



ADVOCACY, AWARENESS, ALIGNMENT

SPONSORSHIP OPPORTUNITY

**Detroit HBCU Network (DHN)
Presents
Detroit HBCU Weekend
August 4th—6th, 2023**

SPONSORSHIP CONTACT:

Sean Rouse
PH: 313-585-4693
EM: seanrouse@detroithbcu.org



OVERVIEW

The 12th Annual Detroit HBCU Weekend, August 4th—6th, 2023 is an Alumni, students, parents and friends celebration of education, legacy, unity and service. Bringing together HBCU alumni and students from 105 colleges and universities rich with a tradition of academic excellence provides a unique exposure opportunity for your business. Become a sponsor today and connect with this affluent, upwardly mobile, family oriented demographic.

SCHEDULE

- August 4th, Friday evening, 7:00—11 pm, “Weekend Kickoff Event” at Society Detroit
- August 5th, Saturday morning, 10:00am—2:00 pm, HBCU Student Care package give-a-way. Saturday evening, “Meet Up @ the Griot”, 7pm, Griot Music Lounge, Detroit
- August 6th, Sunday afternoon, 1:00—7:00 pm, “Cookout on the Yard”, Marygrove College, Detroit

SPONSORSHIP EXPOSURE OPPORTUNITIES

- Estimated Weekend Kickoff Attendance = approximately 300 people
- Estimated Community Service Event = 100 people
- Estimated Meet Up Attendance = 200 people
- Estimated Cookout Attendance = 400 people
- **TOTAL ESTIMATED WEEKEND EVENT EXPOSURE = 1000 people**

WHAT IS THE DETROIT HBCU NETWORK (DHN)?

Founded in January 2006, the Detroit HBCU Network (a 501c3 organization) continues to carry on the spirit of Historically Black Colleges and Universities by representing various HBCU's in the Detroit Metro area. The **DHN** is made up of alumni chapters, individual representatives and current students of Historically Black Colleges and Universities.

THE DHN MISSION

Create **AWARENESS** for students seeking academic excellence. **ALIGN** the interest of students with HBCU's. **ADVOCATE** on behalf of HBCU's.

WHO ARE DHN HBCU ALUMNI?

- ♦ *75% of all African Americans in medicine*
- ♦ *75% of all African Americans in dentistry*
- ♦ *52% of all African American agricultural scientist*
- ♦ *50% of all HBCU graduates go to graduate or professional school*
- ♦ *9 out of 10 African Americans who pursue a PHD are HBCU graduates*
- ♦ Detroit area HBCU Alumni collective **Buying Power** is an estimated **\$1 billion annually**. (Based on 20,000 alumni x \$50,000 median income per Payscale.com)

Establish an “affinity” relationship that associates your brand with the DHN
&

BECOME A 2023 “DHN HBCU WEEKEND” Sponsor Today!



THE SPONSOR LEVELS

PRESENTING SPONSOR (\$1000)

- Name or logo on publicity and all printed materials as PRESENTING SPONSOR when received by July 1st
- Placement of company name and logo on all event collateral materials
- Name or logo prominently displayed on DHN Facebook Page, website and social media pages.
- Company name will be listed on all pre and post-event publicity, promotion and advertising to include radio, newspaper, printed materials.
- Right to use weekend event (s) in all your marketing campaigns
- 10 tickets to the Weekend Kickoff Event
- 10 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at event (s) to guests via a table set up at the Cookout

GOLD SPONSOR (\$500)

- Placement of company name and logo on all event collateral materials (Smaller than Presenting Sponsor)
- Name or logo on DHN Facebook Page, website and social media feeds
- Company name will be listed on all pre and post-event publicity, promotion and advertising to include radio, newspaper, printed materials
- Right to use event name in all your marketing campaigns
- 5 tickets to the Weekend Kickoff Event
- 5 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at event(s) to guests via a table set up at the Cookout on the yard

SILVER SPONSOR (\$250)

- Placement of company name and logo on all event collateral materials (Smaller than Diamond Sponsor)
- Name or logo on DHN Facebook Page, website and social media feeds
- Right to use event name in all your marketing campaigns
- 2 tickets to the Weekend Kickoff Event
- 2 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at event (s) to guests via a table set up



THE SPONSOR LEVELS

BRONZE SPONSOR (\$100)

- Placement of company name and logo on all event collateral materials (Smaller than Platinum Sponsor)
- Name or logo on Detroit HBCU Network Facebook Page and website
- Right to use event name in all your marketing campaigns
- 2 tickets to the Weekend Kickoff Event
- Your promotional and marketing items can be given at event (s) to guests via a table set up

DETROIT HBCU NETWORK

Detroit HBCU Network Local Alumni Chapters



DILLARD
UNIVERSITY



LANGSTON
UNIVERSITY



North Carolina
Agricultural and Technical
State University



Spelman College
A Choice to Change the World



WILBERFORCE
UNIVERSITY





(CHECK ONE)

_____ Presenting Sponsor - \$1000 _____ Gold Sponsor - \$500 _____ Silver Sponsor - \$250 _____

Bronze Sponsor - \$100 _____

Company or Name (as it should appear on all listings) _____

Contact Name _____ Phone _____

Address _____ City, State, Zip _____

Email _____ Signature _____

Payment Information

Enclosed is our check made out to **DHN** for \$ _____ OR

Please charge \$ _____ to credit card: _____ Visa _____ MasterCard _____ American Express _____ Discover _____

Card Number: _____ Exp. Date _____ 3Digit Code _____

(A 2.9% Convenience Fee Applies For Credit Card Payments)

Please complete this form and return to:

MAIL: Detroit HBCU Network, PO BOX 23941, Detroit MI 48223

Contact seanrouse@detroitbcu.org or 313-585-4693 with questions