



*Service  
IS OUR  
Legacy  
& Future*

*2024  
COMMUNITY  
PARTNERSHIP  
OPPORTUNITY*





Come and be a part of an exceptional year-long commemoration of supporting academic excellence! Together, we will inspire the community through financial support for students, thrilling events, contribute to the advancement of esteemed HBCU institutions, and empower aspirations to reach new heights. Let's create a historic impact together!





**Atlanta  
Symphony  
Orchestra**



# NIGHTS OF CULTURE

A year long partnership of  
concerts, arts and educations.



**HBCU**

**ACCESS**



**FEST**

**HBCU AccessFest: College, Career and Community Fair**

Sept 2024 Event

Starts 12:00PM

Venue Woodruff Arts Center

On-premise activation.





# 2024 SEASON OF EVENT EXPERIENCES

Accelerate valuable brand engagement and connections in a disruptive world. Our exciting face-to-face partnership events are purpose-driven, campaign focused and deliver tangible outcomes. Branding partnerships are available for the following signature events.





**HBCU  
NIGHT**  
AT **TRUIST PARK**  
**WED AUG 23RD**  
**7:20P**

REP YOUR  
NALIA!



Tix Include  
**LIMITED EDITION**  
**HBCU MAJORETTE**  
**BOBBLEHEAD**

\$4 donation for every  
Tix sold to the Atlanta  
HBCU Alumni Alliance





# GIVES



**HAWKS SEASON LONG HBCU GIVEBACK!  
DONATION FROM EACH TIX SOLD.**



DREAM



ATLANTA DREAM

HBCU

NIGHT

DREAM HBCU GIVEBACK!  
DONATION FROM EACH TIX SOLD.





# HBCU **DREAM** SCHOLARS

The AHBCUAA and Atlanta Dream are drawing up new scholarship plays to remove barriers to higher education. Female athletes need elevating and more funding in pursuit of college graduations and career goals.

The “Dream Offense” is our best defense. Confidence, Teamwork, Dedication and Resilience. That means dedication and grades in the classroom as well! These core principles are of the Atlanta Dream scholarship committed to HBCU’s.

For more information and to apply visit us today!



[hbcualumniatlanta.org/dream](http://hbcualumniatlanta.org/dream)

  
**Care Source**<sup>®</sup>

65 HBCU CHAPTERS  
3500 Runners and counting!  
6 Months of branding and  
on-premise activations!



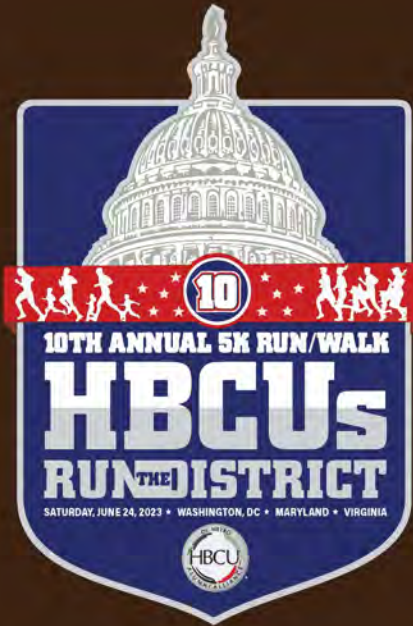
**17<sup>TH</sup>**

JOIN US FOR ANOTHER  
**AMAZING RACE**  
**SAVE THE DATE**  
**SATURDAY JUNE 29TH**



course certified by  
**USA TRACK & FIELD**

**LEGACY  
HISTORY  
PRIDE**



# NATIONAL HBCU ALUMNI ALLIANCE

**ATLANTA**

**PHILLY**

**DC**

**RUNWALK**

# 5K

June 29TH 8AM concurrent races



Join us in supporting HBCU scholarships and fostering camaraderie! Enroll your company in the most enjoyable 8AM 5K Run Walk ever, where you'll have a blast while making a difference!

cricket®

**MEAC | SWAC**

**CHALLENGE**

**KICK-OFF**

**FIND YOUR**

**TRIBE**



Pre-Game  
on-premise  
activation.

What: LHP and The HBCU Alumni Alliance  
Where: Center Parc Credit Union Stadium  
When: Saturday, Sept 17, 8:30 AM to 11 AM

[hbcualumniatlanta.org](http://hbcualumniatlanta.org)





