

# EXCELLENCE EXPO

## COLLEGE & CAREER FAIR ADVERTISEMENT OPPORTUNITY

### DATE & TIME

Friday, April 12, 2024  
1 PM - 6 PM CST

### LOCATION

Waterloo Convention Center  
200 West 4th Street  
Waterloo, IA 50701

MARCHING AGAINST THE DARKNESS INC.



MARCHING AGAINST THE  
DARKNESS PRESENTS



# THE EXCELLENCE EXPO

COLLEGE & CAREER FAIR • SKILLS SEMINARS • ART WORKSHOPS

04.12.24 | WATERLOO, IA  
REGISTRATION COMING SOON

 [matd.org](https://www.matd.org)  [matd\\_org](https://www.instagram.com/matd_org)  [matd\\_org](https://www.twitter.com/matd_org)



# ORGANIZATION OVERVIEW



## Mission

The Marching Against The Darkness provides a performing arts platform that challenges disconnected youth to achieve excellence both during the competition and in life.

## About

The Marching Against The Darkness Inc. originally began as a multi-generational competition event that hosted local and out of state drill teams that highlight art & culture through dance, color guard, and percussion. It develops future talent through performing arts for disconnected youth. In addition to the competition, the Excellence Expo creates access to transformative resources for disadvantaged youth through various workshops. These programs collectively welcome over 2,000 attendees from across the Midwest to celebrate art, culture, and excellence!

# EVENT OVERVIEW



## Excellence Expo

The Excellence Expo is a fulfillment of the second half of our organizational mission to "achieve excellence in life". This event is comprised of three components: 1) college & career fair, 2) skills seminars, and 3) arts workshops. Sessions are 40 minutes and there are 3 session rotations.

While the other components have several options, all students will be required to attend the college & career fair during one of their sessions. Students will be incentivized to visit vendors because the more tables they visit the more opportunities they will have to put their name in drawings for prizes.

We are coordinating with TRIO Programs and Waterloo Schools, and local youth organizations to target 6th-12th grade students of disadvantaged, underrepresented, and diverse backgrounds. We are anticipating up to 500 students to be in attendance. This is a free event and all attendees will also be provided a free lunch.

This year we are adding a new component: The Parent Fair. Upon picking up their child, parents will also have the opportunity to connect with college and career fair vendors. This will further engage them in their child's future options, as they are extremely instrumental in their child's guidance and decision making.

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# YOUR OPPORTUNITY

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## PROGRAM BOOKLET

### DETAILS



We are offering you a full page full color 7x5 ad space in our program booklet to tell your story and your investment will help us to transform the stories of disadvantaged youth.

### ADVANTAGES



This program booklet will reach up to 500 students and their parents. Students and their families will leave the expo with this booklet and your advertisement will continue to have exposure even once the event is over.

### REGISTRATION FEE & DEADLINE



Registration for the program booklet is \$400 and the deadline is Friday, March 29, 2024. However, this is not about a fee, this is about breaking down barriers to access and opportunity to those who normally would not have the option. Help us remove the "dis" from advantage. [Save \\$100 when you register for vendor and/or advertisement at both events! Contact us for more info.](#)

# TAKE ACTION

## REGISTER NOW

Please email us at [director@matd.org](mailto:director@matd.org) to secure your advertisement spot immediately. Upon confirmation, payment details will be sent to you. The registration deadline is Friday, March 29, 2024.

We are excited for your support!



## CONTACT US

Still have questions? Contact us:

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