

Please respond by Friday, January 14, 2011

## **2nd Annual Dr. Carter G. Woodson Black History Bowl**

Sponsorship Request Letter

Friends,

What can we do to reverse the trend of African American student disengagement in Oakland and the surrounding Bay Area cities? Recent headlines about drop out rates and achievement gaps have sent parents and community members alike shaking their heads and wondering what can be done. The good news is that good work is already being done and that hope grows in our own community. We need you to join us.

On February 26, 2011, the 2nd Annual Dr. Carter G. Woodson Black History Bowl (the Bowl) will be hosted by Black Like Me, Ile Omode, MoBetterFood.com, Pivotal Points Inc., 100 Black Men, & Oakland Unified School District (OUSD) at Frick Middle School in Oakland, CA. The Bowl game is modeled after the popular Jeopardy game, and features “questions” that run the gamut of Black history from early history in Africa to music, sports, entertainment, and civil rights and the black power movement.

The Bowl, named in honor of Dr. Carter G. Woodson, scholar and creator of Black History week (as it was then known in 1926), creates self-awareness and raises self-esteem which then rekindles student’s love for scholastic achievement in the classroom.

We are excited to say that the Bowl has recently been adopted by OUSD’s African-American Male Achievement Task Force as a tool to engage our students, in all demographics. The entire community is invited to our event. High-caliber, nationally known entertainers, scholars and leaders will elevate the event and engage everyone in attendance!

In its first year, sixty students competed in different scholastic divisions. A highlight of the event was the impromptu final round where teachers and parents competed against the winners of the middle school and high school divisions, with the middle schoolers coming out victorious. Please view the video of last year’s event on [www.kulturefreedom.com](http://www.kulturefreedom.com)

The impact of the Bowl on students is immediate, even on the youngest students. A student on Ms. Janina Brown’s Prescott Elementary team of first graders had the amazing experience of first playing Carter G. Woodson in a Black History Month celebration then competing in our Bowl, bearing the same name. Taking home a trophy bearing the image of Woodson, Ms. Brown says that young man became a new student, open to learning, and connected to the learning process. This is just one of many success stories.

The winners in last year’s middle school group went on to the 100 Black Men’s African American History Academic Challenge in Fort Lauderdale, Florida. This year’s middle school and high school winners will compete in the national championship to be held in San Francisco later in the year.

Because of last year’s success and our partnerships, we’re expecting well over 50 schools and over 400 students to participate. An anticipated 1200 attendees are expected to attend the event.

Please respond by Friday, January 14, 2011

*Presents:*

Please join us to make this event a success. We will need your support. Your contributions will help to provide awards, entertainment, t-shirts, study materials, food, game facilitators, and gifts bags filled with books and educational tools. There are several ways you can support this event and ensure that it has continued success:

- Financial contribution (donation is tax deductible)
- In Kind donation (supplies, equipment)
- Product contribution

Sponsors will be promoted in event programs and promotional materials, product placement, and overall community outreach and visibility.

Thank you in advance for your support for the 2nd Annual Dr. Carter G. Woodson Black History Bowl and helping us to celebrate Black History & Culture while promoting academic achievement amongst students of color.

We welcome your contributions. Suggested Sponsor Levels include:

**Gold Sponsors**

**\$5,000**

*Sponsor Benefits*

Company name displayed on all marketing material and websites  
Company name on banner will be displayed on the day of the event  
Branding/ logos on the t-shirts and gift bags  
Insert company products in students gift bags  
Booth space

**Silver Sponsors**

**\$2,500**

*Sponsor Benefits*

Company name displayed on all marketing material and websites  
Company name on banner will be displayed on the day of the event  
Branding/ logos on the t-shirts and gift bags  
Insert company products in students gift bags

**Bronze**

**\$1,000**

*Sponsor Benefits*

Company name displayed on all marketing material and websites  
Company name on banner will be displayed on the day of the event  
Branding/ logos on the t-shirts and gift bags

Please make all checks and/or money orders payable to:

Black Like Me  
PO Box 23362  
Oakland CA 94623

Contact Information: [kulturfreedom1@gmail.com](mailto:kulturfreedom1@gmail.com), (510) 750-9443

Please respond by Friday, January 14, 2011

*Presents:*

## 2nd Annual Dr. Carter G. Woodson Black History Bowl

### Sponsorship Form

(father of Black history month)

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

Contact Person \_\_\_\_\_

#### Type of Sponsorship

Financial Contribution  
Amount \$ \_\_\_\_\_

In Kind Donation  
*Please describe*

Product contribution  
*Please describe*

#### ***Please make checks payable to:***

Black Like Me  
PO Box 23362  
Oakland CA 94623

#### **For more information please contact:**

Register for the event online at [kulturfreesdom.com](http://kulturfreesdom.com)  
For more information: [kulturfreesdom1@gmail.com](mailto:kulturfreesdom1@gmail.com) or 510 750-9443

