



 **HBCU**  
NATIONAL HBCU AUXILIARY AND DANCE DIRECTORS'  
ASSOCIATION

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**WWW.HBCUADD.COM**

Facebook – The National  
HBCU Auxiliary and Dance  
Directors Association

Instagram –  
@hbcu.aux.dance.directors

Youtube.com/HBCUADD

# INTRODUCTION

Thank you for taking the time to get to know the National HBCU Auxiliary and Dance Directors' Association (HBCUADD). We are excited to present this targeted opportunity to partner with HBCUADD, and to deliver mutually beneficial opportunities to our organizations.

We are approaching our 5th year in existence and are excited about the gains we have made for our membership, thus far.

- We saw significant growth in our conference last year.
- We welcomed student performers, coaches and professional clinicians from across the country, all in attendance to reach the same goal: to work together to provide opportunities that elevate the components of the marching and performing arts.

We are seeking sponsorships for our National conference held with our strategic partner, the HBCU National Band Directors' Consortium. The conference will be held in Atlanta, GA from March 25th – March 28th.

We offer a range of sponsorship packages. Sponsorship of our Association and events provides brand exposure to a specific audience, while offering the opportunity to create targeted engagement activities that ensure you are making a direct impact on HBCUs via our talented performers and coaches.



## Our Mission

To support our members and communities via our targeted initiatives (professional development, excellence in performance, mental health awareness, scholastic support and community involvement) by providing a platform for the training, education, and mentoring of Performance coaches, and enthusiasts, as well as dancers, flag lines and baton twirlers, at HBCUs and other colleges, high schools and community teams/studios.

## Why Support Us?

- Your investment ensures we are able to continue the work we do to enhance and support performers in the marching arts as they embark on their passion for performance .
  - You will provide opportunities for our members to learn more about your mission, goals and products/services.
  - You will provide financial assistance dedicated to the execution of our events and for other resources.
  - You will have the opportunity to provide informational content and other educational opportunities for our members.
- Your participation ensures that your brand is seen by a wide, constantly growing audience that serves as ambassadors and influencers for their institutions in all areas related to performance, academics and community service.

# ABOUT THE HBCUADD NATIONAL CONFERENCE



The HBCUADD National Conference is held in conjunction with strategic partner HBCU National Band Directors' Consortium. This year's conference will take place in beautiful Atlanta, GA.

Our conference features professional development workshops for coaches/mentors, movement workshops for students, choreographers and coaches, panel discussions and mock auditions for HBCUs and Professional teams.

Workshops and panels range from basic coaching requirements, nutrition and health, branding for teams, mental health awareness, understanding federal laws that affect our performers, and much more. Movement workshops feature ALL genres.

The highlight of the conference is the combined performance of our HBCUADD All-Stars which brings together dancers, flag twirlers and baton twirlers from various HBCUs to be exposed to special content and choreography by esteemed guest clinicians. They perform for conference attendees in an amazing show of skill and showmanship. There are also Leadership workshops for our student attendees. We also have our HBCUNext High School All-Stars who also perform and experience special content.

Our sponsors, vendors and strategic partners are also able to network with other sponsors as well as HBCU team representatives for engagement opportunities.

During our conference banquet, we award deserving students scholarships to assist with their educational and performance needs.

# SPONSORSHIP LEVELS

## DIAMOND (TITLE) SPONSOR

**\$15,000**

- Premium Branding: Logo featured prominently on all event materials, including the conference program, website, banners, and social media platforms
- Unlimited targeted engagements and/or campaigns with conference attendees via workshops, discussion panels, performances and product demos
- Exhibit Space: Premium exhibit space at the conference for product display and interaction with attendees
- Name/Logo, company profile displayed on all social media platforms during the conference, as well as sponsor highlight posts throughout the year
- Exclusive Recognition: Verbal recognition as a Title sponsor during the opening and closing, and major events
- Scholarship Naming: Option to name a scholarship or award presented at the event
- Inclusion of promotional items in attendee welcome bags
- Complimentary Registrations: Up to 10 complimentary registrations for company registrations (includes banquet).



