

Summary of Comments on HBCU BOOK.indd

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Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:21:06 AM
HBCU PROPERTIES presents HBCU SPORTS

Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:18:40 AM
Remove line COLLEGE 2009/2010

Historically
Black Colleges and Universities

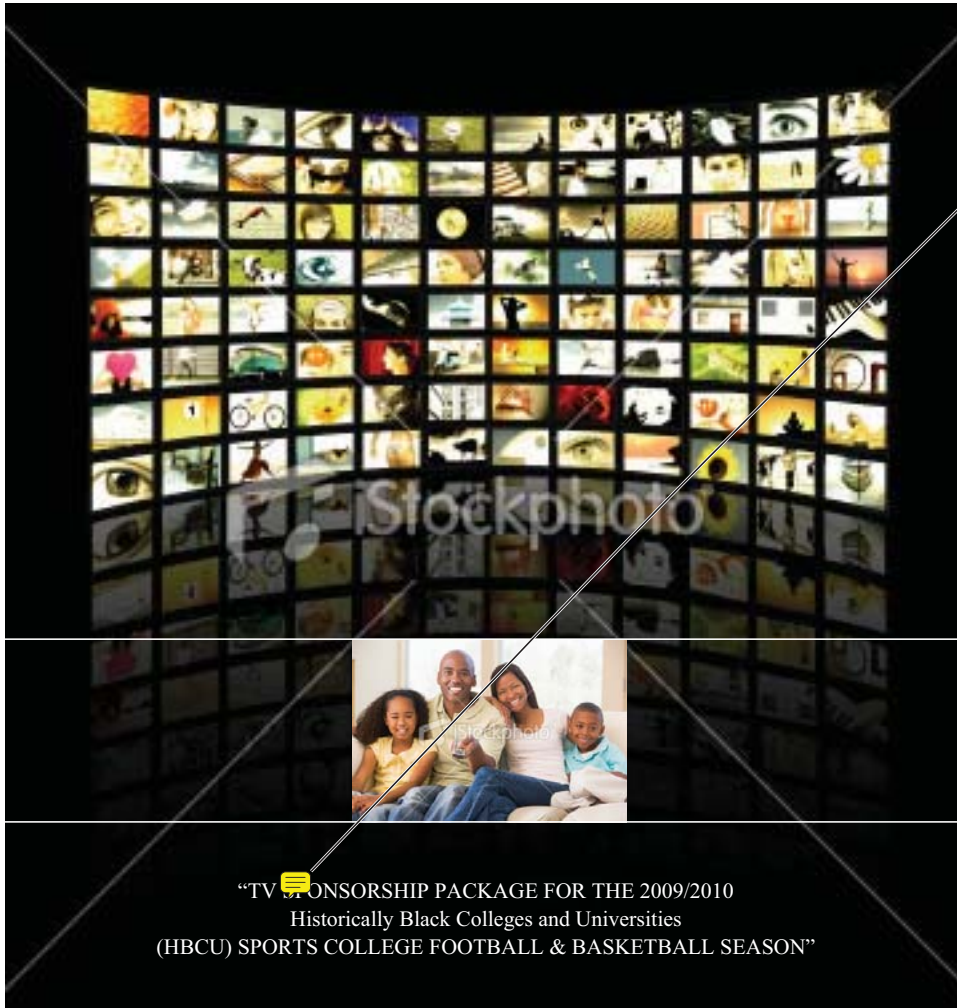
HBCU Properties presents HBCU Sports

COLLEGE 2009 / 2010
2009/2010 College Football & Basketball Television Productions
TV, Webcast & On-Site Activation Sponsorship Package

HBCU PROPERTIES

Riparian

Produced for HBCU Properties by Riparian Broadcasting



“TV  NSORSHIP PACKAGE FOR THE 2009/2010
Historically Black Colleges and Universities
(HBCU) SPORTS COLLEGE FOOTBALL & BASKETBALL SEASON”

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Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:26:46 AM
TV, WEBCAST & ON-SITE ACTIVATION SPONSORSHIP PACKAGES FOR THE 2009/2010
Historically Black Colleges and Universities (HBCU)
SPORTS COLLEGE FOOTBALL & BASKETBALL SEASON

HBCU Properties, in conjunction with Riparian Broadcasting, is pleased to present our Fall 2009 component of our 2009/2010 package of HBCU Sports Programming.

