



HAMPTON UNIVERSITY

HOWARD UNIVERSITY

SOLDIER FIELD
SATURDAY, SEPTEMBER 14, 2019

HBCU COLLEGE FAIR ||| HIGH SCHOOL BATTLE OF THE BANDS ||| HALFTIME BATTLE OF THE BANDS

WWW.CHICAGOFOOTBALLCLASSIC.ORG (773) 874-8000 EXT 4024 OR (773) 734-1600

 @ChicagoFootballClassic  @Chiftblclass  @Chifootballclassic

The Chicago Football Classic Scholarship Fund, Inc. is a 501c3 not for profit organization.

2019 Sponsorship Package



In 1997, African American businessmen Larry Huggins, Everett and Tim Rand formed the Chicago Football Classic Scholarship Fund, INC (CFC) as a not-for-profit organization dedicated to encouraging African American youth to achieve their personal best in school and beyond.

The Purpose of the CFC Scholarship Fund is to support the educational goals of disadvantaged youth and ensure that those deserving scholars are not deprived of the opportunity to receive a higher education from Historically Black Colleges and Universities (HBCUs).

The Mission of the CFC Scholarship Fund is to raise the awareness and attendance of Historically Black Colleges and Universities among African American high school and college students. The game, the activities and the signature events during the CFC weekend highlight the enriched culture that HBCUs can provide students.

The Goal of the CFC Scholarship Fund is to raise funds to provide scholarship dollars for students attending HBCUs. The CFC initializes programs and events that inspire African-American high school and college students to achieve educational excellence.



CFC Co-founders
Everett Rand, Larry Huggins and Tim Rand

A Classic Rivalry in Chicago ...



Previously the two schools competed in the CIAA and Mid-Eastern Athletic Conference. On November 16, 2017, Hampton announced that they were becoming a member of the Big South Conference in 2018. Due to scheduling reasons, Hampton was to remain in the MEAC for 2018, but the MEAC refused to allow Hampton to play MEAC opponents in 2018, as punishment for leaving the MEAC for the Big South Conference.

The rivalry dates back to 1908, and is driven by several factors which include;

- the close proximity of the two Mid- Atlantic schools,
- the historically high academic standing of both these private institutions, has them referred to as the classification of the Black Ivy League universities and have large student- alumni populations from/in the Chicago metro area.
- the fact that the two schools have competed in the same athletic conferences for almost a century.



VS



The 94th match up between these long-standing adversaries will take place September 14th, 2019 for the 22nd Annual Chicago Football Classic held at the historic Soldier Field where the world will find out whose the real HU!

"The Battle of the HUs...its more then just a game!"



Hampton University (HU) is a private historically black university in Hampton, Virginia.

- It was founded in 1868 by black and white leaders of the American Missionary Association after the American Civil War to provide education to freedmen.
- It is home to the Hampton University Museum, which is the oldest museum of the African diaspora in the United States, and the oldest museum in the state of Virginia
- The Hampton Agricultural and Industrial School, later called the Hampton Institute, was founded in 1868 after the war by the biracial leadership of the AMA, who were chiefly Congregational and Presbyterian ministers. It was first led by former Union General Samuel Chapman Armstrong. Among the school's famous alumni is Dr. Booker T. Washington, an educator who founded the Tuskegee Institute.

Notable Hampton Alumni



Booker T. Washington



Wanda Sykes



Courtney Gousman



Robert S. Abbott



Robie Reed



DJ Envy



Ruth E. Carter



Mary Jackson



Kellie Wells



Alberta Williams King



Dorothy Manor



Justin Durant



Founded and named after General Oliver Otis Howard, a Civil War hero, who later served as President of the University from 1869–74. U.S. Congress chartered Howard on March 2, 1867

- classified as a Tier 1 national university and ranks second among HBCUs by *U.S. News & World Report*.
- is the only HBCU ranked in the top 40 on the *Bloomberg Businessweek* college rankings.
- The *Princeton Review* ranked the school of business first in opportunities for minority students and in the top five for most competitive students.
- *The National Law Journal* ranked the law school among the top 25 in the nation for placing graduates at the most successful law firms.
- produces the most black doctorate recipients of any university.

