

Howard Homecoming 2025

Fri. October 24th | 9th Annual HU Bar Crawl

Sat. October 25th | 4th Annual Blaque Mecca Block Party

Sun. October 26th | 4th Annual Karaoke Brunch

Presented by
The HU MOVEMAKERS



www.HomecomingAtHoward.com | [@howardalumni](https://twitter.com/howardalumni)



About Us...

The MOVEMAKERS was started with a vision of producing the best events for young professionals across the globe. Today, in partnership with some of the most well-known brands in the world, our footprint can be seen in Chicago, DC, New York, and Miami and we are the **number one producers of Howard Homecoming events!** Our integrated approach social media, SEO optimization, mass text/email messaging, promoter/vendor partnerships, and event planning allow us to stay at the forefront and connect with a powerful audience.



www.HomecomingAtHoward.com | @howardalumni



Why Howard Homecoming?

Since 1924, Howard Homecoming has been one of the richest cultural and social traditions in America for Young Black Professionals. Every year, over 100,000+ alumni, students, special guests, and visitors take over the District and patronize the many events and attractions affiliated with the festive week on and near campus. While events change from year to year, many of the traditional alumni homecoming events include the Homecoming Football Game, the Tailgate, HU Ditch Day Party, HU Bar Crawl, HU MOVEMAKER Ball, 1,000 Bottles, Old Howard Gala, HU Hangover Brunch, and more.



www.HomecomingAtHoward.com | @howardalumni



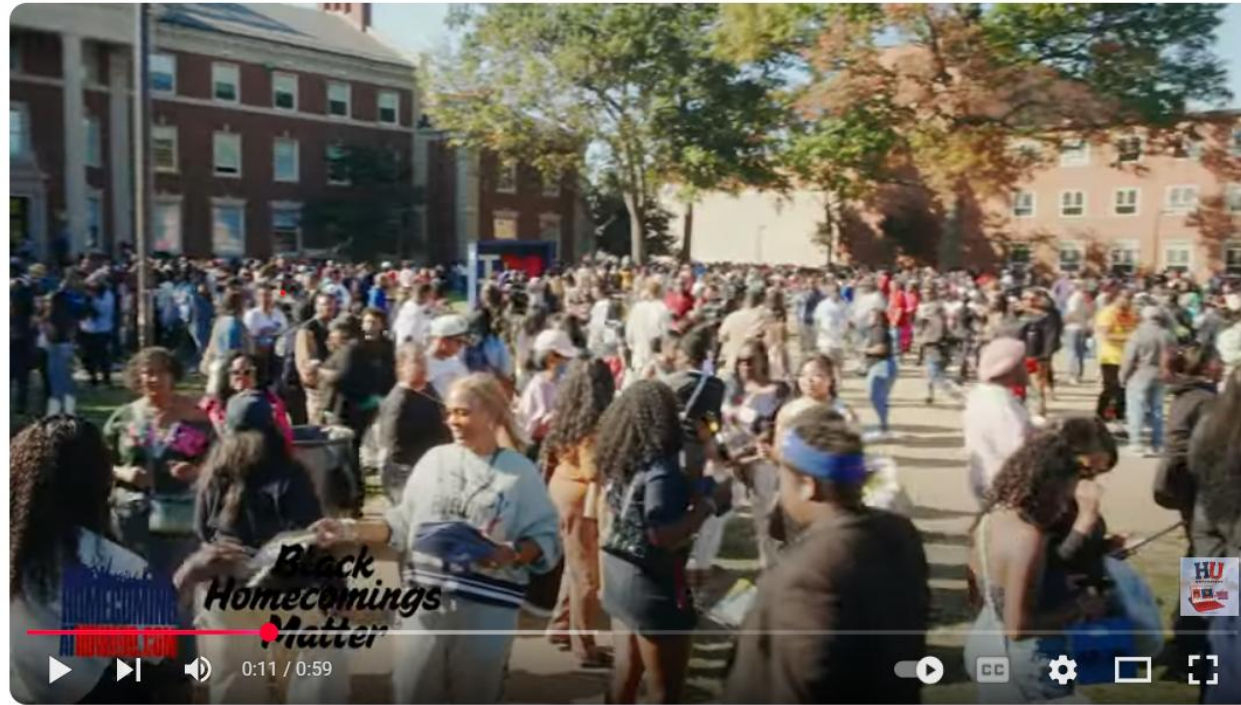
Our Reach

- Email Subscribers: 42k+
- Text Message Subscribers: 42k+
- Social Media Subscribers: 44.4k+
- #1 Unofficial Howard University Homecoming Website *
- #1 Unofficial Howard University Social Media Account *



www.HomecomingAtHoward.com | @howardalumni

2024 HU Movemakers Homecoming Recap Video



**CLICK HERE TO WATCH VIDEO
LAST YEARS RECAP**



www.HomecomingAtHoward.com | [@howardalumni](https://twitter.com/howardalumni)