*Thank you for your participation and support of the 2<sup>nd</sup> Annual Dr. Carter G Woodson Black History Bowl!*

# KULTURE FREEDOM

*Presents:*

## 2nd Annual **Dr. Carter G. Woodson**

(father of Black history month)

### **Black History Bowl**

### **SATURDAY**

### **February 26th, 2011**

### **Frick Middle School**

### **2845 64TH ave,**

### **Oakland, Ca**

### **Divisions include:**

### **Elementary / Middle / High School**

**For information:**

Yafeu Tyhimba -510-750-9443

kulturfreenom1@gmail.com

[kulturfreenom.com](http://kulturfreenom.com)



### **SPONSORED BY:**

**BLACK LIKE ME  
THE CARD GAME**



[kulturfreenom.com](http://kulturfreenom.com)

**Mo' Better Food**



[mobetterfood.com](http://mobetterfood.com)



**OAKLAND UNIFIED  
SCHOOL DISTRICT**

*Community Schools, Thriving Students*  
co-sponsored by the African American Male Achievement Initiative

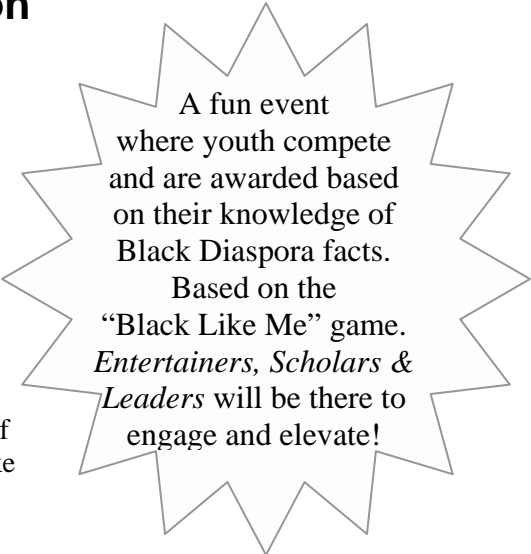


pivotal point youth services, inc.

**2nd Annual Dr. Carter G. Woodson  
Black History Bowl**  
February 26, 2011, 9am-5pm  
Frick Middle School, Oakland, CA

## Invitation to Participate

Join us on **February 26, 2011** for the **2nd Annual Dr. Carter G. Woodson Black History Bowl** at Frick Middle School in Oakland, CA. The Bowl is a lively, jeopardy style game where teams of students answer questions about a variety of African Diaspora subjects. The event will be hosted by Black Like Me, Ile Omode, MoBetterFood.com, Pivotal Point Inc., 100 Black Men, & Oakland Unified School District (OUSD).



A fun event  
where youth compete  
and are awarded based  
on their knowledge of  
Black Diaspora facts.

Based on the  
“Black Like Me” game.  
*Entertainers, Scholars &  
Leaders* will be there to  
engage and elevate!

The bowl, named in honor of Dr. Carter G. Woodson, scholar and creator of Black History week (as it was then known in 1926) creates self-awareness and raises self-esteem which then rekindle students love for scholastic achievement in the classroom. **Please Join Us!**

❖ **Student Teams w/ Coaches** – We invite our youth to learn and display their knowledge of Black Diaspora topics.

- Girl and Boys compete in teams of 5 members
- Students compete in Elementary, Middle, High School Divisions
- \$250 Team Registration for 5 students and 1 coach includes 6 Black Like Me card games, t-shirts, and a study guide. Register online at [kulturefreedom.com](http://kulturefreedom.com).

❖ **Sponsors** - We invite organizations and individuals to support student this event that rewards student achievement by providing:

- Financial contributions (tax deductible)
- In-kind donation (supplies, equipment)
- Product contribution
- Detailed Sponsor packets available

**This event has been adopted  
by Oakland Unified School  
District’s African-  
American Male Achievement  
Task Force as a tool to engage  
our students.**

❖ **Vendors** – We invite local vendors to provide teams, facilitators, and guests with:

- Goods for purchase (Food & Beverage, Arts & Crafts)
- Business or service promotions
- Materials & goodies to fill student gift bags
- Detailed Vendor packets available

## ❖ Community Support

Please join us! This is an inclusive, intergenerational, community event. Local youth, seniors, activists, police, churches, politicians, business people are all asked to attend and support. High-caliber, nationally know entertainers, scholars and leaders will elevate the event and engage everyone in attendance!

Register online at [kulturefreedom.com](http://kulturefreedom.com) | Information: [kulturefreedom1@gmail.com](mailto:kulturefreedom1@gmail.com) or 510 750-9443