Notable Howard Alumni



Taraji P. Henson



Anthony Anderson



Phylicia Rashad



Chadwick Boseman



Toni Morrison



Sean "Puffy" Combs



Sen. Kamala Harris



Dorval Carter Jr.



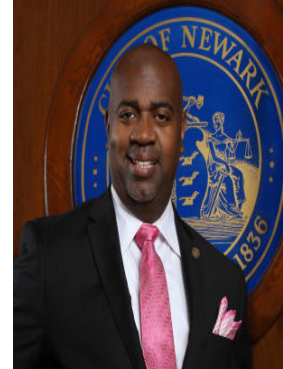
Marlon Wayans



Thurgood Marshall



Nick Cannon



Mayor Ras Baraka

HU Alumni in Chicago

Hampton University



- Shannon Andrews – Chief Procurement Officer, City of Chicago
- Courtney Gousman – News Anchor, WGN TV
- Curtis McKinney – Project Coordinator, City of Chicago
- Leslie Anderson – US & International Head of Workplace, BMO Harris
- Gyata Kimmons – CEO, Ridge Strategy Group
- Bertina Power – President, Queen B Consulting
- Christopher Stinson – Asst. Director of Procurement, Chicago Housing Authority
- Nikki Butler – Cultural Affairs Coordinator, DCASE
- Kevin Slaughter – Partner Levenfeld Pearlston, LLC
- Denean Pillar-Jackson – Account Director, Year UP
- Kara Holloway – Asst. to Vice Chancellor of Student Affairs, University of Illinois - Chicago

Howard University



- Honorable Sharon O. Johnson – Judge, Illinois Circuit Court
- Dorval Carter – President, Chicago Transit Authority
- DeShana Forney – Senior Director-Government & Community Relations, Peoples Gas
- Honorable Roland Burris – Former US Senator/Illinois Comptroller
- Clayton Harris – Deputy Director, Illinois Port Authority
- Al Dinwiddie – Vice President, Loop Capital
- Jerome Gay – Asst. Business Mgr., City Colleges of Chicago
- Dortricia Penn – Asst. Corp Counsel – City of Chicago Dept. of Law
- Melanie Patrick Neely – Asst. Corp. Counsel, City of Chicago Dept. of Law
- Eric Smith – Regional President, Fifth Third Bank
- Lisa Pope – Vice President, Sr. Financial Advisor, Merrill Lynch Wealth Management



CFC 2019 Events & Activities

- Press Conferences (July/August/Sept)
- Golf Outing & Coaches Luncheon
- Presidents & Sponsors Reception (Invitation Only)
- Battle of the Bands preview on televised Morning Show
- Pep Rally at Daley Plaza
- HBCU College Fair & Empowerment Summit
- CFC Official Tailgate Experience at Soldier Field
- Greek Step Show
- Comedy Show
- "Battle of the High School Bands"
- CFC Battle of the Bands... "Who is the real HU?!"
- The Welcoming "Happy Hour"
- Vendor Marketplace
- Educational Clinics
- CFC High School "Lunchroom Takeovers"
- Official party listings at HowardHamptonClassic.com

For additional information visit www.chicagofootballclassic.org

HBCU College Fair & Empowerment Summit

❖ Annually the College Fair

- Attracts over 3,000 students
- 30+ Colleges and Universities (HBCUs) and City Colleges
- Generates hundreds of scholarships and admissions opportunities
- Provides on the spot scholarships

❖ Financial Empowerment Summit

- Financial planning seminar provided by BMO Harris Bank
- Financial experts and college advisors will guide you through the basics of saving for college
- Explore options to help you choose the right plan for you and your family
- Discussions about safety precautions to take being away from home for the first time and being fiscally responsible.

❖ Impact

- The highlight of the 2018 College Fair was Miles College admittance of 106 students on the spot and offering 58 scholarships totaling \$1,498,000.
- An additional 75 students were also admitted on the spot to other Colleges and \$12,000 in scholarships awarded.
- A total of 181 students were admitted to college and \$1,510,000 in scholarship money was awarded as a result of the College Fair.