9th Annual HU Bar Crawl

the World's Largest Black Bar Crawl



Attendees	2,000 +
Income	\$75,000
Ethnicity	90% African American
Education	95% College Grad 30% Post College
Age Range	21 - 40
Profession	20% Entry Level; 60% Middle Management 10% Upper Management; 10% Entrepreneur
Geography	West Coast (US): 15%; Mid-West (US): 20% South (US): 20%; East-Coast (US): 30% International: 15%
Sex	60% Men 40% Women

The Largest Black Bar Crawl in the World!

(www.HUBarCrawl.com)

- **Who:** The Movemakers
- **What:** The Largest Black Bar Crawl in the World
 - *Hosted by Howard Alumni and Friends*
- **When:** Howard Homecoming Friday | 4p – 12a
- **Where:** U Streets, Northwest DC
- **Why:** Howard Homecoming; A portion of proceeds to benefit HUAA
- **Event Summary:** This nationwide attracts over 2,000 Howard Alumni, DMV Natives, and Friends from all over! This event will take place on the historic H & U Streets in Northwest DC.

www.HUBarCrawl.com + www.HomecomingAtHoward.com
@howardalumni @themovemakers



Bar Crawl Video + Pics



**CLICK HERE TO WATCH VIDEO
OF LAST YEARS CRAWL**



**CLICK HERE TO VIEW PICS OF
LAST YEARS CRAWL**

www.HUBarCrawl.com + www.HomecomingAtHoward.com
[@howardalumni](https://twitter.com/howardalumni) [@themovemakers](https://twitter.com/themovemakers)



HU Bar Crawl

Sponsorship Levels



Level	Amount	Description
Silver	\$15,000	Logo included on all marketing collateral, flyer, social media, email blasts, apparel, posters, step and repeat, website, slideshow, etc; 20 VIP Passes, sponsor, branded party favors, wristbands; branded drink specials; mentions by DJ throughout event
Gold	\$20,000	Everything in Silver, Category Exclusivity, 40 VIP Passes; Signage at participating bars; exclusive satellite bar distro; mention by DJ throughout event
Platinum	\$25,000	Everything in Gold; Name included in event title; Celebrity Host to promote; 80 VIP Passes; Logo on recap videos/photos; Banner sponsor on all promo (radio and paid ads), Biggest logo on all marketing collateral

www.HUBarCrawl.com+ www.HomecomingAtHoward.com
@howardalumni @themovemakers



4th Annual Blaque Mecca Block Party



Attendees	4,000 +
Income	\$75,000
Ethnicity	90% African American
Education	95% College Grad 30% Post College
Age Range	21 - 40
Profession	20% Entry Level; 60% Middle Management 10% Upper Management; 10% Entrepreneur
Geography	West Coast (US): 15%; Mid-West (US): 20% South (US): 20%; East-Coast (US): 30% International: 15%
Sex	60% Men 40% Women

The Largest Black Bar Crawl in the World!

www.BlaqueMecca.com

- **Who:** The Movemakers
- **What:** 4th Annual Blaque Mecca Block Party
 - *Hosted by Howard Alumni and Friends*
- **When:** Howard Homecoming Friday | 12p – 12a
- **Where:** Metro Bar DC | 640 Rhode Island Ave NE
- **Why:** Howard Homecoming; A portion of proceeds to benefit HUAA
- **Event Summary:** This nationwide event attracts over 4,000 people (in and out). Attendees will watch the Howard Homecoming Football game live with DJ at an outdoor bar with food trucks/games. Goes for 12 hours!

www.HUBarCrawl.com + www.HomecomingAtHoward.com
@howardalumni @themovemakers



Block Party Video + Pics



**CLICK HERE TO WATCH VIDEO
OF LAST YEARS BLOCK PARTY**



**CLICK HERE TO VIEW PICS OF
LAST YEARS BLOCK PARTY**

**blaque
mecca**
BLOCK PARTY

www.HUBarCrawl.com + www.HomecomingAtHoward.com
[@howardalumni](https://twitter.com/howardalumni) [@themovemakers](https://twitter.com/themovemakers)

