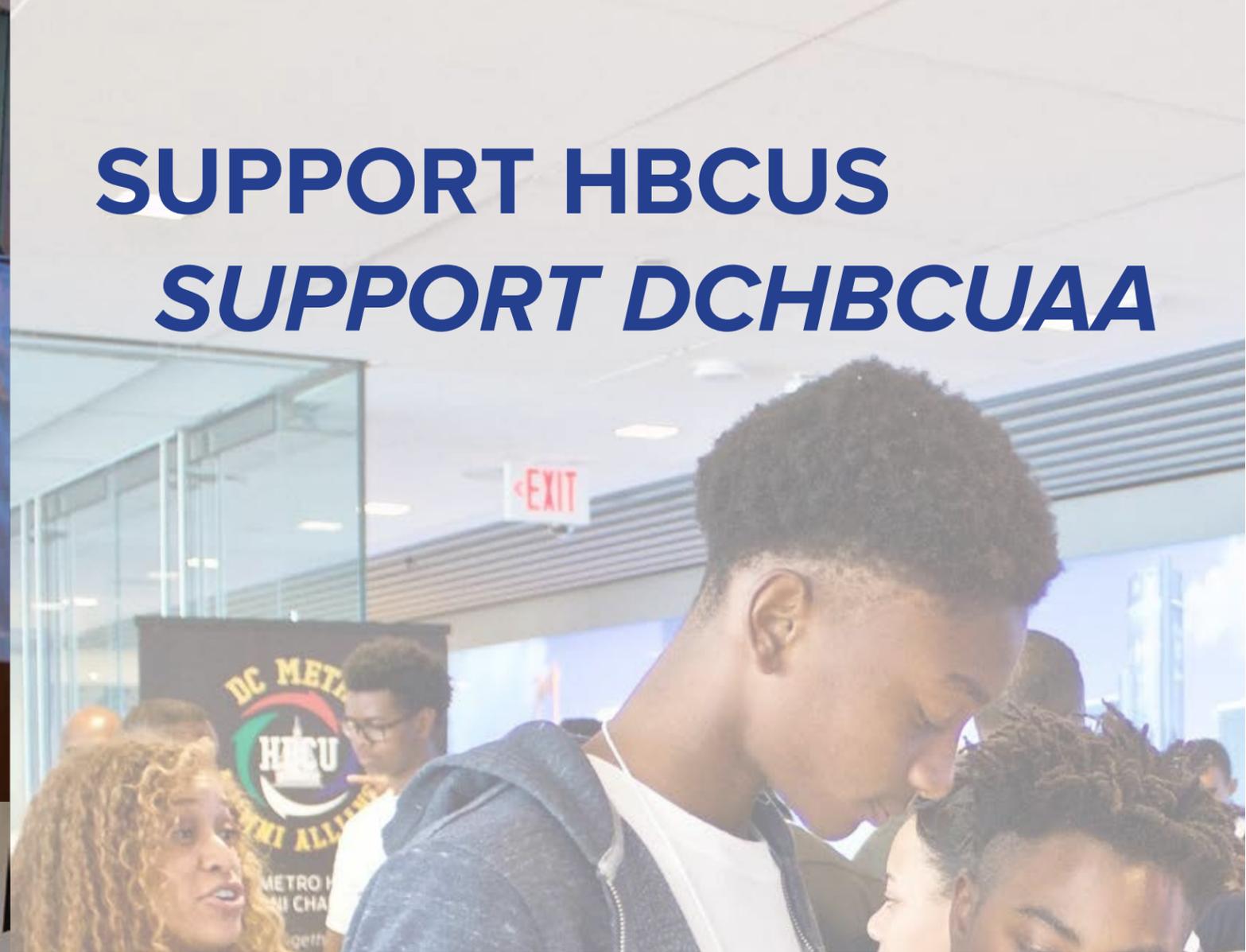
We've proudly partnered with impactful organizations such as the Capital Area Food Bank, Martha's Table, Ronald McDonald House of Greater Washington DC, Erase Diabetes Foundation, and the Dix Street Community Garden. From preparing meals for families in need and delivering holiday toys and essential supplies, to building sustainable gardens that nourish local neighborhoods—our work spans a wide range of initiatives that uplift and strengthen our community.

By sponsoring the DCHBCUAA, you're not only aligning your brand with purpose-driven service—you're investing in initiatives that make a real difference in the lives of families across the DC Metro Area. Together, we can expand our reach, deepen our impact, and continue to build a stronger, more connected community.





SUPPORT HBCUS *SUPPORT DCHBCUAA*



High Impact, High Return

- Although HBCUs represent only 3% of U.S. colleges and universities, they graduate 10% of all Black students and 25% of Black STEM graduates.
- HBCUs generate \$14.8 billion annually in economic impact and support over 134,000 jobs nationwide.
- HBCU graduates are 50% more likely to move into the middle class than their peers at other institutions.