❖ Past Participating Schools

ALABAMA STATE UNIVERSITY
ALABAMA A&M
ALCORN STATE UNIVERSITY
CENTRAL STATE UNIVERSITY
CHICAGO STATE UNIVERSITY
CITY COLLEGES OF CHICAGO
CLAFLIN UNIVERSITY
CLARK-ATLANTA UNIVERSITY
FISK UNIVERSITY
FLORIDA A & M
GRAMBLING STATE UNIVERSITY
HARRIS-STOWE STATE UNIVERSITY

HAMPTON UNIVERSITY
HOWARD UNIVERSITY
JACKSON STATE UNIVERSITY
KENTUCKY STATE UNIVERSITY
LANGSTON UNIVERSITY
MILES COLLEGE
MISSISSIPPI VALLEY STATE
UNIVERSITY
MOREHOUSE COLLEGE
MORGAN STATE UNIVERSITY
NORFOLK STATE UNIVERSITY
PRAIRIEVIEW A&M UNIVERSITY

PHILANDER SMITH UNIVERSITY
PRAIRIEVIEW A&M UNIVERSITY
SHAW UNIVERSITY
SOUTHERN UNIVERSITY @ BATON ROUGE
TENNESSEE STATE UNIVERSITY
TEXAS SOUTHERN UNIVERSITY
TUSKEGEE UNIVERSITY
UNIVERSITY OF ARKANSAS @ PINE BLUFF
VIRGINIA UNION
WILBERFORCE UNIVERSITY
XAVIER UNIVERSITY @LOUISIANA



You can become a valued partner of the Chicago Football Classic. We have several Partnership Packages that endorse and support the goal to reach a broad audience, to help further the success of our youth initiatives and the ***Chicago Football Classic Scholarship Fund***. Partnership levels include a combination of print, radio and television exposure, along with social and digital media campaigns, promotions and print collateral.

The Chicago Football Classic also offers Event Partnerships at customizable partnership levels, with a variety of opportunities to participate. Customized packages heighten your visibility and affiliation, to help meet your organization's goals.

Branding/Marketing

- Company identified as Title Sponsor on all marketing collateral and game tickets
- Company name/logo included in television, radio and social media advertisements
- Opportunity for live broadcast coverage during television morning media broadcast programs
- One (1) full page color advertisement on either the Inside front or Outside Back cover of the Chicago Football Classic souvenir book
- Corporate Executive remarks during the Classic Press Conferences President's Reception/Coaches Luncheon
- Sponsor branded logo/link placed on CFC website homepage & inserted on all e-blasts, photos and video recaps
- Live coverage and interview opportunities on multiple multi media platforms

Stadium Branding

- Ten (10) :30 second video commercials **(Played with No Audio)** during CFC game and halftime(provided by sponsor preferably in 16:9 HD Format)
- Logo displayed continuous on digital banner throughout the game
- Twelve (12) 5-10 word public address announcements during CFC game **(Sponsor provide copy)**
- Up to Eight (8) field level banners at Soldier Field **(Sponsor responsible for creation/production of banners)**
- Company Executives present CFC "Victory Trophy" at post game ceremony
- Prominent signage throughout the grounds of the CFC Tailgate Experience at Soldier Field
- One table in vendor Marketplace

Hospitality/Tickets

- One (30 seat) corporate deluxe suite with credentials for the Classic® football game with eight (8) VIP underground parking passes at Soldier Field **(Food Buffet and Alcoholic Beverages included)**
- VIP reserved section at Welcoming reception
 - Two (2) Foursomes for CFC Golf Outing/ Ten (10) tickets and one reserved table at Coaches Luncheon
 - Customized activation with Hospitality Tent and Fifty (50) VIP passes at CFC Tailgate Experience (See Corporate Activation Page)
 - One Hundred (100) premium \$50 tickets/Fifty (50) premium \$40 game tickets/Thirty (30) premium \$30 game tickets/ Six hundred (600) \$20 game tickets in the 200 level
 - Twenty (20) tickets for the CFC President's Reception
 - Twenty (20) All Access VIP/Express entry passes to ALL CFC Official parties

Co-Sponsor

\$75,000

Branding/Marketing

- Name included in limited advertisement
- Recognition during all Chicago Football Classic events
- Company name included on targeted radio and social media advertisements
- One (1) full page color advertisement on Inside Back cover of the Chicago Football Classic Game Program
- Recognition during the multi-media presentation during the Chicago Football Classic President's Reception/ Coaches Luncheon
- Corporate Executive remarks during the Classic Press Conferences President's Reception/ and Coaches Luncheon
- Logo Inclusion on all Social media platforms and posts
- Logo and corporate website link displayed on the Chicago Football Classic website homepage

