



MARCHING AGAINST THE DARKNESS, INC.



INVESTMENT OPPORTUNITIES

*SPONSORS
VENDORS
ADVERTISEMENTS*



Prepared By:
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Executive Director

2024



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!





EVENT INFO

Our two program offerings are offered separately in the Spring and Summer to provide youth a mix of the importance of education and planning for your future, along with arts, culture, and entertainment.

Our Dates & Locations:

Event 01

Excellence Expo

Friday, April 12, 2024

1 PM to 5 PM

Waterloo Convention Center

200 West 4th Street, Waterloo, IA 50701

Event 02

Drill Team Competition

Saturday, July 13, 2024

Doors Open at 5 PM | Show Starts at 6 PM

Young Arena

125 Commercial Street, Waterloo, IA 50701





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.





ABOUT THE DRILL TEAM COMPETITION

The Marching Against The Darkness Drill Team Competition is a multi-generational event that hosts local and out-of-state drill teams from over 10 states that highlight art & culture through dance, color guard, and percussion. These teams have been practicing all year and have traveled many hours for this very moment.



This event brings out over 1,500 attendees, performers and chaperones annually. It develops future talent through performing arts for disconnected youth. To be a competitor at this level takes dedication, teamwork, discipline, and so much more. Each team gets a limited amount of time to perform and be judged against a strict criterion. The top three places will win a trophy and cash prize.



The competition also serves as a recreational safe family function to provide the community a fun exciting day full of arts, culture, and entertainment for those of all ages, ethnicities, and backgrounds to enjoy.





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.





DRILL TEAM COMPETITION

MAJOR SPONSOR OPPORTUNITIES

\$5,000	\$3,500	\$2,500
<p>Logo on Event Wristbands</p> <p>Logo on Snapchat Filter</p> <p>Logo on T-Shirts</p> <p>Name & Logo on Event Signage</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>Vendor Table</p>	<p>Logo on T-Shirts</p> <p>Name & Logo on Event Signage</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>Vendor Table</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>Vendor Table</p>





SPONSOR OPPORTUNITIES FOR THE COMPETITION

\$1,600

Sponsor 1st Place Cash Prize & Trophy

Sponsor our competition's drill team 1st place cash prize and trophy. There are 2 sponsor slots available. Your name will be printed on the 1st place trophy and announced at the competition. It will also be listed in the program and highlighted on our website and social media.

\$1,300

Sponsor 2nd Place Cash Prize & Trophy

Sponsor our competition's drill team 2nd place cash prize and trophy. There are 2 sponsor slots available. Your name will be printed on the 2nd place trophy and announced at the competition. It will also be listed in the program and highlighted on our website and social media.

\$1,100

Sponsor 3rd Place Cash Prize & Trophy

Sponsor our competition's drill team 3rd place cash prize and trophy. There are 2 sponsor slots available. Your name will be printed on the 3rd place trophy and announced at the competition. It will also be listed in the program and highlighted on our 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.





VENDOR OPPORTUNITIES

\$300

Excellence Expo | April 12

All vendors will be provided a 8 foot rectangular table, 2 chairs, a power strip for your electrical needs, a black table cloth, and a black pipe and drape background curtain. Prior to the event, an overview of all vendors will be available on our website and highlighted on our social media pages. 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.

\$300

Competition | July 13

We are exclusively offering limited vendor opportunities for Cedar Valley businesses. You have the opportunity to reach a diverse group of 1,400+ attendees to highlight your businesses brand, products, services, and special offers. All vendors will be provided a 8 foot rectangular table and 2 chairs. Other accommodations can be provided upon request. Prior to the event, an overview of all vendors will be available on our website and highlighted on our social media pages. However, this is not about a fee, this is about impacting the youth, who are our future! Become a transformation agent in our community and partner with us.

\$500

Vendor @ Both Events

Save \$100 by securing booth space at both events.





ADVERTISEMENT OPPORTUNITIES

Students and their families will leave with these booklets and your advertisement will continue to have exposure even once the events are over. 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 disadvantage. This is about impacting the youth, who are our future!

\$400

Excellence Expo | April 12

Full page full color 7x5 ad space in our event booklet to tell your story and your investment will help us to transform the stories of disadvantaged youth. Reach: 500+ people

\$400

Competition | July 13

Full page full color 7x5 ad space in our event booklet to tell your story and your investment will help us to transform the stories of disadvantaged youth. Reach: 1,500+ people

\$700

Ad in both Event Booklets

Save \$100 by securing advertisement space in both booklets.

Reach: 2,000+ people

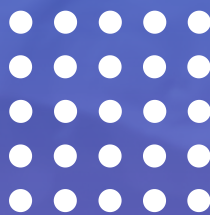




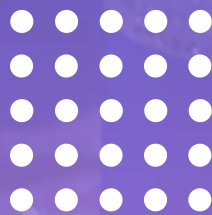
MARCHING AGAINST THE DARKNESS, INC.



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 30 DAYS PRIOR TO EACH EVENT.



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!

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WE ARE EXCITED ABOUT YOUR INVESTMENT!