



MARCHING AGAINST THE DARKNESS, INC.



SPONSORSHIP OPPORTUNITIES

EXCELLENCE EXPO

Friday, April 12, 2024

1 PM to 5 PM

Waterloo Convention Center

200 West 4th Street, Waterloo, IA 50701



Prepared By:
Darvel Givens,
Executive Director

2024

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)





OUR 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 US



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!





ABOUT THE EXCELLENCE EXPO

The Excellence Expo is the 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.



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.



EXCELLENCE EXPO COMPONENT DETAILS

COLLEGE & CAREER FAIR

Students will be able to attend a College & Career Fair with vendors comprised of two and four year universities, post secondary resources, military opportunities, employment resources, and more from 10 states. Students will be incentivized to visit as many tables as possible because the more tables they visit, the more opportunities they have to put their name in various drawings for prizes.



SKILLS SEMINARS

These fun interactive sessions will help students identify and apply those important skills for future adult success. Students will have the option to choose from three session options: financial education, leadership, or mental wellness. Students will engage in exciting activities that will teach them how to take these skills and apply them in the future in professional and personal settings.



ARTS WORKSHOPS

Students will have the option to choose from four options for arts workshops: dance, step, color guard, and percussion. In learning a routine many transferable soft skills that can be used later in life are unconsciously used. Skills such as trust, persistence, patience, teamwork, sportsmanship, and confidence. In these arts workshops students will put those skills to action and learn a short routine that they will showcase at the conclusion of the Expo.





EXCELLENCE EXPO

MAJOR SPONSOR OPPORTUNITIES

\$5,000	\$3,500	\$2,500
<p>Name & Logo on Welcome Slideshow at Check In</p> <p>Logo on 25 Directional Screens</p> <p>Logo on T-Shirts</p> <p>Name & Logo on Fair Slideshow</p> <p>Ad in Program Booklet</p> <p>Promoted on Social Media Platforms</p> <p>Website Hyperlinked on our Sponsor Webpage</p> <p>Verbal Acknowledgement at Event</p> <p>Press Release & Interview Mention</p> <p>Table at Fair</p>	<p>Logo on T-Shirts</p> <p>Name & Logo on Fair Slideshow</p> <p>Ad in Program Booklet</p> <p>Promoted on Social Media Platforms</p> <p>Website Hyperlinked on our Sponsor Webpage</p> <p>Verbal Acknowledgement at Event</p> <p>Press Release & Interview Mention</p> <p>Table at Fair</p>	<p>Ad in Program Booklet</p> <p>Promoted on Social Media Platforms</p> <p>Website Hyperlinked on our Sponsor Webpage</p> <p>Verbal Acknowledgement at Event</p> <p>Press Release & Interview Mention</p> <p>Table at Fair</p>





MARCHING AGAINST THE DARKNESS, INC.



SPONSOR OPPORTUNITIES FOR THE EXCELLENCE EXPO

\$750

Sponsor an Arts Workshop

Sponsor one of four arts workshops: step, dance, color guard, and drum. There are 2 sponsor slots per workshop. Logo & Name on session signage, listed in program, and highlighted on website and social media for session.

\$1,000

Sponsor a Skills Seminar

Sponsor one of three skills seminars: leadership, financial education, and mental wellness. There are 2 sponsor slots per seminar. Logo & Name on session signage, listed in program, and highlighted on website and social media for session.

\$1,500

Sponsor the College & Career Fair

Sponsor the College & Career Fair: There are 4 sponsor slots for the fair. Logo & Name on session signage, listed in program, and highlighted on website and social media for session.

\$2,000

Sponsor Lunch

Sponsor Lunch: There are 4 sponsor slots available for lunch. Logo & Name on menu signage, table centerpieces, listed in program, and highlighted on website and social media.





SPONSOR OPPORTUNITIES FOR BOTH EVENTS

\$900

Sponsor Event T-Shirts

Sponsor our event t-shirts for either event. There are 2 sponsor slots available for each event. Logo and name will be on t-shirt and highlighted on our social media and website.

\$700

Sponsor Event Booklets

Sponsor our event booklets for either event. There are 2 sponsor slots available for each event. Logo and name will be on the program and highlighted on our social media and website.

\$500

Support Sponsor: March With Us

Be a general supporter and assist us in making our mission a reality. March with us to the finish line as we fulfill our vision.





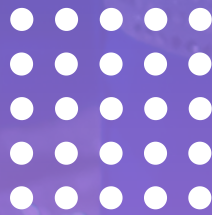
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Please email us at director@matd.org to secure your investment opportunity immediately. Upon confirmation, registration details will be sent to you, along with payment instructions. The registration deadline is Friday, March 29, 2024.



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.



We are excited for your participation and support!

TAKE ACTION NOW





MARCHING AGAINST THE DARKNESS, INC.



THANK YOU!



Still have questions?

Contact Us!

Phone (319) 504-2309

Website www.matd.org

Email director@matd.org

Address PO Box 4218, Waterloo, IA 50704

WE ARE EXCITED ABOUT YOUR INVESTMENT!