



# DETROIT HBCU

20TH ANNIVERSARY

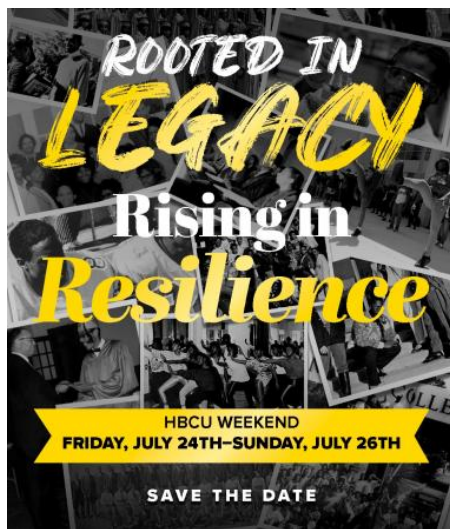
NETWORK  
2006-2026

ROOTED IN  
**LEGACY**  
Rising in  
**Resilience**

HBCU WEEKEND  
FRIDAY, JULY 24TH-SUNDAY, JULY 26TH

SAVE THE DATE

SPONSORSHIP OPPORTUNITY



## Dear Returning and Potential Sponsors,

We are excited to announce that the **17th Annual Detroit HBCU Weekend** will take place from **July 24 through July 26, 2026**. This year's celebration is especially meaningful as the **Detroit HBCU Network proudly celebrates its 20th Anniversary**, marking two decades of advocacy, awareness, and alignment in support of HBCU students, alumni, and families across Metro Detroit.

Detroit HBCU Weekend is a celebration of education, legacy, unity, and service—bringing together alumni, students, parents, and friends from the nation's Historically Black Colleges and Universities (HBCUs). With alumni and students representing **107 colleges and universities**, this event provides a unique opportunity for your business or organization to connect with a dynamic, engaged, and purpose-driven community.

The success of last year's Detroit HBCU Weekend was made possible through the increased sponsorship and support of corporations, Black-owned businesses, community organizations, alumni, and friends—many of which are owned and operated by local HBCU graduates. Your generous financial support was instrumental in the success of our **Care Package Giveaway**, where we distributed **100 care packages** to students. This initiative created meaningful opportunities to engage with students, hear their stories, and support them as they volunteered and received their packages.

Additionally, our **2nd Annual Detroit HBCU Honors** event was a resounding success thanks to your support. Most importantly, through your contributions—along with our year-round donations from alumni and supporters—we were able to award **nine Metro Detroit HBCU students \$1,000 scholarships each** through our *Class is in Session* Scholarship Fund.

As we celebrate **20 years of service and impact**, we are committed to making Detroit HBCU Weekend 2026 our most impactful year yet. To support this continued growth, we are reaching out once again to invite you to partner with us as a sponsor. Attached, please find our **updated 2026 sponsorship package**. We also encourage you to share this opportunity with other businesses and organizations that may be interested in supporting Detroit HBCU Weekend 2026.

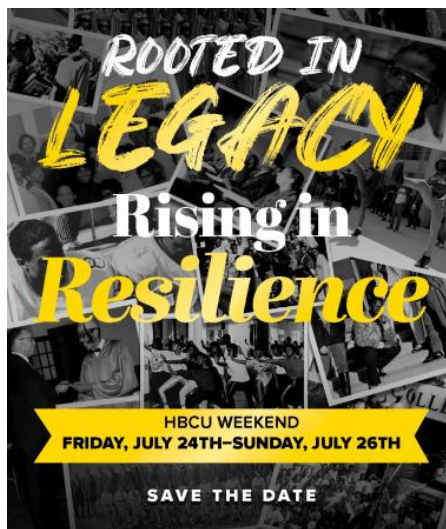
Thank you for your continued support and belief in our mission. We look forward to partnering with you again and celebrating this milestone year together.