Blaque Mecca Block Party

Sponsorship Levels



Level	Amount	Description
Silver	\$20,000	Logo included on all marketing collateral, flyer, social media, email blasts, apparel, posters, step and repeat, website, slideshow, etc; 20 VIP Passes, sponsor, branded party favors, wristbands; branded drink specials; mentions by DJ throughout event
Gold	\$25,000	Everything in Silver, Category Exclusivity, 40 VIP Passes; Signage at participating bars; exclusive satellite bar distro; mention by DJ throughout event
Platinum	\$30,000	Everything in Gold; Name included in event title; Celebrity Host to promote; 80 VIP Passes; Logo on recap videos/photos; Banner sponsor on all promo (radio and paid ads), Biggest logo on all marketing collateral

www.HUBarCrawl.com+ www.HomecomingAtHoward.com
@howardalumni @themovemakers



9th Annual HU Karaoke Brunch

Howard Homecomings #1 Brunch



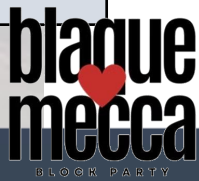
Attendees	300+
Income	\$75,000
Ethnicity	90% African American
Education	95% College Grad 30% Post College
Age Range	21 - 40
Profession	20% Entry Level; 60% Middle Management 10% Upper Management; 10% Entrepreneur
Geography	West Coast (US): 15%; Mid-West (US): 20% South (US): 20%; East-Coast (US): 30% International: 15%
Sex	60% Men 40% Women

The Largest Black Bar Crawl in the World!

www.KaraokeBrunch.com

- **Who:** Howard University Alumni & Friends
- **What:** HU Karaoke Brunch
 - *Hosted by Howard Alumni and Friends*
- **When:** Howard Homecoming Sunday | 11a – 3p
- **Where:** Northwest DC
- **Why:** Howard Homecoming; A portion of proceeds to benefit HUAA
- **Event Summary:** This event is a culmination of Howard Homecoming weekend in which alumni and friends gather to recap homecoming over brunch food, drinks, and dj/karaoke entertainment.

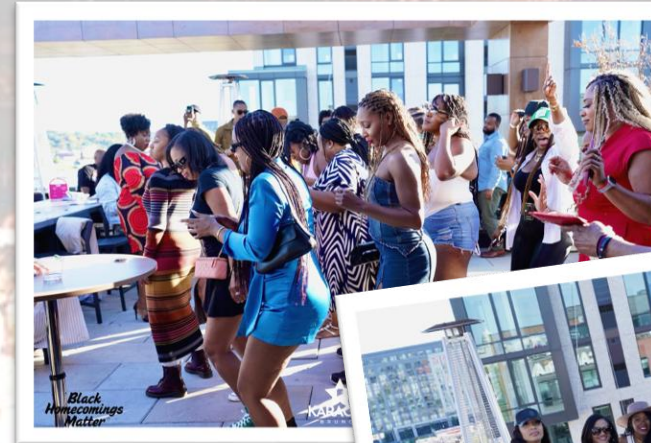
www.KaraokeBrunch.com + www.HomecomingAtHoward.com
@howardalumni @themovemakers



Karaoke Brunch Video + Pics



[CLICK HERE TO WATCH VIDEO
OF LAST YEAR'S BRUNCH](#)



[CLICK HERE TO VIEW PICS OF
LAST YEARS BRUNCH](#)



www.HomecomingAtHoward.com | [@howardalumni](https://twitter.com/howardalumni)

Karaoke Brunch

Sponsorship Levels



Level	Amount	Description
Silver	\$10,000	Logo included on all marketing collateral, flyer, social media, email blasts, apparel, posters, step and repeat, website, slideshow, etc; 10 VIP Passes, sponsor, branded party favors, wristbands; branded drink specials; mentions by DJ throughout event
Gold	\$12,500	Everything in Silver, Category Exclusivity, 15 VIP Passes; Signage at participating bars; exclusive satellite bar distro; mention by DJ throughout event
Platinum	\$15,000	Everything in Gold; Name included in event title; Celebrity Host to promote; 20 VIP Passes; Logo on recap videos/photos; Banner sponsor on all promo (radio and paid ads), Biggest logo on all marketing collateral



www.HomecomingAtHoward.com | @howardalumni



Questions

Contact: Joshua Mercer

Phone: 773.426.1626

Email: movemakers@gmail.com

Social Media: @howardalumni
www.HomecomingAtHoward.com



www.HomecomingAtHoward.com | @howardalumni