



HBCUCONNECT.COM

ANNUAL CONFERENCE & CAREER FAIR

25th

ANNIVERSARY

Edition

and 11th Annual Washington DC Metro

HBCU Alumni Alliance, Inc.

5k Run/Walk & Community Day

June 28–29, 2024

www.hbcuconnect.com



ABOUT THE EVENT

HBCU CONNECT is partnering with the DC Metro HBCU Alumni Alliance, Inc. (DCHBCUAA) to celebrate our diversity recruitment contributions over the past 25 years. With a base of 1.3M + members, HBCU CONNECT is the largest network of students, alumni and supporters of Historically Black Colleges & Universities (HBCUs). Founded in 2012, the DCHBCUAA, Inc. is a 501c (3) non-profit community-based organization made up of over 60 HBCUs and auxiliary organizations with a reach of 250K+ alumni and supporters in the Washington, DC Metropolitan area.

Event Location: Washington, DC

Target Attendees: 3,000+ HBCU alumni, students and supporters who live within a 500-mile radius of the Washington, DC, Maryland, Virginia (DMV) metropolitan area.

Event Dates: June 28–29th, 2024

In addition to celebrating with HBCU CONNECT and DCHBCUAA, attendees will be exposed to the following:

Personal Development	Professional Development	Entertainment
Mental and Behavioral health	Career Pathing for early career professionals	HBCU CONNECT Professional Networking Mixer
Legacy Building through Trusts and Wills	Industry Tech Talks (Cyber Security)	DCHBCUAA 5K Run/Walk
Generating Passive Income through Real Estate	HBCU CONNECT DEIB Learning Sessions for Recruiters	REVOLT Podcast Network's Post-Race Kickback
Camera-Ready Complexion: Tips for Glowing Skin in Virtual Meetings	HBCU CONNECT Professional Networking Reception (Career Fair)	HBCU Homecoming in June – All-White Party & Reception



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ABOUT THE EVENT

The Professional Networking Reception Event Opportunity

With a proven track record of orchestrating successful recruitment events and fostering diverse professional engagement touchpoints for a who's who list of corporations, school districts, educational institutions, hospital service organizations, non-profit organizations and government entities, our team of seasoned event professionals is poised to deliver an exceptional networking experience. We utilize top-tier venues, provide an energized environment for candidate engagement, and above all, a pool of highly skilled professionals to elevate this exclusive event to new heights.

We will work with your organization to understand the talent profile(s) of attendees with whom you'd like to interface (experience level, major, industry categories, etc.) and subsequently invite them to the event to ensure an excellent return on investment for your organization.

By attending the Professional Networking Reception and Recruitment Mixer on Friday, June 28th, 2024, our sponsors will be able to connect with early career and experienced African American professionals looking for careers in the following key areas:

- Education
- IT & Engineering
- Healthcare
- Sales & Marketing
- Operations & Management

We are confident that our event format will receive the value that has become synonymous with the HBCU CONNECT brand in the form of face time with hundreds of candidates, pre-event sourcing work to target candidates for our partners, and electronic delivery of the resumes of all candidates in attendance.

11th Annual DCHBCUAA 5k Run/Walk & Community Day

On Saturday, June 29th, 2024, DCHBCUAA, Inc. hosts a hybrid 5k Run/Walk (Race) and HBCU Community Day with the purpose of improving the health and well-being of underserved/underrepresented communities while providing resources & scholarships to the HBCU community. This signature event serves as the capstone project for all DCHBCUAA programs to provide a full display of services for health, hunger, and higher education.

DCHBCUAA Members, Sponsors/Partners, and loyal supporters look forward to providing educational health/hunger resources to the community and announcing annual DCHBCUAA Scholarship awards to deserving HBCU students

from the Washington DC Metropolitan area during the 5k Run/Walk and HBCU Community Day event.

DCHBCUAA's 5k Run/Walk and Community Day includes an exciting virtual race experience for participants and loyal supporters that opt out of the in-person experience. Nationally, we partner with our HBCU Alumni Alliance affiliates in Atlanta and Philadelphia to jointly host our respective 5k Run/Walk events on the same day for the same cause.



REVOLT Podcast Network Activations

Twin powerhouses and HBCU graduates, Dr. Chanda & Chanelle Reynolds, will take the stage during HBCU CONNECT's 25th Anniversary Summit to celebrate Black Excellence and Culture. The show will kick off on Friday evening, with the twins taking the stage together for 'The Double Dose' Podcast. During 'The Double Dose,' the twins will interview a culture mover and shaker to discuss current events, the culture, and more.