# INSPIRATION GRANTS

A COMMUNITY  
COMMITMENT



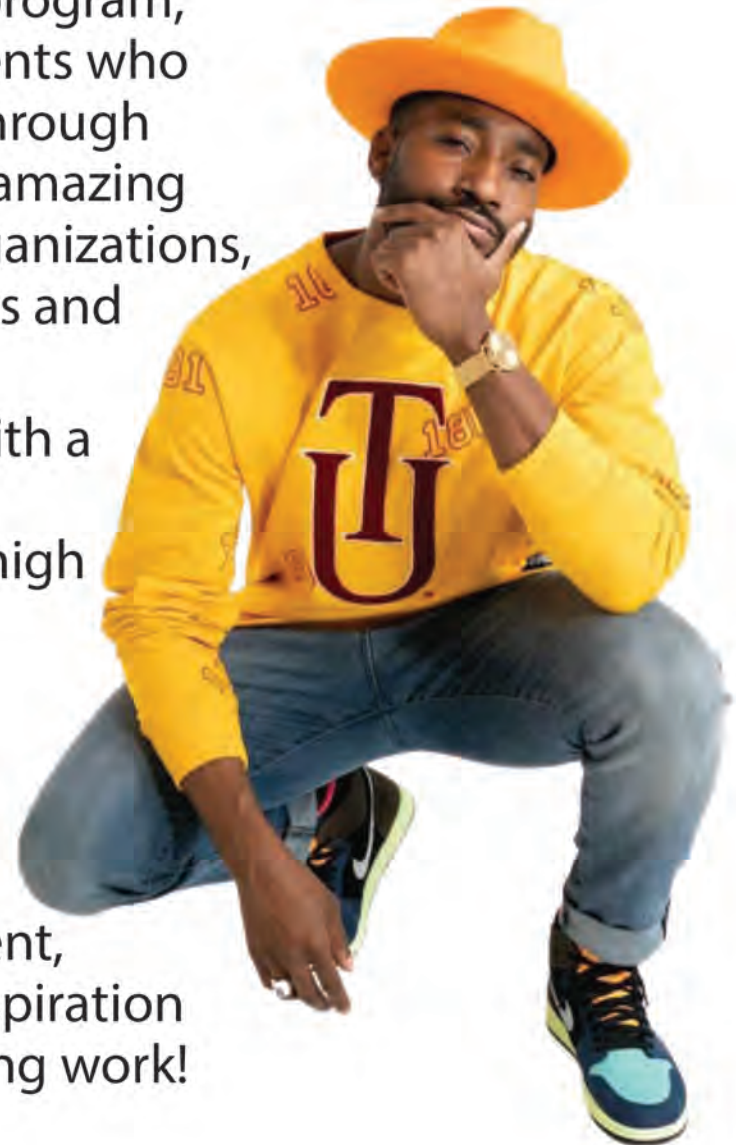


# INSPIRATION GRANTS A COMMUNITY COMMITMENT

Join us in launching our Inspiration Grants program, designed to support junior and senior students who are actively involved in their communities through volunteer work. These young people show amazing humanity while working with non-profit organizations, Food Banks, local community animal shelters and senior centers.

We are encouraged by potential grantees with a strong dedicated work ethic, a key factor in successfully tutoring youth and mentoring high school students. We are excited when we see junior and senior students show civic commitment! Participating in political organizations and supporting local community elections.

We value all forms of community engagement, and encourage students to Apply for our Inspiration Grants, let us help you continue your inspiring work!

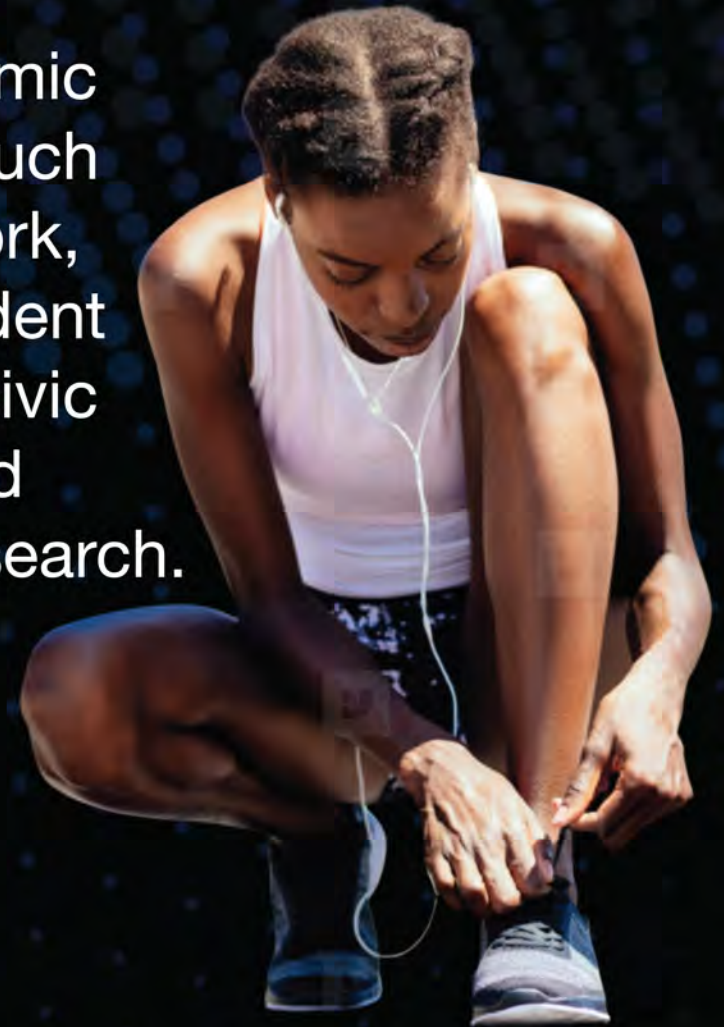






Academic & Athletic Scholarship Awards celebrates the top 1% of undergraduate students who achieve academic excellence on and off the field.