¹ Toldson, I. (2025, May 27). Preserving educational opportunity in an era of fiscal scrutiny: The stakes for hbcus and their students. EdTrust. <https://edtrust.org/blog/preserving-educational-opportunity-in-an-era-of-fiscal-scrutiny/>

SPONSORSHIP MADE EASY



Support our mission by becoming a Platinum, Gold, Silver, or Bronze Sponsor. Your support bolsters our ongoing programming, fundraising, and community service events, as well as administrative costs.

Bronze

\$5,000 – \$9,999

- A table at HBCU 5K Run/Walk and Community Day
 - Inclusion of your logo and/or promotional materials in the swag bag
- Logo on targeted marketing assets for sponsored event and the DCHBCUAA Website

Silver

\$10,000 – \$24,999

- All items included in Bronze, plus:
- 2 Book Awards (\$500 each) or 1 Scholarship (\$1,000) to a local student
 - 3 months of social media and newsletter ads
 - 5 Race Registrations

Gold

\$25,000 – \$49,999

All items included in Bronze, plus:

- 10 Book Awards (\$500 each) or 5 Scholarships (\$1,000) to local student, or a combination of the 2 not to exceed \$5,000
- 6 months of social media and newsletter ads
 - 10 Race Registrations

Platinum

\$50,000+

All items included in Bronze, plus:

- Title Sponsor for one of our signature programs
- Logo on promotional materials, event materials, and signage
 - Race Day or STEM Activation
- 20 Book Awards (\$500), 5 Scholarships (\$2,000) to local students, or a combination of the 2, not to exceed \$10,000
 - 12 months of social media and newsletter ads.
 - 20 Race Registrations



HBCU RUN/WALK SPONSORSHIPS

Support the DCHBCUAA's largest annual fundraiser! This event reaches nearly 2000 local professionals and proceeds fund our annual scholarships.

BENEFITS	EVENT SHIRTS \$15,000	WELCOME RECEPTION \$8,000	HYDRATION STATION \$3,000	RACE SNACKS \$2,000
Logo included on race event shirts	x			
Title sponsor for the HBCU 5K Run Walk welcome reception with signage		x		
10 Complimentary Race Registrations	x			
5 Complimentary Race Registrations		x		
3 Complimentary Race Registrations			x	
1 month of social media and newsletter ads.	x	x	x	
Marketing materials included in swag bags	x	x	x	x
Event or Table Signage	x	x	x	x
Acknowledgment on the DCHBCUAA Social Media Platforms and Event Websites	x	x	x	x
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We Make Giving Easy!

Our sponsorship opportunities are flexible and tailored to align with your organization's goals. We're committed to collaborating with you to create a customized package that drives meaningful impact and a successful partnership. We gladly welcome in-kind donation sponsors and will proudly recognize your generous support during the event and across our social media platforms.

To donate or select your sponsorship package, email info@dchbcu.org!

HBCUS AND AFFILIATE ORGANIZATIONS

Alabama A&M University
Alabama State University
Air Force Reserve Officer Training Corp Det 019
Albany State University (GA)
Alcorn State University
Bennett College
Bethune Cookman University
Cheyney University of Pennsylvania
Claflin University
Clark Atlanta University
Delaware State University
Dillard University
Edward Waters University
Fayetteville State University
Fisk University
Florida A&M University
Florida Memorial University
Fort Valley State University
Grambling State University
Hampton University
HBCU Council of Shiloh Baptist Church
Hemingway Memorial AME Church
Howard University
Jackson State University
Johnson C. Smith University
Kentucky State University
Langston University
Lincoln University of Missouri
Lincoln University of Pennsylvania
Livingstone College
Mississippi Valley State University
Morehouse College
Morgan State University
Morris Brown College
Morris College
Norfolk State University
North Carolina A&T State University

North Carolina Central University
Paine College
Prairie View A&M University
Savannah State University
Shaw University
South Carolina State University
Southern University
Spelman College
Stillman College
Tennessee State University
Texas Southern University
Tougaloo College
Tuskegee University
University of Arkansas at Pine Bluff
University of the District of Columbia
University of Maryland Eastern Shore
Virginia State University
Virginia Union University
West Virginia State University
Wilberforce University
Winston Salem State University
Xavier University



WASHINGTON DC METRO
HBCU ALUMNI ALLIANCE

13TH ANNUAL HBCU 5K RUN/WALK



HBCUS RUN THE DISTRICT

JUNE 27, 2026 • DC • MARYLAND • VIRGINIA

**13TH ANNUAL
HBCU 5K RUN/WALK:
HBCUS RUN THE
DISTRICT**

JUNE 27, 2026

**THE BRIDGE
DISTRICT**

**633 HOWARD ROAD SE
WASHINGTON DC, 20020**

DONATE NOW: [DCHBCU.ORG/DONATE](https://dchbcu.org/donate)



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IG: [@DCHBCUALUMNIALIANCE](https://www.instagram.com/dchbcualumni)

X: [@DCHBCU](https://twitter.com/dchbcu)