



**DRV PNK STADIUM**  
**Fort Lauderdale, Florida**  
**December 28, 2023**

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# About The Florida Beach Bowl



The Florida Beach Bowl is a postseason college football game that will feature one Historically Black College or University (HBCU) and one Mid-Major Division One football program to compete on a neutral site in Fort Lauderdale, Florida. The goal is to spotlight two institutions and football programs who have successfully earned a minimum of (6) wins during their regular season schedule and are in good standing within their respective conferences.

This untraditional matchup between accredited programs will provide a nationally televised platform for each team to positively represent their schools on a national stage which will promote academic and athletic recruitment while earning funding for each school.

Additionally, this collegiate experience can positively connect and energize each school's student body and the community at-large.

The Florida Beach Bowl committee is committed to providing compensation for each school in addition to covering the expenses for travel, food, lodging, ground transportation, and community activities while staying in Fort Lauderdale.

On behalf of Big Victories, LLC and the Florida Beach Bowl committee, we welcome you to Fort Lauderdale!



CITY OF  
FORT LAUDERDALE

DRV+PNK STADIUM

**\*\*Home of Inter Miami CF\*\***

- 19,100 Seating Capacity
- 34-Acre Facility
- 50,000 sq/ft Training Center
- 7 Fields



# ABOUT DRV PNK STADIUM

The name of the stadium was selected in support of AutoNation's Drive Pink initiative, which raises and donates funds to support cancer research and treatment. Together, they and Inter Miami CF have teamed up to do good for the community.

This state of the art 34-acre centralized facility, which is inclusive of the 19,100-capacity DRV PNK Stadium, a 50,000-square-foot training center and seven fields is located right here in Fort Lauderdale, Florida.

We are excited to welcome you to #DRVPNKStadium!





# Our Inaugural Year Goals

**01**

Generate increased tourism in Fort Lauderdale and surrounding areas.

**02**

Create additional revenue streams for all parties involved.

**03**

Bring in NFL Scouts providing top exposure for the Student-Athletes.

**04**

Help HBCU and Mid-Major schools play in a nationally showcased game.

**05**

Provide top quality with less limitations than a traditionally sanctioned bowl.

**06**

Provide Nationally Televised Network Exposure for the Teams and Sponsors.



# OUR LEADERSHIP



## THE FLORIDA BEACH BOWL COMMITTEE



- Executive Director/CEO, Victor Robenson
- Manager, Executive Office, AC Tellison
- Senior Advisor to Committee, Keith R. Tribble
- Senior Director , Community Relations, Alvin Pollock
- Community Relations Assistant, Randall Hill
- Senior Director, Strategic Partnerships, Jeremy St. Louis
- VP of Human Resources , LaMonte Coleman
- Advisor, Finance, Scott Livingston
- Chief Administrative Officer, Florida Beach Bowl Game, David Bowser
- Senior Director, Team and VIP Operations, Anthony Simmons

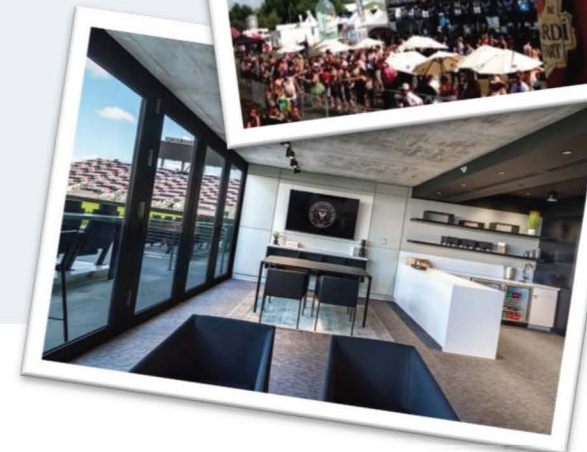


# Sponsorship Benefits

This engagement offers sponsors direct marketing opportunities to an influential group of fans. Branding opportunities exist through every aspect of the event, specifically in the areas of promotion, strategic brand marketing, experiential marketing, product sampling, product distribution and product launching.

The event will have the capacity to have sponsor areas equipped with product information and brand recognition, along with sponsored “VIP Suites” for use.

- Product association with quality entertainment programming
- Name association with a highly recognizable national artist
- Opportunities to create interest in your new product or service
- Interacting with thousands of fans and a viable amount of media to cover your promotional investment.
- On-Site Showcasing including Signage and Banners
- Display Areas Throughout the Venue
- Guaranteed Audience Delivery
- Product-to-Consumer Target Marketing





# HBCUs Yield a High Return on Investment

## HBCUs: PAST AND PRESENT

A 2015 Gallup-USA Funds Minority College Graduates Report shows that "HBCUs provide black graduates with a better college experience than they would get at non-HBCUs." The Gallup study concludes that "black HBCU graduates are more likely to be thriving in purpose and financial well-being than black graduates who did not receive their degrees from HBCUs."

In essence, the study found that black HBCU graduates were more prepared for life, and more likely to be engaged at work, than black graduates of non-HBCUs.

How did HBCUs come to fill such a valuable role in American life? Their story spans generations.

### THE PAST

- Only a few colleges dedicated to educating African American students were in existence before the Civil War. After the war, and through the efforts of missionary societies, the Freedmen's Bureau and African American churches, these institutions began to proliferate.
- It would take decades, and new federal law, before states were required to provide African Americans, as well as whites, with access to higher education. But instead of integrating white-only institutions, many southern states responded by creating separate colleges and universities for African American students.