## PLATINUM SPONSOR

**\$7500**

- Branding Visibility: Logo featured on the conference program, website, and social media platforms
- One targeted engagement and/or campaign with conference attendees via workshop, discussion panel, performance and product demo
- Exhibit Space: Exhibit space at the conference for product display and interaction with attendees
- Name/Logo, company profile displayed on all social media platforms during the conference, as well as sponsor highlight posts throughout the year
- Scholarship Naming: Option to name a scholarship or award presented at the event
- Inclusion of promotional items in attendee welcome bags
- Complimentary Registrations: Up to 8 complimentary registrations for company registrations (includes banquet).



# SPONSORSHIP LEVELS

## **GOLD SPONSOR** **\$5000**

- Branding Visibility: Logo featured on the conference program, website, and social media platforms
- One targeted engagement and/or campaign with conference attendees via workshop, discussion panel, performance and product demo
- Exhibit Space: Exhibit space at the conference for product display and interaction with attendees
- Name/Logo, company profile displayed on all social media platforms during the conference, as well as sponsor highlight posts throughout the year
- Media Sponsor: Option to choose to be named conference Media sponsor, and provided all benefits associated with media for the conference, including joint media promotions, etc.
- Scholarship Naming: Option to name a scholarship or award presented at the event
- Inclusion of promotional items in attendee welcome bags
- Complimentary Registrations: Up to 6 complimentary registrations for company registrations (including banquet).



## **SILVER (EVENT/CLINICIAN) SPONSOR** **\$1,500 - \$3000**



- Branding Visibility: Logo featured on the conference program, website, and social media platforms
- Exhibit Space: Exhibit space at the conference for product display and interaction with attendees
- Sponsors of the various events become the supporting sponsor for the specific event they choose. Examples of events/clinicians include, but are not limited to, sponsoring a meal for attendees, a specific workshop, discussion panel or presentation; clinician/performer fees for a specific workshop, networking event, team registration fees, etc.
- Signage in the workshop area identifying the sponsor as the Event/Clinician sponsor
- Exclusive Event Recognition: Verbal recognition as a sponsor of the selected event or clinician/performer
- Inclusion of promotional items in attendee welcome bags
- Complimentary Registrations: Up to 4 complimentary registrations for company registrations (including banquet).

# SPONSORSHIP LEVELS

## BRONZE SPONSOR \$750 - \$1000

- Branding Visibility: Logo featured on the conference program, website, and social media platforms
- Exhibit Space: Exhibit space at the conference for product display and interaction with attendees
- Inclusion of promotional items in attendee welcome bags
- 2 Banquet seats.



## PRODUCT SPONSOR IN-KIND PRODUCT DONATIONS

Identifies sponsor as a Product Sponsor for our conference where donations include products or materials needed for the conference, in lieu of cash donations.

Sponsorship includes:

- Name/Logo placement on all conference materials.
- Targeted marketing opportunities
  - Inclusion of promotional items in attendee welcome bags





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# SPONSORSHIP LEVELS

## CONFERENCE VENDOR \$500

- Access to all workshops for engagement with attendees.
- Branding Visibility: Logo featured on the conference program, website, and social media platforms
- Exhibit Space: Exhibit space at the conference for product display and interaction with attendees
- Inclusion of promotional items in attendee welcome bags



## VIRTUAL VENDOR \$100

Identifies sponsor as a Virtual Sponsor for our conference.

Sponsorship includes:

- Name/Logo featured on all social media sites and website for one year.
- If possible, inclusion of promotional items in attendee welcome bags.





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**Thank you for your consideration!  
Learn more at [www.hbcuadd.com](http://www.hbcuadd.com).**

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**CONTACT  
MRS. SHAWN M. ZACHERY**

Email:  
[smzachery@hbcuadd.com](mailto:smzachery@hbcuadd.com)  
Phone: 404-310-2084

Mailing Address:  
12007 Auburn Hills Drive  
Tomball, TX 77377