



BRF FREDERICK DOUGLASS HBCU CLASSIC WEEKEND PARTNERSHIP OVERVIEW

To: Prospective Partner

From: FDHBCUCLASSIC.com / Xperience Live, LLC

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BRF FD HBCU CLASSIC GOALS 2



WKND MISSION STATEMENT

To provide the highest quality **Balwin Richardson Foods Frederick Douglass HBCU Football Classic** weekend experience for regional HBCU Alumni, Divine Nine Sororities / Fraternities, and diverse communities. Most importantly, focusing on exposing regional youth to the benefits of receiving an HBCU education, in addition to learning about the unique yet flavorful lifestyle, and culture.

Helping Area Students Reach Their Full Potential...



BRF FD HBCU CLASSIC OVERVIEW

3



To The ***Baldwin Richardson Foods Frederick Douglass HBCU Football Classic*** is more than just a football game—it's a celebration of tradition, excellence, and school pride. Rooted in the history of Historically Black Colleges and Universities (HBCUs), this annual Classic brings together players, fans, alumni, and communities for an exciting matchup during the regular football season.

HBCU Football Classics are known for their electric atmosphere, spirited rivalries, and deep sense of tradition. The energy on game day is unmatched—from passionate fans to the thrilling halftime battle of the bands and festive tailgating that surrounds the event.



Our Classic is named in honor of Frederick Douglass, an international icon and proud resident of Rochester, who believed in the power of education, opportunity, and character. As Rochester Mayor Malik Evans said, "Frederick Douglass is integral to the fabric of Rochester." His legacy continues to inspire and uplift.

The ***2nd Annual Baldwin Richardson Foods Frederick Douglass HBCU Football Classic*** will feature Central State University and Lane College facing off on Saturday, September 27, 2025. Join us for this exciting celebration of HBCU excellence and tradition created to educate and inspire regional YOUTH to see the benefits attending an array of HBCU's.

Marketing Strategies

4



Innovative marketing

Xperience Live's team has a diverse staff background. Our team prides itself on unique and fresh ideas.



Digital marketing

Xperience Live digital marketing strategies provide an array of distinctive approaches... Including organized BRAINSTORM sessions with client staff members. Let's Get Creative!



Social media plan

An updated social media strategy is a must. Keeping the world up to date with NGNS services and product are a mandatory.



Trained strategic professionals

Xperience Live's team has experienced working with multiple Fortune 500 media companies, and taken part in top tier personal training classes.

Fortune 500: Dun & Bradstreet, Urban One, Radio One, TV One, Clearchannel Media (Now iHeart), Six Flags Media, Reuben H. Donnelley, CBS Radio (Now Audacy), Patrick Media (Now N G N), and Bonneville Corporation.

Top Tier Training: Anthony Robbins - Zig Ziglar - Maximilian Schwarzmuller

BRF FD HBCU FOOTBALL CLASSIC EVENTS

5



FREDERICK DOUGLASS HBCU FOOTBALL CLASSIC SCHEDULE

THURSDAY - 08/25

HBCU College Expo

Location: Blue Cross Arena | 1 War Memorial Square Rochester, NY 14614

Time: 10 AM - 2 PM

FRIDAY - 8/26

HBCU MEDIA DAY & PEP RALLY

Location: Rochester Community Sports Complex | 460 Oak St. Rochester NY 14608

Time: TBD

SATURDAY - 8/27

Lane College Dragons VS. Central State University Marauders

- 8 AM -12 PM: HBCU Tailgate Party
- 1 PM - 4 PM : Baldwin Richardson Foods Frederick Douglass HBCU Football Classic
- 4:30 PM - 6 PM: Post - Game: Battle of the Bands

Location: Rochester Community Sports Complex | 460 Oak St. Rochester, NY 14608



BRF HBCU COLLEGE EXPO - 9/25/25

6



The Baldwin Richardson Foods **HBCU College Expo** is designed to educate - inform - and inspire prospective college candidates about the benefits of attending an Historically Black College or University

- All HBCU institutions are invited at no cost.
- Minimum 25K - Regional Advertising including, Radio, TV, Social Media, Billboards, Custom Websites, Print and targeted RCSD, Charter and Catholic High Schools to educate area students.
- Special appearance by Mayor Malik Evans
- Hosted By: **National College Resources Fdn.**
- Community organizations + relevant businesses are invited to participate with a **\$500** Donation.