Regards,

**Sean Rouse, President & Founder**

Detroit HBCU Network

Celebrating 20 Years of Advocacy, Awareness & Alignment



## EVENT OVERVIEW

### SCHEDULE

- Friday July 24th 6pm—10pm, “The Kickoff” Happy Hour at The Shadow Gallery
- Saturday July 25th, “Detroit HBCU Honors” Celebration, 3-7pm at the Durfee Innovation Society
- Sunday July 26th, 1—7pm, “Cookout on the Yard” and Care Package Give-away at Tindal Activity Center and Gmeiner Park, Detroit MI

### SPONSORSHIP EXPOSURE OPPORTUNITIES

- Estimated Weekend Kickoff Attendance = 300 people
- Estimated HBCU Honors Attendance = 200 people
- Estimated Cookout Attendance = 500 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

#### ADVOCACY, AWARENESS, ALIGNMENT

Raises **AWARENESS** of the academic excellence offered by HBCUs. **ALIGNS** students with the HBCU that best matches their educational and career aspirations. **ADVOCATES** for all HBCUs and their local alumni chapters.

### WHO ARE DHN HBCU ALUMNI?

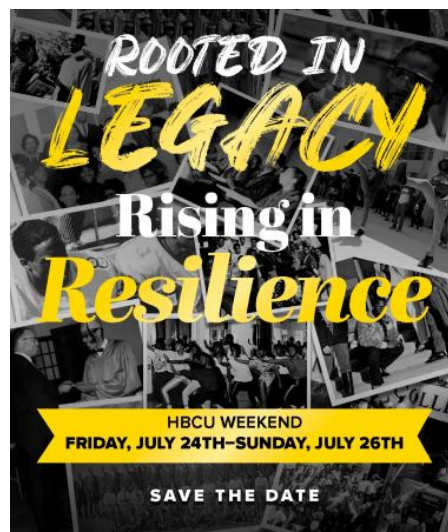
Detroit area HBCU Alumni collective **Buying Power** is an estimated **\$1 billion annually**. (Based on 20,000 alumni x \$50,000 median income per Payscale.com)

### FACTS ABOUT OUR DETROIT AREA HBCU STUDENTS

Data from the National Student Clearinghouse revealed that within the last decade when Detroit students left the state for a 4-year college university, 86% of them were choosing to enroll at an HBCU. More specifically, Central State (OH) and Tennessee State Universities had the highest counts of DPSCD students from 2014 - 2024. Overall, 30 different HBCUs were represented with other designated minority serving (MSI) or predominately black institutions (PBI) listed as well.

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

**BECOME A 2026 “DHN HBCU WEEKEND” Sponsor Today!**



## **THE SPONSOR LEVELS**

### **PRESENTING SPONSOR (\$5000)**

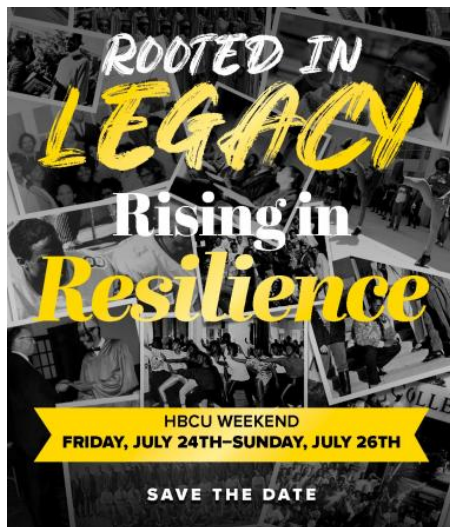
- Name or logo on publicity and all printed materials as Presenting Sponsor when received by July 19th
- Placement of company name and logo on all event collateral materials
- Name or logo prominently displayed on DHN Facebook Page, website and social media pages.
- Company name will be listed on all 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 Kickoff”
- 10 tickets to “Detroit HBCU Honors
- 10 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard

### **MAGNA CUM LAUDE SPONSOR (\$3000)**

- Placement of company name and logo on all event collateral materials when received by July 19th
- 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
- 8 Tickets to “The Kickoff”
- 8 tickets to “Detroit HBCU Honors”
- 8 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard

### **SUMMA CUM LAUDE SPONSOR (\$1000)**

- Placement of company name and logo on all event collateral materials when received by July 19th
- Name or logo on DHN Facebook Page, website and social media feeds
- Right to use event name in all your marketing campaigns
- 6 tickets to “The Kickoff”
- 6 tickets to “Detroit HBCU Honor”
- 6 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard



## **THE SPONSOR LEVELS**

### **CUM LAUDE SPONSOR(\$500)**

- Placement of company name and logo on all event collateral materials when received by July 19th
- Name or logo on Detroit HBCU Network Facebook Page and website
- Right to use event name in all your marketing campaigns
- 4 tickets to 'The Kickoff'
- 4 tickets to "Detroit HBCU Honors"
- 4 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard

### **"THANK YOU" LAUDE SPONSOR(\$250)**

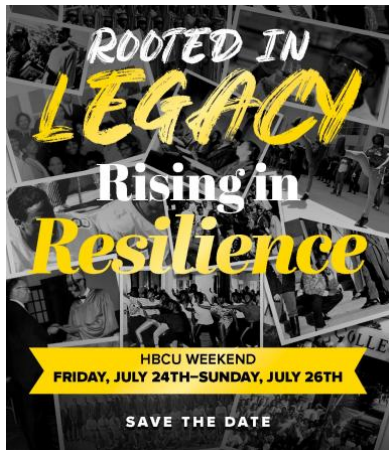
- Placement of company name and logo on all event collateral materials when received by July 19th
- Name or logo on Detroit HBCU Network social media outlets and website
- Right to use event name in all your marketing campaigns
- 2 tickets to "The Kickoff"
- 2 tickets to "Detroit HBCU Honors"
- 2 Wrist Bands for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard

### **ALUMNI & FRIENDS SPONSOR(\$100)**

- Name on Detroit HBCU Network social media outlets and website in recognition of your donation.
- Right to use event name in all your marketing campaigns
- 2 tickets to "The Kickoff"
- 2 ticket to "Detroit HBCU Honors"
- 2 Wrist Bands for the Cookout on the Yard

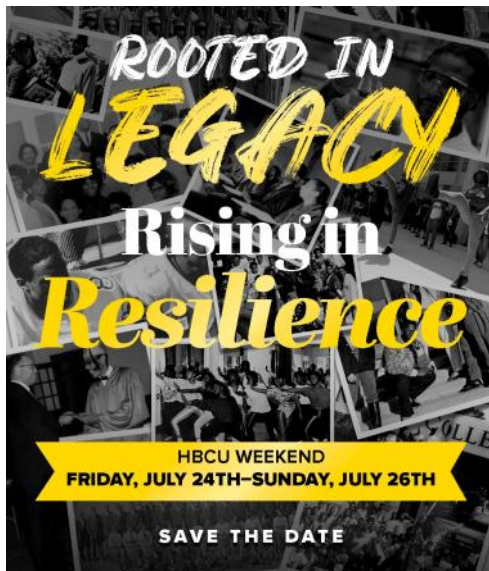
### **VENDOR SPONSOR(\$50)**

- Right to use event name in all your marketing campaigns
- 1 ticker to :The Kickoff"
- 1 ticket to "Detroit HBCU Honors"
- 1 Wrist Band for the Cookout on the Yard
- Your promotional and marketing items can be given at to guests via a table set up at the Cookout on the yard



### Local Alumni Chapters & Groups



**(CHECK ONE)**
 Presenting Sponsor - \$5000

 Magna Cum Laude Sponsor -\$3000

 Summa Cum Laude Sponsor - \$1000

 Cum Sponsor - \$500

 Thank you Laude Sponsor - \$250

 Alumni & Friends Sponsor—\$100

 Vendor Sponsor— \$50

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@detroithbcu.org or 313-585-4693 with questions