Stadium Branding

- Six (6) :30 second video commercials (**played with NO Audio**) during CFC game and halftime (**provided by sponsor in 16:9 HD Format**)
- Logo displayed continuous on digital banner throughout the game
- Eight (8) 5-10 word public address announcements during CFC game (**Sponsor provide copy**)
- Up to Four (4) field level banners (4x8) with premium placement on railings at Soldier Field (**Sponsor responsible for creation/production of banners**)
- Opportunity for Corporate Executive(s) to participate in pre/post game on field activities
- Opportunity for Corporate Executive(s) to present post game awards
- One table in vendor Marketplace
- Prominent signage placement at CFC Tailgate Experience (**sponsor provides**)

Tickets & Hospitality

- One (22 seat) corporate deluxe suite for the Classic® football game with four (4) VIP underground parking passes at Soldier Field (**Food and Beverages (Beer and Wine) included**)
- Ten (10) tickets to the CFC President's Reception
- One Foursome for CFC Golf Outing, ten (10) tickets with one reserved table at Coaches Luncheon
- Thirty (30) premium \$50 game tickets
- Ten (10) Premium \$30 game tickets
- Two hundred (200) \$20 tickets at 200 level*
- Ten (10) All Access VIP/Express entry passes to ALL CFC Official parties (**Food/Alcoholic Beverage not included**)
- VIP Reservation for four (4) at CFC Sunday Brunch
- VIP Reserved section at HU Happy Hour Welcoming reception

Touchdown Sponsor

\$50,000

- Name included in limited advertisement
- Recognition during all Chicago Football Classic events
- Company name included on targeted radio and social media advertisements
- One (1) full page color advertisement in the Chicago Football Classic souvenir Program
- Recognition during the multi-media presentation during the Chicago Football Classic President's Reception/ Coaches Luncheon
- Corporate Executive remarks during the Classic Press Conferences President's Reception/Coaches Luncheon
- Logo Inclusion on all Social media platforms and posts
- Logo and corporate website link displayed on the Chicago Football Classic website homepage

- Four (4) :30 second video commercials (**played with NO Audio**) during CFC game and halftime(provided by sponsor preferably in HD Format)
- Logo displayed continuous on digital banner throughout the game
- Six (6) 5-10 word public address announcements during CFC game (**Sponsor provide copy**)
- Up to Four (4) field level banners(4x8) with premium placement on railing at Soldier Field (**Sponsor responsible for creation/production of banners**)
- Introduction of Corporate Executive(s) at pre-game ceremony
- Opportunity for Corporate Executive(s) to present post game awards
- One table in vendor Marketplace
- Signage placement at CFC Tailgate Experience

- One (20 seat) corporate deluxe suite for the Classic® football game with Two (2) VIP underground parking passes at Soldier Field (**Food Buffet and Beverages not included**)
- One Foursome for CFC Golf Outing, ten (10) tickets with one reserved table at the Coaches Luncheon
- Ten (10) tickets to the CFC President's Reception
- Ten (10) premium \$50 game tickets
- Twenty(20) premium Seat \$40 game tickets
- Twenty (20) premium Seat \$30 game tickets
- One hundred (100) \$20 game tickets in the 200 level*
- Four (4) All Access VIP/Express entry passes to ALL CFC Official parties (**Food/Alcoholic Beverage not included**)
- VIP Reserved section at HU Happy Hour Welcoming reception

Field Goal Sponsorship

\$20,000

Branding/Marketing

- Name included in limited advertisement
- Recognition during all Chicago Football Classic events
- One (1) full page color advertisement in the Chicago Football Classic Souvenir program book
- Recognition during the multi-media presentation during the Chicago Football Classic President's Reception and Coaches Luncheon
- Corporate Executive remarks during the Classic Press Conferences President's Reception and Coaches Luncheon
- Logo and corporate website link displayed on the Chicago Football Classic website homepage