BRF HBCU COLLEGE TAILGATE- 9/27/25

7



The Baldwin Richardson Foods **HBCU TAILGATE** is a TRUE demonstration of Historically Black College & Universities football / band, food, music, and Divine Nine, lifestyle + culture.

- Minimum 25K - Regional Advertising including, Radio, TV, Social Media, Billboards, Custom Websites, Print and targeted RCSD, Charter and Catholic High Schools to educate area students will be utilized for promotion.
- Special appearance by Mayor Malik Evans
- Comes with (4) GA Game Tickets
- Limited spaces are available
- Community organizations, relevant businesses are invited to participate at a fee of **\$150** Donation.
- Corporate Vendors **\$1500** Donation.



PARTNER SPONSORSHIP PACKAGES

8



- All Baldwin Richardson Foods Frederick Douglass HBCU Football Classic partner sponsorship fees will benefit the event.
- Minimum 30K - Regional Advertising including, Radio, TV, Social Media, Billboards, Custom Website, and Print will be dedicated to promoting the weekend.

FREDERICK DOUGLASS NORTH STAR SPONSOR

- Corporate 10 X 10 Tailgate Area Tent
- Minimum 15K Logo placement / mentions in Radio, Television, Billboard, and Social media.
- REP, Table and Signage Presence at The HBCU Student Career Expo.
- Logo on Stadium /Football Field Assets.
- Access to "Tailgate Party Village"
- (1) Executive VIP Suites
- (250) Reserved Tickets near Suites
- Full Tailgate Party Access
- Corporate Logo Billing on Stadium Big Screen.
- Corporate linkable logo on fdhbcuclassic.com

FEE LEVEL: \$25,000

PARTNER SPONSORSHIP PACKAGES

9



FREDERICK DOUGLASS 5th OF JULY SPONSOR

- Corporate 10 X 10 Tailgate Area Tent
- Minimum 7,500K Logo placement / mentions in Radio, Television, Billboard, and Social media.
- REP, Table and Signage Presence at The HBCU Student Career Expo.
- Logo on Stadium /Football Field Assets.
- Access to "Tailgate Party Village"
- (1) Executive VIP Suites
- (150) Reserved Tickets near Suites
- Full Tailgate Party Access
- Corporate Logo Billing on Stadium Big Screen.
- Corporate linkable logo on fdhbcuclassic.com

FEE LEVEL: \$15,000

STORM STUDENT GROUP TICKET SPONSOR

- 500 Game Tickets to donate to ROC Area Students
 - All Tickets will include admission of (1) FREE Adult
- FEE LEVEL: \$10,000**

WHIRLWIND STUDENT GROUP TICKET SPONSOR

- 250 Game Tickets to donate to ROC Area Students
 - All Tickets will include admission of (1) FREE Adult
- FEE LEVEL: \$5,000**

EARTHQUAKE STUDENT GROUP TICKET SPONSOR

- 130 Game Tickets to donate to ROC Area Students
 - All Tickets will include admission of (1) FREE Adult
- FEE LEVEL: \$2,500**

BRF HBCU FOOTBALL GAME-TIME GALLERY

10



Key Organizing Partners

11



CITY of ROCHESTER
Malik D. Evans, Mayor





THANK YOU

WE APPRECIATE YOUR CONSIDERATION
FOR DETAILS - FDHBCUCLASSIC.COM

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