

# THE SHOWCASE OF HBCU

College and Career Fair  
Friday, November 1, 2019  
Kentucky International Convention Center



**THE SHOWCASE OF**  
HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

## 2019 SPONSORSHIP PACKET

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## EDUCATION FIRST FOUNDATION, INC.

Education First Foundation, Inc. (EFF), a local non-profit founded in 2008, with a mission to make education a household priority and serve communities. At EFF, we know that Historically Black Colleges and Universities (HBCUs) provide a niche marketing to introduce African American students to college, who may not have otherwise considered achieving higher education. We accomplish this goal annually by hosting: "The Showcase of HBCU: College and Career Fair."

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### 2019 Education First Foundation, Inc. Board of Directors

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# ABOUT THE SHOWCASE

Since March 2006, Education First Foundation, Inc. has connected more than **12,000 students throughout Kentucky and Southern Indiana** to college and career development, as well as scholarship opportunities.

The college and career preparation program helps students, parents, and counselors navigate the college admissions and selection process. Of the students surveyed during the 2010 program, 98% reported they planned to attend college and 74% wanted to attend an HBCU.

**"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."  
- Malcolm X**

## **Purpose**

To preserve the legacy of America's Historically Black Colleges and Universities (HBCUs) by raising the awareness of educators, students, and parents about the opportunities at HBCUs and to help students navigate the college admissions process.



# THE VISION

## **Vision**

For all students to have access to the best opportunities educational systems and organizations have to offer.

## **Mission**

To assist in narrowing the educational and economic achievement gaps, through the empowerment of youth by introducing students to Historically Black Colleges and Universities.

# TARGET DEMOGRAPHICS

## College Prospects

- 11th and 12th Grade Students
- 8th Grade Students
- Community College Students
- Non-traditional students seeking to transfer or become first time college students

**"Education is the most powerful weapon which you can use to change the world."**

**-Nelson Mandela**

## 2012 Participant Demographics

- 78% Black (African-American)
- 9% White
- 5% Hispanic
- 10% Other
- 60% Female
- 40% Male



# SHOWCASE BENEFITS

- Connects face-to-face with high school students (African American), other young adult prospects, and parents.
- Offers a hands-on college and career exploration and application navigation.
- Showcases HBCU Academic Excellence, Pedagogy, and Culture.
- Designed to provide a taste of the ultimate and compelling learning community environment.
- Unmatched in programming by the traditional college fair.

**Between 2006 and 2013 - The Showcase of HBCU has impacted more than 12,000 students throughout Kentucky, Indiana, and Alabama.**

# STUDENT COMPONENTS

01

## HBCU CHAMPIONS CAMPAIGN

A school based program designed to prepare students for the college fair.

02

## EDUCATION FIRST PRE-COLLEGE CONFERENCE

A consortium of college preparatory classes for students, parents, and educators to participate in such as: the admissions process, high school academic review, essay writing, scholarships, and financial aid and more.

03

## SENIOR SEMINAR

A one-on-one session that provides students the opportunity to speak with a higher education professional regarding their college and career goals and academic portfolio.

04

## COLLEGE FAIR

Allows students to engage with college and university representatives from all across the nation.

05

## CAREER FAIR

Allows students the opportunity to speak with local Kentuckiana professionals from various career fields.

# ADULT COMPONENTS

01

## URBAN JAZZ EXCHANGE

A networking reception that allows the college representatives to meet and interact with counselors, educators, parents, youth organizations, etc.

02

## ACHIEVEMENT GAP LUNCHEON AND PARENT ENGAGEMENT PROGRAM

Provide educational workshops for local educators, administrators, parents, and community leaders.



# TARGET MARKETS

With the success of nine Showcase College and Career Fairs in Louisville, EFF has partners in cities to expand offerings beyond Kentuckiana.

Below you will find a market analysis of suggested target cities with high African American population estimates and student participation goals.



| City/State Target Market | African American Population Percentage | City Population | Public School System                     | Estimated Participants |
|--------------------------|--|-----------------|--|------------------------|
| Louisville, KY           | 14%                                    | 175,000         | Jefferson County Public Schools          | 3,000                  |
| Oklahoma City, OK ∞      | 10%                                    | 132,000         | Oklahoma City Public Schools             | 1,000                  |
| Mobile, AL*              | 35%                                    | 145,000         | Mobile County School District            | 2,000                  |
| Minneapolis, MN          | 18%                                    | 72,000          | Minneapolis Public Schools               | 800                    |
| Kansas City, MO-KS∞      | 13%                                    | 256,000         | Kansas-City & Kansas-City-Kansas Schools | 2,000                  |
| Columbia, SC*            | 33%                                    | 260,000         | Richland County Schools                  | 2,000                  |
| Tidewater Area VA*       | 30%                                    | 525,000         | 7 Cities Various Public School Systems   | 4,000                  |
| Houston, TX*             | 17%                                    | 1,100,000       | Houston Independent School System        | 4,000                  |
| Little Rock, AR          | 42%                                    | 82,000          | Little Rock School District              | 1,000                  |