HBCU Properties, LLC (HBCUP) has secured the Broadcast Production Rights (PBRs) for several football games being played by Historically Black Colleges and Universities (HBCUs). Our first television production took place Sunday, September 7, 2008. The contest between Howard University of the District of Columbia and Georgetown University, also of the District of Columbia, was broadcast Tuesday, September 09, 2008. The 2009/2010 season consists of seven (7) football games and eight (8) basketball games. The featured football game is the Circle City Classic to be played on October 3, 2009. The potential live and tape-delayed audience size is 130 million households. Sponsor companies joining us this season for "PACKAGE ONE" will benefit from a TV distribution schedule that will expose their commercials to a viewership base of over 700 million households. Leveraging the reach of TV networks: TV One, VERSUS, Mid-Atlantic Sports Network (MASN) and Fox Sports South. Sponsor Companies also have the opportunity to interface directly with HBCU Sports Fans via on-site promotional booths set-up at the games where they can talk directly to potential customers; pass out flyers/samples; sell merchandise and/or recruit potential employees.

As you can see, our 2009/2010 HBCU Programming Schedule targets traditional consumer products markets but also provides unique marketing opportunities to corporations who are particularly interested in the HBCU African American demographic.

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The 2009/2010 Schedule of games

Package #1 Football	Dates	National Broadcasted Games				Regional Games				Households per game
		Network	Viewers	Network	Viewers	Network	Viewers	Network	Viewers	
		#1	(millions)	#2	(millions)	#3	(millions)	#4	Viewers	
Circle City Classic Alabama A&M University vs. Tuskegee University	10/03/09	TV One	50	Versus	75	MASN	5			130
Howard Univ. Georgetown University.	09/26/09		0	Versus	75		0			75
North Carolina A&T (Homecoming)	10/24/09		0		0	MASN	5			5
Morgan State Univ. Towson University	09/26/09		0	Versus	75		0			75
N.C. A&T (Homecoming)	10/10/09		0		0	MASN	5			5
Clark Atlanta Univ. Non conf. TBD	TBD		0	Versus	75		0			75
Conf. TBD	TBD		0		0		0	FoxSports	12	12
Total Viewer Households		TV One	50	Versus	300	MASN	15	FoxSports	12	377
377										

Package #1 Basketball	Dates	National Broadcasted Games				Regional Games				Households per game
		Network	Viewers	Network	Viewers	Network	Viewers	Network	Viewers	
		#1	(millions)	#2	(millions)	#3	(millions)	#4	Viewers	
Coppin State Univ.	TBD		0	Versus	75	MASN	5		0	80
Howard Univ.	TBD		0	Versus	75	MASN	5		0	80
Morgan State Univ.	TBD		0	Versus	75	MASN	5		0	80
Clark Atlanta Univ.	TBD		0	Versus	75		0	FoxSports	8	83
Total Viewer Households		0	0	Versus	300	MASN	15	FoxSports	8	323
323										

HBCU Properties' Mission Statement:

HBCU Properties, LLC's (HBCU Properties) mission is to advance the international promotion of all aspects of Historically Black Colleges and Universities (HBCUs). HBCU Properties is a minority owned business enterprise organized to develop, produce and distribute media content via television, cable, satellite, internet (webcast, podcast, etc) and new media delivery platforms.

HBCU Properties business operations begins by identifying Historically Black Colleges and Universities who have marketable sports programs and determine if the broadcast rights are possessed by the schools or third-party rights holders. We then establish a contractual relationship with the broadcast rights holders to obtain the rights to broadcast certain sporting events through any and all broadcast media.