On Saturday, Dr. Chanda & Chanelle will return to HBCU CONNECT's 25th Anniversary Summit, to have an engaging and informative conversation on mental health with mental health & cultural contributor, Dr. Chanda Reynolds. During the 30-minute 'Paging Dr. Chanda Show' segment, Dr. Chanda will talk about how mental health illnesses exist in Black students and professionals.

The final show will be led by sports powerhouse, Chanelle S. Reynolds, host of the 'Success Playbook' podcast. During the 'Success Playbook,' Chanelle will use sports to unpack stories of success, navigating life through failure, the significance of HBCU athletes, and the remarkable impact Black culture has made on sports at large.



SPONSORSHIP

Why Sponsor?

The HBCU CONNECT Annual Conference and Career Fair has several sponsorship packages available. The networking environment and diverse set of events will enhance awareness and brand visibility to an elite audience of key influencers, celebrities, students, and professionals (early career & experienced) from around the country who will be in attendance to take advantage of personal development, professional development, networking and entertainment opportunities.

Perk	Premier	Gold	Silver	Bronze
Physical booth presence at the 6/28/2024 professional networking reception	✓	✓	✓	✓
Space to leave your recruitment materials for candidate pick-up at professional networking reception	✓	✓	✓	✓
Number of conference passes and entries to participate in the 11th annual DCHBCUAA 5k run/walk	8	4	2	2
1 minute video rotation during the professional networking reception	✓	✓	✓	✓
Talent sourcing and reporting based on your desired candidate profiles	✓	✓	✓	
100% of resumes delivered electronically before & after the event	✓	✓	✓	
# candidate sourcing profiles	6	4	2	
Exclusive Interview / Networking / Breakout Room Count	2	1		
Rotating video/commercial to promote your booth and company	✓	✓		
Live promotion of your booth and/or exclusive breakout room and its usage (i.e. special meet & greet for company X at 1:00 PM, etc)	✓	✓		
Email announcement and banner advertisements on the hbcuconnect.com website	✓	✓		
Company logo will be printed on DCHBCUAA race t-shirts (NOTE: Must receive sponsorship commitment by 4/30/2024)	✓	✓		
Logo on all promotional material before and during the event	✓			
Keynote Speaking opportunity	10 min			
10% discount on 2025 HBCU CONNECT Conference and Career Fair	✓			
Price	\$29,995	\$19,995	\$9,995	\$3,595

How To Secure Participation For Your Company:

For more information on available sponsorship packages for the HBCU CONNECT 25-year anniversary celebration and 11th Annual DCHBCUAA 5k Run/Walk & Community Day, please contact us direct at annualevent@hbcuconnect.com or via +1(614).383.8182.



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AGENDA

The HBCU CONNECT | DC HBCU Alumni Alliance Weekend Agenda

Over 3,000 African American College graduates and primarily those who attended HBCUs and live within 500 miles of the Washington DC Metro area. The agenda for the weekend will cater to an audience of college educated professionals in 25–50-year-old age range.

Thursday, June 27th, 2024

12:00 – 4:00 PM: HBCU Connect Registration (Welcome Packet & Badge Pickup)

Friday, June 28th, 2024

7:00 AM Registration Opens
7:30 – 9:00 AM Breakfast and Coffee
7:30 – 9:30 AM Opening of Main Stage Speaker Sessions
8:00 AM Breakout rooms open for interviews and networking
9:30 – 10:00 AM Opening Address and Conference Kickoff:
– A word from our Founder and CEO (W. Moss)
10:00 AM HBCU CONNECT Professional Networking Reception Starts
11:00 – 12:30 PM Lunch
4:00 PM Breakfast rooms close
4:30 PM HBCU CONNECT Professional Networking Reception Ends
5:00 – 9:00 PM Professional Networking Mixer / Welcome Reception

Saturday, June 29th, 2024

5:00 – 6:30 AM DCHBCUAA Race Check-in/Registration (Packet Pickup)
6:00 AM Community Day Starts
6:30 AM Opening Race Ceremony with Celebrity Grand Marshal
7:00 AM Start of 11th annual DCHBCUAA 5K Run/Walk (Race)
9:00 AM Race Closing Ceremony (Scholarship Awards and Race Winner Announcements)
10:30 – 11:00 AM Conclusion of all DCHBCUAA 5K Run/Walk Activities
11:00 AM – 1:00 PM REVOLT Podcast Network's Post-Race Kickback
6:00 – 10:00 PM HBCU CONNECT 25th Anniversary Reception

NOTE: Conference agenda may be subject to change prior to the event based on demand