IN Stadium Branding

- Two (2) :30 second video commercials **played with NO Audio** on Jumbotron during CFC game **(provided by sponsor in 16:9 HD Format)**
- Company name displayed in continuous digital banner throughout the game
- Four (4) 5-10 word public address announcements during CFC game
- Four (4) field level 3x6 banners with premium placement on railings at Soldier Field **(Sponsor must provide banners)**
- One table in vendor Marketplace

Tickets & Hospitality

- One (20 seat) corporate deluxe suite for the Classic football game with four (4) VIP underground parking passes at Soldier Field **(Food and Beverages not included*)**
- One Foursome for CFC Golf Outing and six (6) tickets for Coaches Luncheon
- Ten (10) tickets to the CFC President's Reception
- Ten(10) \$40 game tickets
- Three hundred (300) tickets \$20 tickets in the 200/300 level
- Four (4) VIP/Express entry passes to ALL CFC Official parties **(Food/Alcoholic Beverage not included*)**
- VIP Reserved section at HU Happy Hour Welcoming reception

Extra Point Sponsorship

\$15,000

- Name included in limited advertisement
- Recognition during all Chicago Football Classic events
- One (1) full page color advertisement in the Chicago Football Classic Game Program
- Recognition during the multi-media presentation during the Chicago Football Classic President's Reception and Coaches Luncheon
- Logo and corporate website link displayed on the Chicago Football Classic website homepage

- Corporate logo displayed four times (4x) on Jumbotron during CFC game **(provided by sponsor in 16:9 HD Format)**
- Logo displayed continuous on digital banner throughout the game
- Two (2) 5-10 word public address announcements during CFC game
- Four (2) 3x6 field level banners with(Sponsor must provide banners)
- Introduction of Corporate Executive(s) at pre-game ceremony
- One table in vendor Marketplace

- One (12 seat) corporate deluxe suite for the Classic® football game with Two (2) VIP underground parking passes at Soldier Field **(Food Buffet and Beverages not included*)**
- One Foursome for CFC Golf Outing and preferential seating at the Coaches Luncheon
- Ten (10) tickets to the CFC President's Reception
- Ten(10) \$30 game tickets
- Fifty (50) \$20 game tickets in the 200/300 level
- Two (2) All Access VIP/Express entry passes to ALL CFC Official parties **(Food/Alcoholic Beverage not included)**



Partnership
Opportunities

Stadium Marketing and Branding

Quarterback Partnership

\$10,000

- Name included in limited advertisement
- Recognition during all Chicago Football Classic events
- One (1) full page color advertisement in the Chicago Football Classic Souvenir program book
- Recognition during the multi-media presentation during the Chicago Football Classic President's Reception/ Coaches Luncheon
- Logo and corporate website link displayed on the Chicago Football Classic website homepage
- Corporate logo displayed twice (2x) on Jumbotron during CFC game (**provided by sponsor in 16:9 HD Format**)
- Company name displayed in digital banner during the game and Halftime
- Two (2) 5-10 word public address announcements during CFC game
- Two (2) 2x4 banners at field level on railings at Soldier Field (**Sponsor must provide banners**)
- One table in vendor Marketplace
- Four (4) guest suite credentials with Four (4) commemorative souvenir books.
- Four (4) tickets to the CFC President's Reception
- Four(4) \$50 game tickets
- Thirty (30) \$20 game tickets in the 200/300 level
- Two (2) All Access VIP/Express entry passes to ALL CFC Official parties (**Food/Alcoholic Beverage not included**)

Jumbotron Scoreboard

\$2,500

Provides your company with the opportunity to run :30 sec commercials or promotional announcements (There is NO audio played during the game or halftime). Logos are also displayed here pre-game, during the game and post-game. (Provided by sponsor in 16:9 HD format. There is an additional production costs if CFC produces commercial)

Digital Banner

\$5,000

Company name in rotation on LED Ribbon Board advertising and logo in rotation during the game and halftime.

***ADDITIONAL costs for CFC to produce digital copy**

Field Signage

2 x 4 **\$500 (per banner)**

4 x 8 **\$1,000 (per banner)**

Your company banner(s)* will be displayed in the Soldier Field Bowl that is visible to the crowd and will be captured in the background of press photographers' shots.

