

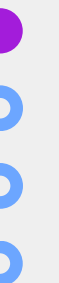


**NATIONAL HBCU AUXILIARY AND DANCE DIRECTORS'
ASSOCIATION**

**CONTACT
MRS. SHAWN M. ZACHERY,
FOUNDER**

Email: hbcuadd@gmail.com
Phone: 404-310-2084

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12007 Auburn Hills Drive
Tomball, TX 77377



MISSION / VISION

To provide a platform for the training, education, mentoring and support of HBCU Auxiliary and Dance coaches, instructors and enthusiasts. Including: dance and color guard lines, majorettes and feature twirlers, on all levels including HBCU, high school and community.

An association for current, former, and aspiring directors, coaches, aspiring directors, performers, and enthusiasts on the collegiate, high school and community team levels.

Read more about our objectives and target demographic on our website at www.hbcuadd.com.

Website: www.hbcuadd.com

Facebook – The National HBCU Auxiliary and Dance Directors Association

Instagram – @hbcu.aux.dance.directors

YouTube – [Youtube.com/HBCUADD](https://www.youtube.com/HBCUADD)

TikTok – @hbcucoachlife

OUR ONLINE PRESENCE



MEET THE EXECUTIVE BOARD



SHAWN ZACHERY
PRAIRIE VIEW A&M



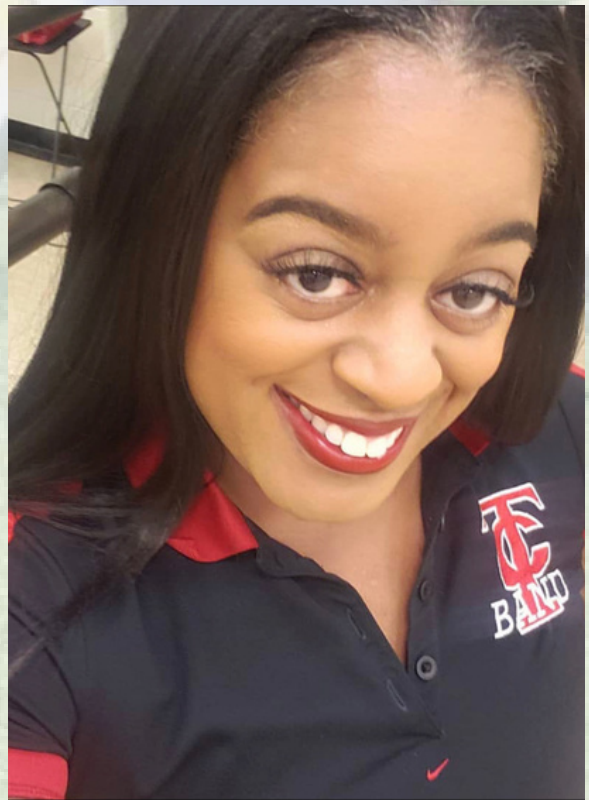
RAE RANSOM COLEMAN
MOREHOUSE COLLEGE



STEPHANIE MAGRUDER
WINSTON-SALEM STATE



LAUREN HENRY
SOUTH CAROLINA STATE



KATHERINE CALLAHAN
TRI-CITIES HIGH SCHOOL



VELETTE SPELLMAN
NORFOLK STATE



EDDIE MORRIS
SOUTH CAROLINA STATE



BRIDGETTE WILLIAMS
ALABAMA STATE

ANNUAL NATIONAL CONFERENCE



- Open to the public and association members.
 - 300 – 500 attendees expected
- Held in conjunction with the HBCU National Band and Orchestra Directors Consortium (www.hbcu-nbdc.org)
 - Additional exposure to HBCU and high school Band Directors, honorees and staff, as well as over 500 HBCU musicians

Events Include:

- Awards and Scholarship Banquet
- Networking events
- Workshops, Clinics, and Professional Development for all levels.
- Performances by Professional, All-Star, and Community stakeholders.
- Leadership Training for officers of HBCU, High School and Community Teams.
- Vendor exhibition hall

SPONSORSHIP OPPORTUNITIES

DIAMOND (TITLE) SPONSOR – \$7500

Identifies the Title Sponsor for our National Conference:

- Unlimited targeted engagements and/or campaigns with conference attendees via workshops, discussion panels, performances and product demos.
- Sponsor signage throughout at event location identifying sponsor as the Title sponsor.
- Name/Logo placement on all signage, conference materials, websites & social media posts.
- Name/Logo on the HBCUADD website for a year.
- Name/Logo, company profile displayed on all social media platforms during the conference, as well as sponsor highlight posts throughout the year.
- 1 Banquet table
- Complimentary Vendor/Exhibitor space

PLATINUM SPONSOR – \$3000

The Sponsorship level identifies the company as a Platinum Sponsor for our National Conference. Sponsorship includes:

- One targeted engagement with conference attendees via workshops, discussion panels, performances or product demos.
- Signage throughout at the event location identifying sponsor as a Platinum Sponsor
- Name/Logo placement on all conference materials and social media.
- Name/Logo placed on the HBCUADD website for a year.
- Sponsor highlight on all social media platforms during the conference.
- 6 Banquet seats
- Complimentary Vendor/Exhibitor space



SPONSORSHIP OPPORTUNITIES

GOLD (EVENT) SPONSOR – \$1500

Sponsors of the various events become the supporting sponsor for the specific event they choose to sponsor. Sponsorship includes:

- Signage throughout at the event location identifying the sponsor as the Event sponsor.
- Name/Logo placement on all event materials, website and social media platforms
- 4 Banquet seats
- Targeted marketing opportunities
- Complimentary Vendor/Exhibitor space

**DISCUSSION PANEL SERIES
SPONSOR**

**ORAL LECTURE SERIES
SPONSOR**

**MOVEMENT WORKSHOP
SERIES SPONSOR**

**LEADERSHIP SUMMIT
SPONSOR**

ALL-STAR PERFORMANCE SPONSOR

SPECIAL GUEST PERFORMER SPONSOR

**BANQUET/TRAILBLAZER AWARD
SPONSOR**



SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR – \$1000

Identifies sponsor as Silver Sponsor for our National Conference:

- Sponsor Signage at event location
- Name/Logo placement on all conference materials & social media posts.
- Name/Logo on the HBCUADD website for a year.
- Targeted marketing opportunities
- 2 Banquet seats
- Complimentary Vendor/Exhibitor space.

BRONZE SPONSOR – \$500

Identifies the sponsor as a Bronze Sponsor for donated amount of \$500. Sponsorship includes:

- Name/Logo placement on all conference materials
- Name/Logo placed on the HBCUADD website for a year.
- This level also includes Exhibitors and Vendors.
- 1 Banquet seat

PRODUCT SPONSOR

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



SPONSORSHIP OPPORTUNITIES

TARGETED MARKETING OPPORTUNITIES

- Attendee Welcome Bag
 - Include product samples, marketing items, company information, product discount coupons in the Conference attendee welcome bag.
- Participation in workshops or discussion panels related to your business purpose or service.

If you have ideas for for other targeted opportunities for your business (online challenges, giveaways, etc.) let's discuss it!

