

# 93<sup>RD</sup>

ANNIVERSARY



2022

# BUD BILLIKEN

SPONSORSHIP/STRATEGY DECK



CHICAGO DEFENDER CHARITIES

**Robert Sengstacke Abbott**, a native Georgian and son of freedman slaves, was formally trained as an attorney. However, upon settling in Chicago, he learned the printing trade and founded a newspaper in 1905, still in publication called the Chicago Defender.

A key part of his distribution network was made up of African American railroad porters, who were highly respected among African Americans – adding to the reputation and credibility of the newspaper. The Chicago Defender is often noted as having played a major role in initiating The Great Migration, during 1915-1919, resulting in approximately 1.3 million African Americans migrating to northern cities

**Myiti Sengstacke-Rice** now continues the legacy of 4 generations – she was voted President and CEO in February 2017. Under Myiti’s leadership, the Bud Billiken Parade and the programs of the Chicago Defender Charities continue to honor the legacy of her family and the community.



---

# WHO WE ARE



# OUR BRANDS & INITIATIVES



We are a 501c3 nonprofit organization that focuses on Arts and Education. We connect the community to opportunities dedicated to performing arts, education, health, wellness, business training and entrepreneurial development. We strive to unite, empower, improve the quality of life, and enrich families and individuals in our communities.

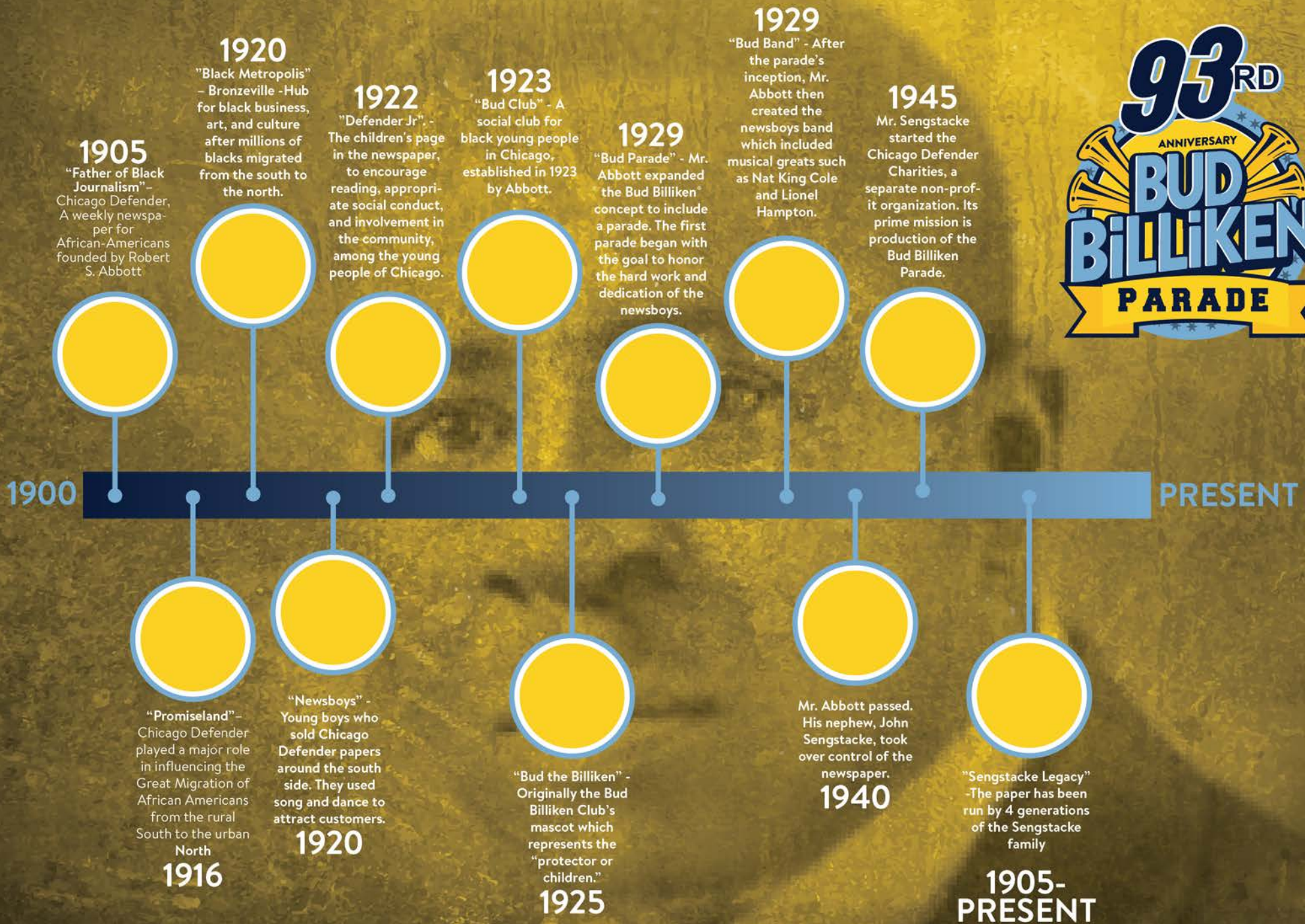
**EDUCATION:** Our core values lie within the heart of the youth. With the parade timed at the close of summer, Bud Billiken is widely lauded as the kick off to the school year. The celebration includes gifting children with back to school supplies and offering scholarships.

**EMPOWER:** The Bud Billiken Festival, launched after the parade, features organizations like Illinicare and the Obama Foundation that champion education, career development, job placement, health, and wellness.

**EXPERIENCE:** Looking to the showmanship of the Chicago Defender Newsboys, who used song and dance to woo customers, Bud Billiken provides a platform for youth to feature their unique talents. During the parade and in competition, the community is united to enjoy the show.