***Company must provide all banners**

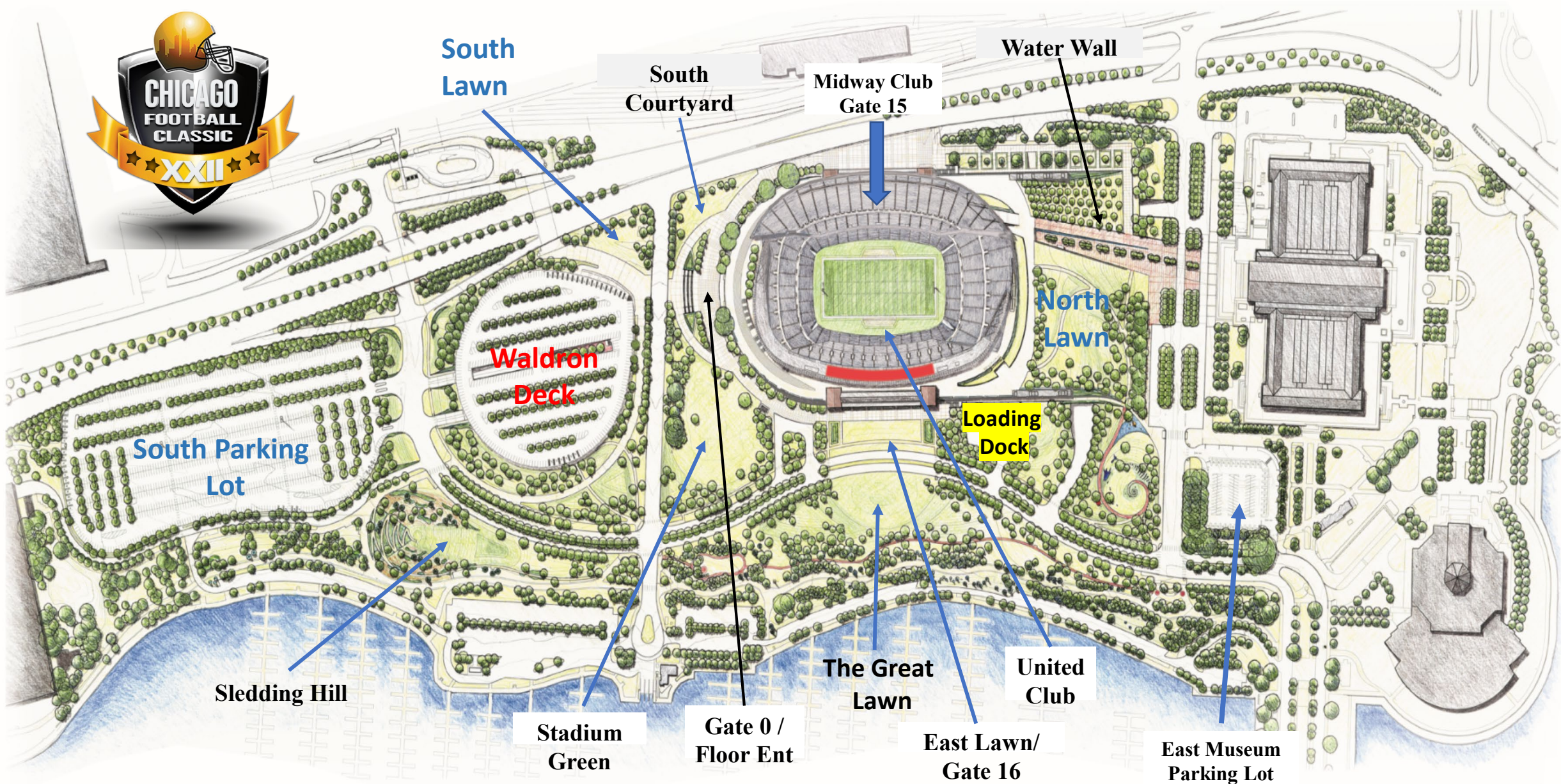
Vendor Marketplace

Individual **\$300**

Corporate **\$500**

The Marketplace is where businesses and organizations can promote and sell their products and services inside the stadium to a captive audience during and after the Chicago Football Classic game.

Soldier Field Activation Map





Contact Information

For more information, please contact our office at 773.874.8000 x 4013 or 4025. Visit our website at www.chicagofootballclassic.org

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