



# The **SHOWCASE OF HBCU**

**COLLEGE AND CAREER FAIR**

Education First Foundation, Inc.  
Pre-College Conference  
College and Career Fair



**2025 SPONSORSHIP PACKET**

Education First Foundation, Inc.

Andrea Houston • 502-435-4639 • [ajhouston@showcasehbcu.com](mailto:ajhouston@showcasehbcu.com)



## EDUCATION FIRST FOUNDATION, INC.

Education First Foundation, Inc. (EFF), a local non-profit founded in 2008, has 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 opportunity 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.”

2025 Education First Foundation, Inc. Board of Directors  
Ben Johnson, Board President

Monica Flowers  
Manuel Garr  
Adonis Henderson  
Andrea Houston – Founder  
Delores (Lois) Hughes

Krishonda Johnson  
Ryan Montgomery  
Dr. Brittany Reed  
Yonbretta Stewart  
Tonya Trumbo - Original Organizer

# ABOUT THE SHOWCASE

Since March 2006, Education First Foundation, Inc. has connected more than **15,000 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 2024 program, 97% reported they planned to attend college and 71% wanted to attend an HBCU.



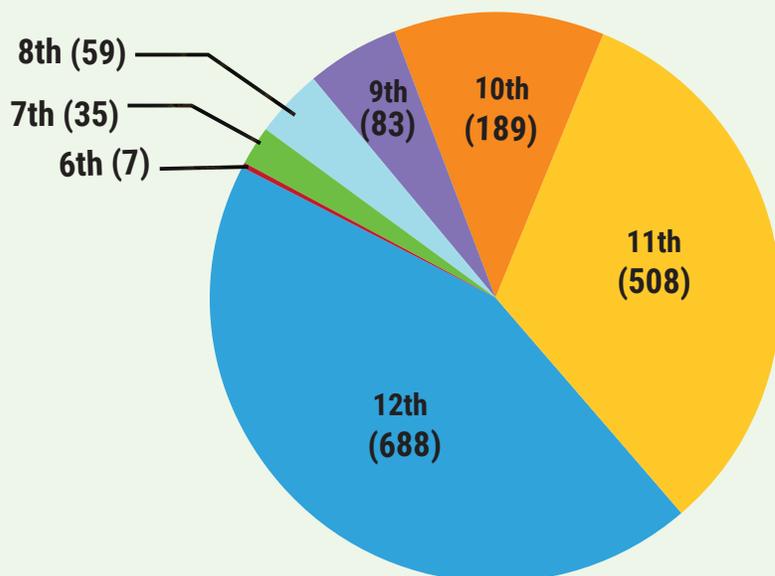
## Purpose

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.

## 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



### 2024 Participant Demographics

- Students from 60 schools attended

### Counties Represented

KY - Bullitt, Christian, Fayette, Franklin, Hardin, Jefferson, Oldham, Scott, Simpson, Warren

IN - Clark, Floyd

# THE 2024 COLLEGE & CAREER FAIR

 **1,569**

TOTAL REGISTERED STUDENTS

**50%**

WERE ATTENDING A COLLEGE FAIR FOR THE FIRST TIME

**591**

WOULD BE THE FIRST IN THEIR FAMILY TO GO TO COLLEGE



**542**

HIGH SCHOOL JUNIORS ATTENDED

**523**

HIGH SCHOOL SENIORS ATTENDED

# 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.

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

A opportunity allowing students to engage with college and university representatives from all across the nation.

05

## CAREER FAIR

A opportunity allowing students to speak with local Kentuckiana professionals from various career fields.



## SHOWCASE BENEFITS

- Allow face-to-face connection for high school students, other young adult prospects, and parents with HBCU representatives.
- 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.

# SHOWCASE OF HBCU SPONSORSHIP LEVELS

## BLACK DIAMOND SPONSOR \$50,000 (Exclusive) TWO FOR ONE PACKAGE

- Presenting Sponsor for The Showcase of HBCU
- Includes two stakeholder event (workable negotiations)
- Champions Program visit at schools (promotional items optional)
- **Senior Sponsor for 2026 National Step Show**
- **Full page ad on back cover**
- Opening remarks at the recruiter reception
- One company ad provided by sponsor for the website and social media sites (FB, & IG)
- Company name and logo on official material and publications
- One cross marketing with The Showcase of HBCU provided by EFF
- Six 30 minute slots at the EFF Pre-college Conference
- Four booths at the college fair
- Recognition post-event
- Twelve tickets to the recruiter reception
- Twelve lunch tickets at the college fair

## DIAMOND SPONSOR \$25,000 TWO FOR ONE PACKAGE

- Diamond Sponsor for The Showcase of HBCU
- Includes one stakeholder event (workable negotiations)
- **Junior Sponsor for 2026 National Step Show**
- **Full page ad on inside back cover**
- Remarks during the recruiter reception
- One company ad provided by sponsor for the website and social media sites (FB & IG)
- Company name and logo on official material and publications
- One cross marketing ad with The Showcase of HBCU provided by EFF
- Four 30 minute slots at the EFF Pre-college Conference
- Two booths at the college fair
- Recognition of thanks on post-event flier/website
- Eight tickets to the recruiter reception
- Eight lunch tickets at the college fair

# SHOWCASE OF HBCU SPONSORSHIP LEVELS

## EMERALD SPONSOR - \$5,000

- **One page full color ad**
- Company promotional items in event packages at The Showcase of HBCU
- Company name and/or logo on official materials and publications
- One cross marketing ad with The Showcase of HBCU provided by EFF
- Two 30 minute slots at the EFF Pre-college Conference
- Two booths at the college fair
- Recognition of thanks on post-event flier/website
- Six tickets to the recruiter reception
- Six lunch tickets at the college fair

## RUBY SPONSOR - \$2,500

- **1/2 page full color ad**
- Company name and/or logo on official printed materials and publications
- One cross marketing ad with The Showcase of HBCU provided by EFF
- One 30 minute slots at the EFF Pre-college Conference
- One booth at the college fair
- Recognition of thanks on post-event flier/website
- Four tickets to the recruiter reception
- Four lunch tickets at the college fair

## SAPPHIRE SPONSOR - \$1,500

- **1/4 page full color ad**
- One booth at the college fair
- Recognition of thanks on post-event flier/website
- Two tickets to the recruiter reception
- Two lunch tickets at the college fair

## TANZANITE SPONSOR - \$1,000

- Name listed in the program
- Recognition of thanks on post-event flier/website
- Two tickets to the recruiter reception

# SHOWCASE OF HBCU SPONSORSHIP LEVELS

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

- **1 Full page color ad in the program (university provided)**
- One university provided ad for the website and social media sites (FB & IG)
- One cross marketing ad with The Showcase of HBCU provided by EFF
- University name and logo on official material and publications
- Remarks at the general session
- Four 30 minute slots at the EFF Pre-college Conference
- Twelve booths at the college fair
- Band or choir performance at The Showcase of HBCU
- Champions Program visit at the schools with university promotional items
- Showcase University for Champion's Program
- Recognition post-event
- Eight tickets to the recruiter reception
- Twenty lunch tickets at the college fair

“ We had thirty Jeffersonville (IN) High School students attend The Showcase of HBCU.

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

