



OUR STORY

Born out of the vision of Dreunna Holland, Co-Owner of Dynamic Xplosion Cheer (DXC), Black Culture Cheer and Dance Competition is a cheerleading and dance competition featuring predominately black programs from across the NATION showcasing their talent!

According to the American Psychology Association, “Despite recent efforts to improve mental health services for African Americans and other minority groups, barriers remain regarding access to and quality of care. The barriers include: stigma associated with mental illness, distrust of the health care system, lack of providers from diverse racial/ethnic backgrounds, lack of culturally competent providers and lack of insurance”.

BCCD will be a powerful, impactful and life- changing competition that celebrates the amazing talent we have in our culture and address the mental health issues (lack of resources, lack of access to mental health care, and undiagnosed mental illnesses) amongst the African American/Black Community.

Providing mental health resources, scholarships for Seniors via an Essay Contest, Affirmation Challenges amongst the athletes and a positive environment for everyone and anyone that associates with Black Culture (not limited to race) is the goal of this event.



THE VENUE



The Alfred Lawson Jr. Multipurpose Center and Teaching Gymnasium is a 9,639-seat multi-purpose arena in Tallahassee, Florida on the Campus of Florida A&M University. It was built in 2009 and it is home to the Florida A&M men's and women's basketball teams and women's volleyball team.

At this venue, Mental Health Providers will be setup around the area to provide free consultation for parents, athletes, coaches, and supporters along with your Business Name/Logo.





SPONSORSHIP LEVELS

DYNAMIC SPONSORSHIP: \$10,000

- Business name/logo on all Social Media Platforms associated with DXC and BCCD Business name/logo is included on all print marketing for BCCD
- Business name/logo is included on all digital marketing for BCCD
- Business name/logo on all radio and television marketing for BCCD
- Business name/logo on Competition Event banner
- Business name/logo on Event Board once attendees enter the venue Business name/logo on Thank You Board
- Plaque with team picture presented during Awards Ceremony Business name/logo on website
- [4] DXC or BCCD T-Shirts w/ your logo on the back
- Business name acknowledged by DJ during the Event
- 5 VIP Tickets to Event
- VIP Lounge Access with food and drinks
- AND BACKLINKS!

XPLOSION SPONSORSHIP: \$6,000

- Business name/logo on all Social Media Platforms associated with DXC and BCCD Business name/logo is included on all print marketing for BCCD
- Business name/logo is included on all digital marketing for BCCD
- Business name/logo on all radio and television marketing for BCCD
- Business name/logo on Event Board once attendees enter the venue Business name/logo on Thank You Board
- Plaque with team picture for your office
- Business name/logo on website
- [3] DXC or BCCDT-Shirts w/ your logo
- Business name acknowledged by DJ during the Event 3 VIP Tickets to Event

BOOM SPONSORSHIP: \$3,000

- Business name/logo on all Social Media Platforms associated with DXC and BCCD Business name/logo is included on all print marketing for BCCD
- Business name/logo is included on all digital marketing for BCCD
- Business name/logo on all radio and television marketing for BCCD
- Business name/logo on Thank You Board
- Plaque with team picture for your office
- Business name/logo on website
- Business name acknowledged by DJ during the Event 4 GA Tickets to Event





SPONSORSHIP LEVELS

ORANGE SPONSORSHIP: \$1,000

- Business name/logo is included on all digital marketing for BCCD
- Plaque with team picture presented to Business
- Business name shoutout on all Social Media Platforms associated with DXC and BCCD
- Business name/logo on Thank You Board
- Business name/logo on BCCD Sponsor website
- Business name acknowledged by DJ during the Event
- 2 GA Tickets to Event

BROWN SPONSORSHIP: \$500

- Business name shoutout on all Social Media Platforms associated with DXC and BCCD
- Business name/logo on Thank You Board
- Business name/logo on BCCD Sponsor website
- Business name acknowledged by DJ during the Event
- 1 GA Ticket to Event

SILVER SPONSORSHIP: \$250

- Business name shoutout on all Social Media Platforms associated with DXC and BCCD
- Business name/logo on Thank You Board
- Business name/logo on BCCD Sponsor Website
- 1 GA Ticket to Event

Any amount:

- Business name shoutout on all Social Media Platforms associated with DXC and BCCD





WHY SPONSOR

Everyone deserves a chance at life, so why not help them receive it. The Black Culture Cheer and Dance Competition goal is to bring Mental Health Awareness to the minority community that receives Mental Health Care the least. You will be supporting the fastest growing sport in the United States. We are hosting the inaugural Black Culture Cheer & Dance Competition in Tallahassee, FL on March 18, 2023 and your sponsorship will ensure the success of the BCCD competition, scholarships for High School Seniors and long-term plans for Mental Health Care for Minorities in the Community.

BCCD seeks to provide a unique perspective on cheerleading and dance, and we want to give the world an inside look at life from the lens of an athlete emerged in Black Culture.

This competition will not isolate any race or color, instead it is uplifting the Black Culture and helping others understand how GREAT WE ARE in everything we do, because we are Dynamic!

SPONSORSHIP INFORMATION

SPONSORSHIP INFORMATION Company Name / Sponsor Name:

Address:

City: _____ State: _____ Zip: _____

Phone: _____

Website: _____

Email Contact: _____

Amount of Sponsorship:

Please make checks payable to: **Dynamic Xplosion Cheer, INC**

If you need to mail a check or money order, please mail to:

P.O. Box 1407, Quincy, FL 32353

For any press or communication questions contact us at:

Phone: 850-895-9392 | Email: dynamic.xplosion@gmail.com

