



# IN THE HUDDLE

## WITH CHRIS HOWELL

EMPOWERMENT FOR MEN

**SPONSORSHIP PROPOSAL DECK**

**FEBRUARY 9, 2018**

**DALLAS CITY HALL | 9AM - 11:30 AM**

**PRESENTED BY THE CHRIS HOWELL FOUNDATION 501C(3)**

# WHAT IS THE CHRIS HOWELL FOUNDATION?

We are the only 501c(3) non-profit organization in the Dallas-Fort Worth area that intersects *health & wellness* with *financial literacy*.

## OUR MISSION

To empower individuals and families in vulnerable communities to achieve self-sufficiency through skills development, increased knowledge, and access to necessary resources.

## OUR IMPACT

*Since 2016, here's how we've served our community:*



More than  
**500**  
HIV Tests  
Administered



More than  
**7**  
Annual Events &  
Programs



More than  
**3,000**  
People Directly  
Impacted





# WHO IS CHRIS HOWELL?



## ***JOURNALIST, AUTHOR, PRODUCER & COMMUNITY LEADER.***

Chris Howell is an award-winning journalist, author of *ManTalk* and President & CEO of Chris Howell Communications LLC, a first-rate media and communications agency in Dallas, Texas.

With more than two decades of media experience, Mr. Howell has interviewed Oprah Winfrey, Zig Ziglar, John Maxwell, Rob Lowe, T.D. Jakes, the President of Liberia, Ellen Johnson Sirleaf, Duchess of York Sarah Ferguson, Joel Osteen and many more. He has been the subject of features in some of the nation's leading Christian publications such as *Gospel Today* and *New Man* magazine. He has produced and directed numerous video projects. Under his leadership Chris Howell Communications, LLC, has become a trusted company for promotional support on movie and television projects, most recently, CHC provided promotional support on two major motion pictures.

Mr. Howell was selected as a *2014 Each Moment Matters Award* recipient. The award is given by the Presbyterian Communities and Services Foundation of Dallas. In 2015, He was also recognized for his entrepreneurship in the second edition of *Who's Who In Black Dallas* a Real Time Media publication that aims to celebrate African-American Achievement. In July of 2015, Chris Howell's story was named an American Dream story by the city of Arlington, Texas. February 10, 2017, Chris Howell was again recognized for his entrepreneurship and his contributions to the community by the Dallas Black Chamber of Commerce who awarded him with a Quest for Success Award. This recognition lead to Chris being called to Austin on March 30, 2017, and being recognized on the Floor of the Texas House of Representatives to acknowledge his deserving of the Quest for his business and service to the community through the Chris Howell Foundation.

Mr. Howell's "Golden Voice," is most recognizable from seven years spent as afternoon drive news anchor for KCBI 90.9 FM.

# WHAT IS IN THE HUDDLE?

*A quarterly, men-only event series created to:*



## ENLIGHTEN

Through informative, in depth and intimate life changing talk sessions on men's issues



## ENCOURAGE

By helping men identify their gifts & challenging them to be responsible for their health, family, and communities



## EMPOWER

Providing resources in leadership and financial literacy as well as creating networking opportunities with aspirational men

## ABOUT THE PROGRAM

Similar to the "huddle" that takes place in the locker room before a big game, men require a "huddle" of their own to understand modern society and their place in it -- as well as to strategize in a safe environment free from figurative and literal external noise. To directly address this need, Chris Howell is calling men into The Huddle; a men-only event created as a space to discuss prevalent topics impacting our communities and day-to-day lives.

This program was inspired by Chris Howell's best-selling book, *Man Talk The Hard Things Men Never Talk About*. He hosted a similar series from December 2004 to July 2007, where over 54,000 men attended similar sessions, titled "Man Talk," which was hosted by Mr. Howell in a talk show format at The Potter's House of Dallas, where Bishop T.D. Jakes is Senior Pastor.



# IN THE HUDDLE

## EVENT SERIES SCOPE

### THE AUDIENCE

*We bring aspirational men in our community together with men who are still on their journey to success, creating an event that appeals to a wide audience within a niche demographic:*



#### GENDER & AGE

African American Men  
Baby Boomers, Gen X & Gen Z



#### EDUCATION

High School, College &  
Post-Graduate



#### HOUSEHOLD INCOME

Median Household Income  
of \$50,000

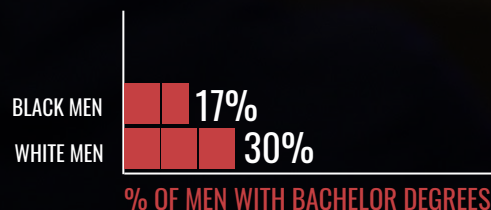
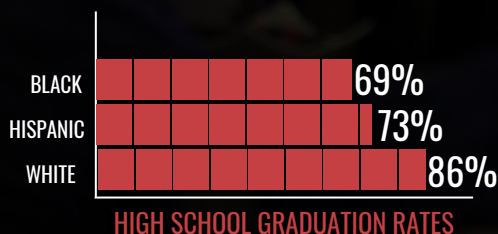


#### LOCATION

Dallas-Fort Worth Metropolitan  
& Surrounding Areas

### THE STATISTICS

'In the Huddle' combats the societal odds for men of color by cultivating a strong community and support system::



### THE IMPACT

[CLICK TO WATCH EVENT RECAP  
& HEAR TESTIMONIALS!](#)



Participants report increased life satisfaction, friendships, laughter and play, expansion of career possibilities, deeper self-awareness, the expression of a wide range of feelings and committed support throughout life's challenges as well as joyous events.

