

# 2019 SPONSORSHIP KIT

**WWW.HOMECOMINGATHOWARD.COM**

# The Young Black Professional's Homecoming

## Powered by The MOVEMAKERS



A graphic for the Ditch Day Party HU Homecoming Edition. It features the words "DITCH DAY PARTY" in large, bold, white capital letters on a black background. Below this, "HU HOMECOMING EDITION" is written in smaller, white capital letters. To the right is a circular logo with a blue border. Inside the circle, the text "WASHINGTON D.C." is at the top, and "DITCH DAY PARTY" is at the bottom. In the center of the circle is a stylized illustration of the U.S. Capitol building.



# WHY HOMECOMINGATHOWARD.COM?



Founded by Howard Alumni, we are your one stop shop for the ultimate Alumni & Friends Homecoming experience! With over 10 years experience curating staple events for Howard Homecoming, we have unique access to Homecoming's top promoters, influencers, and attendees. Our integrated approach social media, SEO optimization, mass text/email messaging, promoter/vendor partnerships, and event planning allow us to stay at the forefront and connect with a powerful audience.



# WHAT IS HOWARD HOMECOMING?

Since 1924, Howard Homecoming has been one of richest cultural and social tradition's in America for Young Black Professionals. Every year, over 100,000 alumni, students, special guests, and visitors take over the District and patronize the many events and attractions affiliated with the festive week on and near campus. While events change from year to year, many of the traditional alumni homecoming events include the Homecoming Football Game, the Tailgate, HU Ditch Day Party, HU Bar Crawl, HU MOVEMAKER Ball, 1,000 Bottles, Old Howard Gala, HU Hangover Brunch, and more.





# OUR REACH

**Email Subscribers:** 22,148

**Text Message Subscribers:** 21,109

**Social Media Subscribers:** 35k

**Monthly Impressions:** 1m +

**Monthly Website Impressions:** 250k+

**Average Age:** 28

**Male:** 40% | **Female:** 60%

**Income:** \$55k

**Location:** 15% West Coast | 20% South | 25% Midwest | 40% East Coast

**Education:** 100% Attended College | 40% Post Grad

**Ethnicity:** 90% African American





# SIGNATURE EVENTS |

Phone: 773.426.1626

Email: [info@homecomingathoward.com](mailto:info@homecomingathoward.com)

## Thursday

- Alumni Happy Hour at Park: 1500 Attendees

## Friday

- HU Off the Yard Day Party ft DJ Schemes at 10 15 Lounge: 600 Attendees
- HU Bar Crawl ft DJ Commando on H & U Streets: 2,000 Attendees

## Saturday

- HU Culture Ball ft Charmaine, Mannie Fresh, Sean Mac at Hard Rock Café 1,000 Attendees

## Sunday

- HU Karaoke Brunch ft Talib Kweli + Angie Ange at Sax Lounge: 1,000 Attendees
- Sunday Night Live ft Jae Murphy at 1015 Lounge: 500 Attendees





# EVENT FLYERS |

Phone: 773.426.1626

Email: [info@homecomingathoward.com](mailto:info@homecomingathoward.com)





# WEEKEND SPONSOR |

Phone: 773.426.1626

Email: [info@homecomingathoward.com](mailto:info@homecomingathoward.com)

## Before Event

- Sponsor Branded in Event Title
- Word of Mouth via host committee
- Logo on all marketing physical materials
- Test Message Mention: 20k subscribers
- Email Mention: 20k subscribers
- Email Promotion: **320,000** Impressions
- Twitter Promotion: **280,000** Impressions
- Facebook Promotion: **280,000** Impressions
- Instagram Promotion: **1,680,000** Impressions
- Logo on Ticket Site: **100,000** Impressions

## During Event

- Featured/branded **cocktail specials** on all bar menus
- **Satellite bars with sponsor brand exclusivity**
- Cocktail Servers passing out sponsor branded drink samples
- Sponsor branded **VIP Area/Lounges**
- **Sponsor branded** on all T-shirts
- **Sponsor Branded** Signage in Venue(s)
- **Sponsor Branded** Social Media (i.e. Instagram, Twitter, Snapchat etc)
- **Sponsor Branded** party favors
- **Sponsor** mentions by all DJs on mic throughout the event
- **Sponsor Branded** visuals items on all TVs (if available)
- **Sponsor Branded** Award to be given to honorees
- **Sponsor Branded** Drink Specials / Giveaways

## After Event

- **Sponsor Branded** logo inserted on all recap photos (to be shared on social media and through email no less than 1 month after event)
- **Sponsor Branded** logo inserted on all recap videos (to be shared on social media and through email no less than 1 month after event)
- **Sponsor Branded** thank you in finale email blast to attendees
- **Sponsor Branded** images in all social media event recaps



# WEEKEND SPONSOR LEVELS

Sponsorship Level	Ask	Includes
<b>Platinum</b>	\$25,000	<ul style="list-style-type: none"><li>• Before event items (ALL)</li><li>• ALL during event items (ALL)</li><li>• All after event items (ALL)<ul style="list-style-type: none"><li>• And 50, VIP Tickets</li></ul></li></ul>
<b>Gold</b>	\$20,000	<ul style="list-style-type: none"><li>• Before event items (ALL)</li><li>• ALL during event items (Pick 4)</li><li>• All after event items (Pick 2)<ul style="list-style-type: none"><li>• And, 35 VIP Tickets</li></ul></li></ul>
<b>Silver</b>	\$15,000	<ul style="list-style-type: none"><li>• Before event items (ALL)</li><li>• ALL during event items (Pick 3)</li><li>• All after event items (Pick 1)<ul style="list-style-type: none"><li>• And, 20 VIP Tickets</li></ul></li></ul>

Just want to sponsor one event? No problem!  
Contact us to discuss.

**Phone:** 773.426.1626

**Email:** [info@homecomingathoward.com](mailto:info@homecomingathoward.com)



# INQUIRIES |

Phone: 773.426.1626

Email: [info@homecomingathoward.com](mailto:info@homecomingathoward.com)

Joshua Mercer, HU 2003

Phone / Text : 773.426.1626

[www.homecomingathoward.com](http://www.homecomingathoward.com)

[www.movemakerevents.com](http://www.movemakerevents.com)

Social: @howardalumni @themovemakers

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