Students are also selected based on other factors complementing academic achievement, such as creative work, service on student committees, civic activities, and independent research.



**ESPN EVENTS**

# **BAND OF THE YEAR**



The first annual  
BAND OF THE YEAR  
AWARD winner!

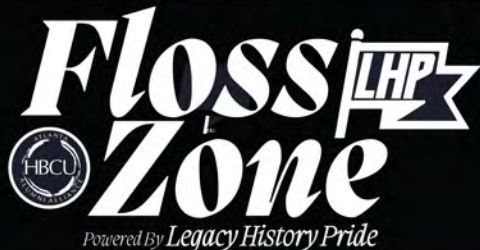
Also celebrate the on  
field acknowledgement of  
ACADEMIC & ATHLETIC  
SCHOLARSHIP  
award winners!



**FRIDAY, DECEMBER 16TH**  
**MERCEDES BENZ-STADIUM | ATLANTA, GA**



Pre-Game  
on-premise  
activation.



What: LHP and The HBCU Alumni Alliance  
Where: Mercedes-Benz Stadium  
When: Saturday, Dec 17, 8:30 AM to 11 AM

## EVENTS, DIGITAL & ON-PREMISE ACTIVATIONS

Our partnership opportunities include the following list of assets.  
Let us customized a full year of engagement.

**ALLIANCE 20TH ANNIVERSARY • ASO HBCU EVENTS  
BRAVES HBCU NIGHT • DREAM HBCU NIGHT • HAWKS HBCU NIGHT  
ACADEMIC & ATHLETIC SCHOLARSHIP • INSPIRATIONAL GRANT  
17TH ANNUAL 5K RUN WALK + (2) CITY NATIONAL 5K  
MEAC/SWAC CHALLENGE • HBCU CHAMPIONSHIP KICK-OFF WEEK  
BAND OF THE YEAR • CELEBRATION BOWL • HBCU MIXER AND MORE!**

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### MARKETING / LAUNCH ANNOUNCEMENT PACKAGE

- **Advertisement:** 1080x1080, 1920x680, 300x250 Banner Ads on HBCUalumniatlanta.org (3 Months) and in newsletter (2 month).

Pre-event e-blast to registered attendees inviting them to the reception.

- **Custom Content:** Article with commercial news editorial team
- **Social Media Package:** Posted on X (Twitter), IG, Facebook pre or post event
- **Press Release:** Uploaded to event website
- **Video:** Interview with commercial news editor

### ON-PREMISE

- On-site acknowledgment at keynote, on-site signage, featured in on-premise and on event website
- Sponsor may provide branded giveaway branded swag
- Sponsor announcement





# SPONSOR LEVELS

## GOLD - SILVER - BRONZE

BENEFIT LEVELS	GOLD-\$20K	SILVER-\$10K	BRONZE-\$5K
ALLIANCE 20TH ANNIVERSARY	X	X	X
ASO / HBCU ACCESS FEST	X	X	X
ACADEMIC & ATHLETIC SCHOLARSHIP	X	X	
HBCU INSPIRATIONAL GRANT	X	X	
BRAVES HBCU NIGHT	X	X	X
DREAM HBCU NIGHT	X	X	X
HAWKS HBCU NIGHT	X	X	X
HBCU MIXER	X		
17TH ANNUAL 5K RUN WALK KICK-OFF CAMPAIGN	X		
17TH ANNUAL 5K RUN WALK + (3) CITY NATIONAL	X		
FIND YOU TRIBE + MEAC/SWAC CHALLENGE	X	X	X
HBCU CHAMPIONSHIP KICK-OFF WEEK	X	X	X
BAND OF THE YEAR + A&A SCHOLARSHIP	X	X	X
FLOSS ZONE + CELEBRATION BOWL	X	X	X



*Service  
is our  
Legacy  
& Future*

**\*HERO**



**JESUS  
SAVES**

*To Become an Official Partner  
of the HBCU Alumni Alliance  
please contact:*

Dan Ford, HBCUAA CEO  
(404) 375-3507

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Atlanta, GA 30301

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[www.hbcualumniatlanta.org](http://www.hbcualumniatlanta.org)

