



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

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**[WWW.HBCUADD.COM](http://WWW.HBCUADD.COM)**

Facebook – The National  
HBCU Auxiliary and Dance  
Directors Association

Instagram –  
[@hbcu.aux.dance.directors](https://www.instagram.com/hbcu.aux.dance.directors)

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

TikTok – [@hbcucoachlife](https://www.tiktok.com/@hbcucoachlife)

# 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, to deliver mutually beneficial opportunities to our organizations.

We are approaching our 4th year in existence and are excited about the gains we have made for the culture, thus far. Last year's national conference theme was "On Our Terms". 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 culture.

This year, we aim to not only provide for our current HBCU Performance team members and coaches, but for our alumni and supporters who help us sustain, not only our teams, but the legacy and history of our unique performance genre.

We are seeking sponsorships for portfolio of planned events which includes our National conference held with our strategic partner, the HBCU National Band Directors' Consortium. The conference will be held in Atlanta, GA. 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.



# ABOUT US

## 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 HBCU Performance coaches, and enthusiasts, as well as dancers, flag lines and baton twirlers, at HBCUs, high schools and community teams.

## What We Do

- Provide training and mentoring opportunities through in-person and online workshops, meetings and blogs/vlogs and our yearly conference and leadership summit.
- Provide instruction and exposure to top level performance clinicians of all genres and backgrounds.
- Provide a safe and supportive environment where members can share ideas, find solutions to issues or roadblocks and come together to fellowship over the common bond that is the HBCU Auxiliary and Dance experience.



# ABOUT US

## Our Impact

HBCUADD works to create and nurture the pipeline from young performers to Professional performers via the vehicle of the HBCU Performance genre.

We begin with high school and community team performers to show them the educational opportunities that can be gained through performing with our HBCU performance units. We train them on what is required to be selected for any of the HBCU teams across the country, and to take advantage of the outstanding educational opportunities our HBCUs offer.

We train our current HBCU performers and coaches and give a view to what is beyond the HBCU. We ensure our coaches are trained to mentor our young performers through every stage.

We provide a platform that allows our members to engage with their communities and mentor younger students.

We provide programming that nurtures our coaches and performers physically, mentally and professionally.

We can now see HBCU performers on stage with today's stars in movies, concerts and TV, as well as in our board rooms, medical facilities and schools.



# ABOUT US

## Why Support Us?

- Your investment ensures we are able to continue the work we do to enhance and support HBCU performers 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 students and coaches for scholarships, grants and resources.
  - You will provide internships 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, as well as in their communities.



# ABOUT US

## POTENTIAL REACH

- Our programs, National conference, and social media presence target the performance units of our nation's HBCUs, as well as supporters and alumni. At last year's National conference:
  - Approximately 25 HBCUs were represented as Institutional Members and attendees
  - Approximately 15 high schools and community teams were represented as conference attendees.
  - Each team has 1 – 5 coaches and staff and 5 to 30 team members; all of which engage with social media on various levels.
    - Some of these team members AND team coaches serve as influencers and target content to tens of thousands of followers.
    - HBCU team performers influence others on their campuses, in their communities, teams from other schools.
- HBCUADD National Conference clinicians each maintain a significant number of social media followers on various platforms (IG, TikTok).
- Past Workshop and Conference Clinicians
  - Victor Jackson
    - 46.6K IG Followers
  - Jenear Kidd
    - 21.9K IG Followers
  - Kiki Ely
    - 43.9K IG Followers
  - Sammy McFadden
    - 25.1K IG Followers
  - Sherrod Tate
    - 11.9K IG Followers
  - Naherah Munajj
    - 13.2K IG Followers
  - Gregory Burrell
    - 14.4K IG Followers
  - Danielle Stamper
    - 54.9K IG Followers



# MEET THE EXECUTIVE BOARD



**SHAWN ZACHERY**  
**PRAIRIE VIEW A&M**  
**FOUNDER AND EXECUTIVE**  
**DIRECTOR**



**KATHERINE CALLAHAN**  
**TRI-CITIES HIGH SCHOOL**



**RAE RANSOM COLEMAN**  
**MOREHOUSE COLLEGE**



**SHANA GRANGER**  
**ALABAMA A&M**



**LAUREN HENRY**  
**SOUTH CAROLINA STATE**



**STEPHANIE MAGRUDER**  
**WINSTON-SALEM STATE**



**EDDIE MORRIS**  
**SOUTH CAROLINA**  
**STATE**

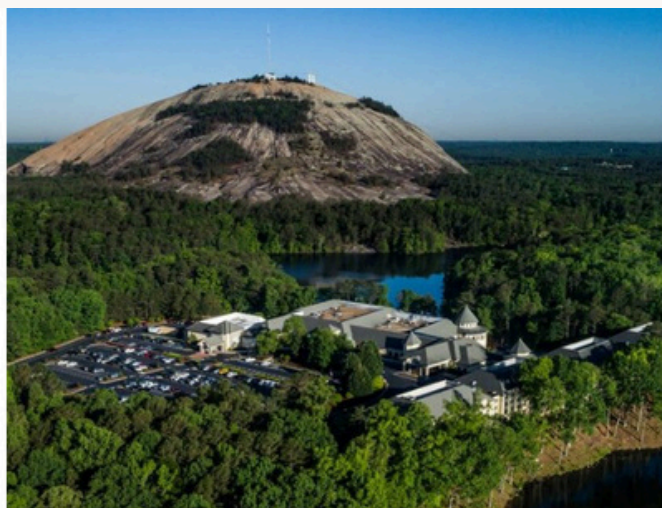


**VELETTE**  
**SPELLMAN**  
**NORFOLK STATE**



**BRIDGETTE**  
**WILLIAMS**  
**ALABAMA STATE**

# ABOUT THE HBCUADD 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 Stone Mountain, GA at the Atlanta Evergreen Lakeside Resort.

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 to branding for teams to mental health awareness, to understanding federal laws that affect our performers. 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.

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.



# CONFERENCE SCHEDULE

## March 19th

- Check-in
- Executive Board meeting

## March 20th

- Check in
- Opening session
- Coach's networking
- Basic dance, flag twirling and baton twirling classes
- Beginning of All-Stars workshops and choreography

## March 21st

- Workshops, Discussion panels and Oral Presentations
- All-star performance rehearsals
- Coach's networking
- Students gathering

## March 22nd

- Mock Auditions
- Workshops, Discussion panels and Oral Presentations
- All-Stars performance
- Conference Banquet
- Conference ending celebration

## March 23rd

- Check-out



# 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** **\$7,500 - \$14,500**

- 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** **\$3,000 - \$7000**

- 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** **\$1,000 - \$2500**

- 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 at the event location identifying the sponsor as the Event/Clinician sponsor
- Exclusive Event Recognition: Verbal recognition as a sponsor of the selected event or clinician/performer
- 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 2 complimentary registrations for company registrations (including banquet).



# SPONSORSHIP LEVELS

## BRONZE SPONSOR \$500 - \$950

- 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
- This level also includes Exhibitors and Vendors
- 1 Banquet seat.



## 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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**Thank you for your  
consideration!**

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