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Sponsorship Packages: Cost

Primary Saleable Elements	Individual Games of Football and Basketball			PACKAGE #1 (7 Football Games & 8 Basketball Games)		
	Exposures per F'ball & B'ball game	Base price per	Extended	# of games within package	Exposures within the package	Costs
TV Commercials (30 seconds each)	8	\$2,000	\$16,000	15	120	\$240,000
On-Site Activations (one booth per game)	1	\$3,500	\$3,500	15	15	\$52,500
Internet Ads run during Live webcast	1	\$500	\$500	15	15	\$7,500
Secondary Saleable Elements						
TV Billboards 1st Quarter ("...this broadcast is sponsored by....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 2nd Quarter ("...this broadcast is sponsored by....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 3rd Quarter ("...this broadcast is sponsored by....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards 4th Quarter ("...this broadcast is sponsored by....")	1	\$1,100	\$1,100	15	15	\$16,500
TV Billboards HALFTIME SHOW ("...this broadcast is sponsored by....")	1	\$1,500	\$1,500	15	15	\$22,500
3rd Saleable Elements						
TV On-Air Product Mentions ("...Jarad Jewelers wants to remind you that Valentines Day is Feb. 14. Don't wind up in a MMA match with your loved one")	5	\$1,100	\$5,500	15	75	\$82,500
TV On-Air Sponsorship Tags: " _____ is sponsored by your local Washington Area Ford Dealers who'd like to remind you of the great deals they are offering this season" "Player of the Game"	1	\$2,000	\$2,000	15	15	\$30,000
"Offensive /Defensive Player of the Game"	1	\$2,000	\$2,000	15	15	\$30,000
"Replay of the Game"	1	\$2,000	\$2,000	15	15	\$30,000

Video Clips from 2008
see attached DVD or go to
<http://www.hbcuproperties.com>

TV Distribution:

TV One | The channel currently reaches 45 of the top 50 African American markets, and is considered “a player” at this point, according to Monica Gadsby, CEO of the diversity division of Starcom MediaVest Group. (Tapestry 2006)

Versus | is in about 75 million households. (Recent USA Today)

MASN | is currently carried by 21 cable and satellite providers throughout a seven-state region to 5.2 million households. (masnsports.com)

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Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:28:55 AM
Move to location below TV Distribution

Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:28:21 AM

Video Clips from 2008
see attached DVD or go to
<http://www.hbcuproperties.com>



The Circle City Classic:

The classic's mission is to support educational achievement, promote cultural excellence, while showcasing the spirit, energy and tradition of America's historically black colleges and universities.

Circle City Classic is a joint collaboration between Indiana Black Expo, Inc. and the Indiana Sports Corporation. The net proceeds from the Classic help fund scholarships and support youth initiatives for each organization. Since 1984, over 1 million dollars have been awarded to deserving Indiana natives who pursue higher education.

It was Rev. Charles Williams vision not only to promote educational achievements, but also to create one of the most spectacular African American events in the country to showcase the economic spending power of African Americans. With assistance from the Lilly Endowment along with a host of volunteers, Indiana Black Expo and the Indiana Sports Corporation brought Rev. Charles William's vision to a reality.

The goal of the Classic is to honor the legacy of Rev. Charles Williams by continuing to provide opportunities for youth as well as supporting educational achievement and promoting cultural excellence in the community.

Source: <http://www.circlecityclassic.com>

HBCU Football Classics:

Aggie-Eagle Classic	Charlotte, North Carolina Community Youth Bowl Richmond, VA 2002
Alabama Heritage Classic Tuscaloosa, AL	CSRA & Capitol City Bank Football Classic Augusta, GA 1992
Atlanta Football Classic Atlanta, GA 1989	Dallas Lone Star Classic Dallas, TX 2008
Atlanta Labor Day Classic Atlanta, GA 2006	Dayton Classic Dayton, OH 2005
Battle of the Bay Hampton Roads, VA 1962	Delta Classic Little Rock, AR 2006
Bayou Classic New Orleans, LA 1974	Detroit Football Classic Detroit, MI 2002
Biker's Classic Nashville, TN 2006	Down East Classic Rocky Mount, NC 1998
Capital City Classic Jackson, MS 1993	Druid City Classic Tuscaloosa, AL 2002
Capital City Football Classic Sacramento, CA 2008	Fish Bowl Norfolk, VA 1948
Chicago Football Classic Chicago, IL 1998	Florida Classic Orlando, FL 1979
Circle City Classic Indianapolis, IN 1983	
The Classic	

Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:30:00 AM

" Classic Football Games:

Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:30:55 AM

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Source: <http://www.circlecityclassic.com>

Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:31:53 AM

Remove the entire list of classic football games

Ford Detroit Football Classic Detroit, MI
2002

Fountain City Classic Columbus, GA
1989

Gateway Classic Jacksonville, FL
1953

Gateway Classic St. Louis, MO
1993

Gold Bowl Richmond, VA
1976

Gulf Coast Classic Mobile, AL
1974

HBCU Classic
Greenville, SC

Kentucky Heritage Classic Lexington, KY
2002

Joe Turner Classic Savannah, GA
1993

John Merritt Classic Nashville, TN
1999

Labor Day Classic (Texas) Houston, TX
1984

Labor Day Classic (Virginia) Norfolk, VA
1991

Labor Day Classic
Durham, NC MEAC/SWAC Challenge
Birmingham, AL
2005

Magic City Classic Birmingham, AL
1940

Masonic Bowl Fayetteville, NC

Miami Classic Miami, FL

Morehouse-Tuskegee Classic Columbus, GA
1935

Orange Blossom Classic Miami, FL
1933–1978

Palmetto Capital City Classic Columbia, SC
2001

Prince George's Classic Bowie, MD
2004

Rivalry Classic
Charlotte, North Carolina

Silver Dollar Classic Los Angeles, CA
2002

Southern Heritage Classic Memphis, TN
1990

State Fair Classic
Dallas, TX

Steel City Classic Birmingham, AL
2000

Turkey Day Classic Montgomery, AL
1924

Western Virginia Classic Salem, VA
2000

Willie E. Gary Classic Jacksonville, FL
2001

Whitney M. Young Classic formerly known as the New York
Urban League Classic East Rutherford, NJ
1970

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HBCU Background and History:

History of HBCUs: "Before the Civil War, higher education for African American students was virtually non-existent... It was the initiative of many blacks themselves, along with the support of the American Missionary Association (AMA) and the Freedmen's Bureau, that was responsible for setting up private colleges and universities for the education of blacks.... Between 1861 and 1870, the AMA founded seven black colleges and 13 normal (teaching) schools...[which] became the backbone of black higher education, producing African American leaders for generations to come."

Source: <http://www.ed.gov/about/inits/list/whhbcu/edlite-index.html>

HBCU Quick Facts:

"Nine of the top ten colleges that graduate most of the African American students who go on to earn PH.D.'s are HBCUs.

More than 50 percent of the nation's African American public school teachers and 70 percent of African American dentists and physicians earn degrees at HBCUs.

Over half of all African American professionals are graduates of HBCUs."

Source: http://thinkhbcu.org/hbcu_facts.htm

Almost half of the current members of the Congressional Black Congress attended an HBCU:

Current Members of Congress - U.S. Rep. Frank Balance Jr. (D-NC)- North Carolina Central University U.S. Rep. Sanford Bishop (D-GA)- Morehouse College U.S. Rep. Corrine Brown (D-FL)- Florida A&M University U.S. Rep. James Clyburn (D-SC)- South Carolina State University U.S. Rep. Elijah Cummings (D-MD)- Howard University U.S. Rep. Alcee Hastings (D-FL)- Fisk University, Howard University and Florida A&M University U.S. Rep. Jesse Jackson, Jr. (D-IL)- North Carolina A&T University U.S. Rep. William Jefferson (D-LA)- Southern University U.S. Rep. John Lewis (D-GA)- Fisk University U.S. Rep. Kendrick Meek (D-FL)- Florida A&M University U.S. Rep. Gregory Meeks (D-NY)- Howard University U.S. Rep. Major Owens (D-NY)- Morehouse College, Atlanta University U.S. Rep. David Scott (D-GA)- Florida A&M University U.S. Rep. Bennie Thompson (D-MS)- Tougaloo College, Jackson State University U.S. Rep. Edolphus Towns (D-NY)- North Carolina A&T University