∞Infinite Scholars Program

\*No HBCU College Fair

# 2019 SHOWCASE OF HBCU SPONSORSHIP LEVELS

## BLACK DIAMOND SPONSOR - \$25,000



- Presenting sponsor includes workable negotiations (2 small stakeholder events)
- Presenting sponsor on national sponsorship marketing package for Showcase of HBCU new markets
- Company name on title page of events advertisement, printed booklets/programs, and 1 promotional item
- Full page ad on outside back cover of Showcase of HBCU souvenir booklet
- Name and logo on official material and publications (with THE SHOWCASE)
- 2 sponsor provided ad on media ads for website, radio, and/or social media sites (FB, TW, IG)
- 2 cross marketing (with THE SHOWCASE) on media ads for website, radio, and/or social media sites (FB, TW, IG)
- Up to 10 class slots during college fair to reach 1200 -1500 students
- Company promotional items in event packages at THE SHOWCASE
- Signage and speaking opportunity (presence) at 2020 Step Show (title sponsor for step show and winner prize title)
- Guest speaker to speak on behalf of company at URBAN JAZZ EXCHANGE
- Signage at URBAN JAZZ EXCHANGE (provided by sponsor)
- Signage at THE SHOWCASE (provided by sponsor)
- 6 booths at THE SHOWCASE
- Additional full page ad in the souvenir booklet
- Recognition of thanks on event signage
- Lunch passes for 16

## DIAMOND SPONSOR - \$15,000



- Primary sponsor
- Mention in national sponsorship marketing package for Showcase of HBCU
- Full page ad in the Showcase of HBCU booklet
- Name and logo on official material and publications (with THE SHOWCASE)
- 1 sponsor provided ad on media ads for website, radio, and/or social media sites (FB, TW, IG)
- 1 cross marketing (with THE SHOWCASE) on media ads for website, radio, and/or social media sites (FB, TW, IG)
- Up to 6 class slots during college fair to reach 800 - 1000 students
- Company promotional items in event packages at THE SHOWCASE
- Signage at THE SHOWCASE (provided by sponsor)
- 4 booths at THE SHOWCASE
- Additional full page ad in the souvenir booklet
- Recognition of thanks on event signage
- Lunch passes for 8

# 2019 SHOWCASE OF HBCU SPONSORSHIP LEVELS

## SHOWCASE UNIVERSITY - \$10,000 (HBCU ONLY)



- Full page ad inside back cover of Showcase of HBCU booklet
- Name and logo on official material and publications
- 1 sponsor provided ad on media ads for website and social media sites (FB, TW, IG)
- 1 cross marketing (with THE SHOWCASE) on media ads for website, radio, and/or social media sites (FB, TW, IG)
- Up to 6 class slots during college fair to reach 800 - 1000 students
- College/University promotional items in event packages at THE SHOWCASE
- 12 booths at THE SHOWCASE
- Band performance at the Showcase of HBCU
- Showcased University for Champion's Program
- Additional full page ad in the souvenir booklet
- Recognition of thanks on event signage
- Lunch passes for 25

## EMERALD SPONSORS - \$5,000



- Company promotional items in event packages at THE SHOWCASE
- Name or logo on official printed materials and publications (with THE SHOWCASE)
- 1 cross marketing (with THE SHOWCASE) on media ads for website and social media sites (FB, TW, IG)
- 1 class slot during college fair
- Signage at THE SHOWCASE (provided by sponsor)
- 2 booths at THE SHOWCASE
- Half-page ad in the souvenir booklet
- Recognition of thanks on event signage
- Lunch passes for 4

## RUBY SPONSORS - \$2,500



- Name or logo on official printed materials and publications (with THE SHOWCASE)
- Signage at THE SHOWCASE (Supplied by sponsor)
- Quarter-page ad in the souvenir booklet
- 1 Booth at THE SHOWCASE
- Recognition of thanks on event signage
- Lunch passes for 2

## SAPPHIRE SPONSORS - \$1,500



- Logo on official printed materials and publications
- 1 booth at THE SHOWCASE
- Recognition of donor thanks in event program
- Lunch passes for 2

## TANZANITE SPONSORS - \$1,000



- Recognition of donor thanks in event program



“We had thirty Jeffersonville (IN) High School students attend The Showcase of HBCU in 2012. Eight seniors received on-the-spot Offers of acceptance to attend Dillard, Florida A&M, Kentucky State, Spelman, Tennessee State, and Tuskegee. Five seniors received on-the-spot scholarship offers from Florida A&M, Kentucky State, Spelman, Tennessee, and Tuskegee.”

MRS. KRABBIE  
GREATER CLARK COUNTY SCHOOLS



Website: [showcasehbcu.com](http://showcasehbcu.com)

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