### THE PRESENT

- Today, there are 101 accredited HBCUs<sup>1</sup>, public and private, concentrated in 19 states, the District of Columbia and the U.S. Virgin Islands. They enroll almost 300,000 students, approximately 80 percent of whom are African American, and 70 percent are from low-income families.
- The value of HBCUs is not confined to economic impacts—consider, too, their disproportionate success at helping African American college students earn bachelor's degrees, and more. In 2014, for example, HBCUs:
  - Accounted for only 3 percent of public and not-for-profit private institutions receiving federal student aid.
  - Enrolled 10 percent of African American college students nationwide.
  - Accounted for 17 percent of the bachelor's degrees earned by African Americans and 24 percent of the degrees earned by African Americans in "STEM" fields: science, technology, engineering and math.

HBCUs also provide a solid basis for even higher academic achievement. According to the National Science Foundation, the top eight institutions where African American Ph.D.s in science and engineering earned their bachelor's degrees from 2002 to 2011 were all HBCUs.

- HBCUs continue to be a best buy—achieving positive outcomes at an affordable cost to students.
- In addition, most HBCUs are located in the Southeast and near areas with relatively low levels of economic well-being, where generating economic activity is particularly important.

<sup>1</sup> The U.S. Department of Education's Integrated Postsecondary Education Data System (IPEDS) lists 101 HBCUs among its total, which includes two- and four-year, public and private institutions. Data that informed this economic impact report was available for only 100 HBCUs.



## HBCUs Make America Strong: THE POSITIVE ECONOMIC IMPACT OF THE NATION'S HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

HBCUs are valuable economic engines in their communities, generating substantial economic returns year after year. The benefits flow to HBCUs' graduates, of course, who'll enter the workforce with sharper skills and vastly enhanced earning prospects. But, as a landmark study commissioned by UNCF—*HBCUs Make America Strong: The Positive Economic Impact of Historically Black Colleges and Universities*—makes clear, the benefits also flow to the local and regional economies that are connected to HBCUs.

The presence of an HBCU means a boost to economic activity, on and off—and even well beyond—campus. Stronger growth. Stronger communities. More jobs. And a more talented workforce.

The study's key findings (based on 2014 data) make a persuasive case:

### Total Economic Impact: \$14.8 Billion

- HBCUs generate \$14.8 billion in total economic impact for their local and regional economies. This estimate includes direct spending by HBCUs on faculty, employees, academic programs and operations and by students attending the institutions, as well as the follow-on effects of that spending.
- Every dollar spent by an HBCU and its students produces positive economic benefits, generating \$1.44 in initial and subsequent spending for its local and regional economies. Communities and regions hoping to foster a more robust and diversified economic climate find HBCU-connected spending a critical component of that effort.

### Total Employment Impact: 134,090 Jobs

- HBCUs generate 134,090 jobs for their local and regional economies. Of this total, 57,868 are on-campus jobs, and 76,222 are off-campus jobs.
- For each job created on campus, another 1.3 public- and private-sector jobs are created off campus because of HBCU-related spending.
- Looked at a different way: Each \$1 million initially spent by HBCUs and their students creates 13 jobs.

### Total Lifetime Earnings for Graduates: \$130 Billion

- HBCUs play a major role in the economic success of their graduates by enhancing their education, training and leadership skills. A college degree opens the door to economic prosperity through greater employment and earnings potential. In fact, the 50,037 HBCU graduates in 2014 can expect total earnings of \$130 billion over their lifetimes—that's 56 percent more than they could expect to earn without their college credentials.
- Or viewed on an individual basis, an HBCU graduate working full time throughout his or her working life can expect to earn \$927,000 in additional income due to a college credential.<sup>1</sup>

<sup>1</sup>This estimate reflects incremental earnings averaged across degree and certificate programs.



#HBCUStrong  
UNCF.org/HBCUsMakeAmericaStrong



# Elements of Your Sponsorship Activation

Below are elements that can be incorporated into the activation of your Florida Beach Bowl Game Sponsorship. We custom build your sponsorship based on your budget, and the elements that provide you with your desired experience.

The Title Sponsor will receive all listed elements, as well as other opportunities.

(Sponsorships range from \$100,000 to \$5,000,000)

- Title or Co-Sponsorship of an Official Bowl Event
- Product/Service Category Exclusivity
- Game Program Ads (full or half page only)
- Fan Guide Ad (full panel only - 4x9) - 10,000+ circ.
- Online Newsletter Ad or Editorial (emailed to 30,000+ database.)
- Spots on National Radio Broadcast (about 200 affiliates)
- Spots on Local Radio Broadcast (Miami Dade County, Broward County and Palm Beach County)
- Ads on Florida Beach Bowl Web Site (w/links) (site generates about 700,000 page views)
- 30-second spot on Stadium Video Boards (attendance up to 19,100)
- Logo I.D. on Stadium Digital Boards (attendance up to 19,100)
- P.A. announcements at game (attendance up to 19,100)
- In-stadium banner signage during the bowl game (up to 19,100 fans; in view of network TV cameras)
- Inflatable at the stadium or during bowl events
- Sampling opportunities at select bowl events (attendance up to 15,000)
- Banner signage at select bowl events (attendance 600 - 15,000)
- Logo on Sponsor Recognition Banners (displayed at most events)
- Rights to use bowl logo in consumer promotion & advertising
- Opportunity to distribute information and/or premium items at game or event
- Mentions in local and cities of the choosing universities radio advertising
- Logos tagged in local newspaper advertising
- Exposure on bowl social media platforms and Television
- Opportunity to include your float in Florida Beach Bowl Golf tournament, 5k walk and live concert (attendance 15,100)
- Insert in bowl mailings (1,000 per)
- VIP Club Seats to game
- Invitations to exclusive Bowl VIP





# Activate Your Sponsorship Today

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