Source (<http://www.unitednegrocollegefund.org>)



Founders library Howard



Holmes Hall



South Carolina State



Florida A&M University



Fisk University



Morehouse College



Morehouse College





This page contains no comments

HBCU SCHOOLS

FOUR-YEAR PUBLIC INSTITUTIONS

Alabama A&M University
Alabama State University
University of Arkansas at Pine Bluff
University of the District of Columbia
Delaware State University
Florida A&M University
Albany State University
Fort Valley State University
Savannah State University
Kentucky State University
Grambling State University
Southern University A&M College
Southern University at New Orleans
Bowie State University
Coppin State University
Morgan State University
University of Maryland Eastern Shore

Alcorn State University
Jackson State University
Mississippi Valley State University
Harris-Stowe State College
Lincoln University
Elizabeth City State University
Fayetteville State University
North Carolina A&T State University
North Carolina Central University
Winston-Salem State University
Central State University
Langston University
Cheyney State University
Lincoln University
South Carolina State University
Tennessee State University
Prairie View A&M University
Texas Southern University
Norfolk State University

FOUR-YEAR PUBLIC INSTITUTIONS

Alabama A&M University
Alabama State University
University of Arkansas at Pine Bluff
University of the District of Columbia
Delaware State University
Florida A&M University
Albany State University
Fort Valley State University
Savannah State University
Kentucky State University
Grambling State University
Southern University A&M College
Southern University at New Orleans
Bowie State University
Coppin State University
Morgan State University
University of Maryland Eastern Shore
Alcorn State University
Jackson State University
Mississippi Valley State University
Harris-Stowe State College
Lincoln University
Elizabeth City State University
Fayetteville State University
North Carolina A&T State University
North Carolina Central University

Winston-Salem State University
Central State University
Langston University
Cheyney State University
Lincoln University
South Carolina State University
Tennessee State University
Prairie View A&M University
Texas Southern University
Norfolk State University
Virginia State University
Bluefield State College
West Virginia State University
University of the Virgin Islands
Miles College
Oakwood College
Selma University
Stillman College
Talladega College
Tuskegee University
Arkansas Baptist College
Philander Smith College
Howard University
Bethune-Cookman College
Edward Waters College
Florida Memorial University
Clark Atlanta University
Interdenominational Theological Center



Morehouse College
Morehouse School of Medicine
Morris Brown College
Paine College
Spelman College
Dillard University
Xavier University of Louisiana
Rust College
Tougaloo College
Bennett College
Johnson C. Smith University
Livingstone College
Shaw University
St. Augustine's College
Wilberforce University
Allen University
Benedict College
Claflin University
Morris College
Voorhees College
Fisk University
Knoxville College
Lane College
Lemoyne-Owen College
Meharry Medical College
Huston-Tillotson College
Jarvis Christian College
Paul Quinn College

Southwestern Christian College
Texas College
Wiley College
Hampton University
Saint Paul's College
Virginia Union University
Virginia University of Lynchburg

TWO-YEAR PUBLIC INSTITUTIONS

Bishop State Community College
Shelton State Comm. College, C.A. Fredd Campus
Gadsden State Comm. College, Valley Street
J.F. Drake State Technical College
Lawson State Community College
Trenholm State Technical College
Southern University at Shreveport
Coahoma Community College
Hinds Community College, Utica
Denmark Technical College
St. Philip's College

TWO-YEAR PRIVATE INSTITUTIONS

Concordia College
Lewis College of Business
Clinton Junior College

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Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:37:15 AM
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Author: Terry Johnson Subject: Sticky Note Date: 7/3/2009 10:45:54 AM
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