# IN THE HUDDLE

## EVENT DETAILS

**Theme:** "Manhood & Social Responsibility"  
*w/ special guest Mayor Pro Tem Thomas*

**Date:** February 9, 2019

**Time:** 9:00 AM - 11:00 AM

**Location:** Dallas City Hall

**Details:** As political tides continue to rise in our local communities, it's become more important than ever for us to stay engaged and more importantly, informed. During this free men-only event, we'll debrief on ways that we can collectively use our impact and influence for the betterment of our community, particularly through our political awareness and social involvement.

Special guest Mayor Pro Tem Casey Thomas, II will be helping in coaching us through this topic, which will take place in the historic Flag Room of Dallas City Hall, by sharing his unique perspectives

## PAST SPONSORS

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### SPONSORSHIP BENEFITS

- Heighten your company's visibility among a wide demographic of DFW's men of color with a highly relevant, worthy cause event
- Foster stronger ties with this community by conveying your advocacy for causes relevant to their community
- Create experiences that showcase your services and/or products in an impactful way
- Maximize your company's impact and generate organic media coverage



# SPONSORSHIP OPPORTUNITIES

*\*Please ask us about our Customized Sponsorship Packaging\**

## TITLE SPONSOR (\$4,000)

### ***Benefits Include:***

- Sponsor logo incorporated into official event name and logo design (In the Huddle Presented by) with official event logo all marketing assets (including t-shirts)
- Sponsor logo on all print advertising, email newsletters and signage throughout the event
- Company name mentioned in all media advertising/INTERVIEWS: print, on-line, and radio
- Link to sponsor website on our landing pages
- Opportunity to address event attendees on stage (3-MINUTES )
- Collaborative 45-minute Break-out Session Presentation
- Promotional table and display of any products, services or company materials as well as opportunity for product giveaway
- 6 Tickets to Event
- First access to join in as sponsor for future events within the series

## IMPACT SPONSOR (\$2,000)

### ***Benefits Include:***

- Sponsor logo on all print advertising, email newsletters and signage throughout the event
- Sponsorship acknowledgement from stage in opening throughout the event
- Company name mentioned in all press releases and online media coverage
- Link to sponsor website on our website
- Promotional table and display of any products, services or company materials as well as opportunity for product giveaway
- 4 Tickets to Event

# SPONSORSHIP OPPORTUNITIES

*\*Please ask us about our Customized Sponsorship Packaging\**

## HUDDLE SPONSOR (\$1,000)

### *Benefits Include:*

- Sponsor logo on all print advertising, email newsletters and signage throughout the event
- Feature branded charging stations & branding at event
- Company name mentioned in press release and email newsletters
- Brand acknowledged as the presenter of one segment of the event (ie. Keynote speaker presented by, panel presented by) in event itinerary
- Link to sponsor website on our website
- 3 Tickets to Event

## SWAG BAG SPONSOR (\$500)

### *Benefits Include:*

- Sponsor logo on all print advertising, email newsletters and signage throughout the event
- Company name mentioned in press release and email newsletters
- Link to sponsor website on our website
- 1 Ticket to Event
- Inclusion of products or coupons in gift bags for attendees

## MORE MARKETING OPPORTUNITIES

- Sponsor a branded photo booth at the event
- Host a customized experiential activation that encourages interaction w/ your service or product



# CUSTOMIZE YOUR PACKAGE

## How it Works:

### 1. Select What Option(s) You're Interested In 2. Contact us for details & pricing

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- Sponsor logo on all print advertising, email newsletters and signage throughout the event
- Sponsorship acknowledgement from stage in opening throughout the event
- Company name mentioned in all media advertising/INTERVIEWS: print, on-line, and radio
- Sponsor a branded photo booth at the event
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- Collaborative 45-minute Break-out Session Presentation
- Promotional table and display of any products, services or company materials as well as opportunity for product giveaway
- Brand acknowledged as the presenter of one segment of the event (ie. Keynote speaker presented by, panel presented by) in event itinerary
- Feature branded charging stations & branding at event
- Inclusion of products or coupons in gift bags for attendees



# Thank you for your considering being a sponsor!

For more details or to solidify your sponsorship, please contact:  
[info@chrishowellfoundation.com](mailto:info@chrishowellfoundation.com) or call (214) 760-1531

For donations, visit <http://bit.ly/DonateCHFoundation>

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*We may not be able to change the wind,  
but we can adjust the sails.*