---

# MISSION



# PARADE HISTORY

# THINGS YOU SHOULD KNOW

» **#1** “THE BUD” IS THE LARGEST BLACK PARADE IN THE WORLD; SECOND LARGEST PARADE IN THE COUNTRY; (#2 PARADE IN THE NATIONAL)

» CELEBRATING **93 YEARS** OF THE WORLD'S LARGEST BACK TO SCHOOL PARADE

» OVER **500,000** ATTENDEES EVERY YEAR

» OVER **200** MARCHING BANDS, DRILL TEAMS, DANCE TEAMS, TUMBLERS, AND OTHER TALENTS TRAVEL FROM ALL OVER THE COUNTRY TO PARTICIPATE.

» **\$25,000+** AWARDED IN SCHOLARSHIPS TO QUALIFIED APPLICANTS

» **10,000** SCHOOL SUPPLIES DELIVERED TO CHICAGO STUDENTS EACH YEAR.

» “THE PARADE ROUTE STRETCHES **2 MILES** THROUGHOUT THE HISTORIC “BRONZEVILLE” NEIGHBORHOOD ON THE SOUTH SIDE OF CHICAGO.

» ATTRACTS OVER **1.2 MILLION** VIEWERS EVERY YEAR

» AVERAGE CHICAGOAN HAS ATTENDED **TEN** BUD BILLIKEN PARADES IN THEIR LIFETIME

» BOOSTS OVER **EIGHTY** SPONSORS AND COMMUNITY PARTNERSHIPS



# 10

**BUD FACTS**

93<sup>RD</sup>  
ANNIVERSARY  
BUD  
MULLIKEN  
MADE



**CELEBRITY GRAND MARSHALLS**



**5-65**

MULTIGENERATIONAL

*over*

**1MIL**

TELEVISION VIEWERS

**10**

BUD BILLIKEN PARADES  
IN A LIFETIME

**500K**

ATTENDANCE OVER

**\$50k**

ATTENDEES AVERAGE INCOME

*over*

**3MIL**

SOCIAL/DIGITAL  
MEDIA IMPRESSIONS

**BY THE NUMBERS**



The Bud Billiken Parade is more than a procession of bands and floats marching down King Drive, it's a commemoration of our past and a celebration of our future. Every summer since 1929, "The Bud" has united African-Americans throughout the city of Chicago in music, dance, food, and laughter. It's one of the only spaces where we can openly and emphatically praise the historic roots that plant us into the South Side of Chicago.

This year's parade represents more than the entertainment that it offers. After 93 years, the Bud Billiken 365 campaign extends the celebration to impact our communities on a continued annual bases. We are building upon the history of "The Bud" to personify the heritage and legacy that the parade encompasses.

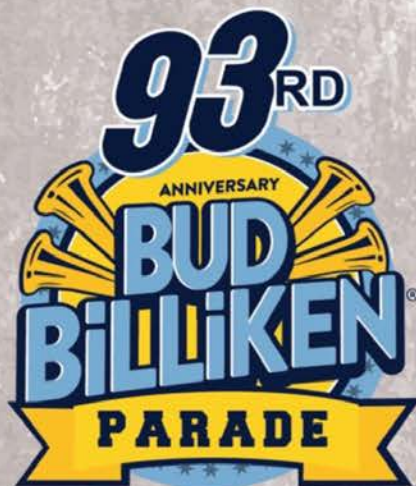


# BUD BILLIKEN PAL

THE BUD BILLIKEN PERFORMING ARTS LEAGUE (PAL) is a global network of over 200 performing teams based in Chicago. Its goal is to improve the global benefit and positive impact of performing arts for youth across the world. It is an endeavor of the Chicago Defender Charities, producers of the Bud Billiken Parade and the industry leader for youth performing arts. PAL uses its efforts to unite youth teams under a single umbrella in order to use a collective approach that more effectively and efficiently supports youth. PAL also provides teams with activities and support throughout the year that lead up to the Bud Billiken Parade.

PAL focuses on five distinctive performance categories (Music, Dance, Drill, Marching Band, Cheerleading) that overlap with a multitude of other disciplines including Career Development / Employment Opportunities, Media Arts and Film, Civic Engagement, and Academic Development.





Our young people dedicate themselves to hours of practice every summer to show off their moves in the parade and hope to win the grand prize– their performances are nothing short of remarkable.

During the parade, the over 200 teams compete in their respective category: marching band; cheer; dance; drill. They are evaluated by a panel of judges based on technique, precision, creativity, enthusiasm and more.

Your sponsorship will go towards supporting these small local organizations – Uniforms, Transportation, Food.

- Logo on Team Banner
- (5) Mentions in Social Media
- Meet & Greet with Performing Team

**ALA CARTE PACKAGE SPONSOR "BUD" TEAM (\$5000)**



**TITLE  
SPONSOR**  
**\$250,000**

**VIP BREAKFAST  
& REVIEWING  
STAND**

- TEN (10) TICKETS TO VIP BREAKFAST REVIEWING STAND

**PARADE &  
PRIORITY  
LINE-UP**

- TWO (2) PARADE VEHICLE ENTRIES
- DESIGNATED PARADE ATTENDANT AS DAY OF CONTACT

**SPONSOR-A-  
TEAM**

- SPONSOR ONE (1) PAL TEAM
- PAL SPONSORS ARE ELIGIBLE TO WALK WITH TEAMS. AS PAL TEAMS HAVE PRIORITY LINE-UP POSITIONING

**ABC 7 LIVE  
BROADCAST**

- :30 SEC TV COMMERCIAL
- LIVE INTERVIEW
- :15 SEC PRE-TAPED VIGNETTE
- DIGITAL BILLBOARDS

**ON-AIR RADIO**

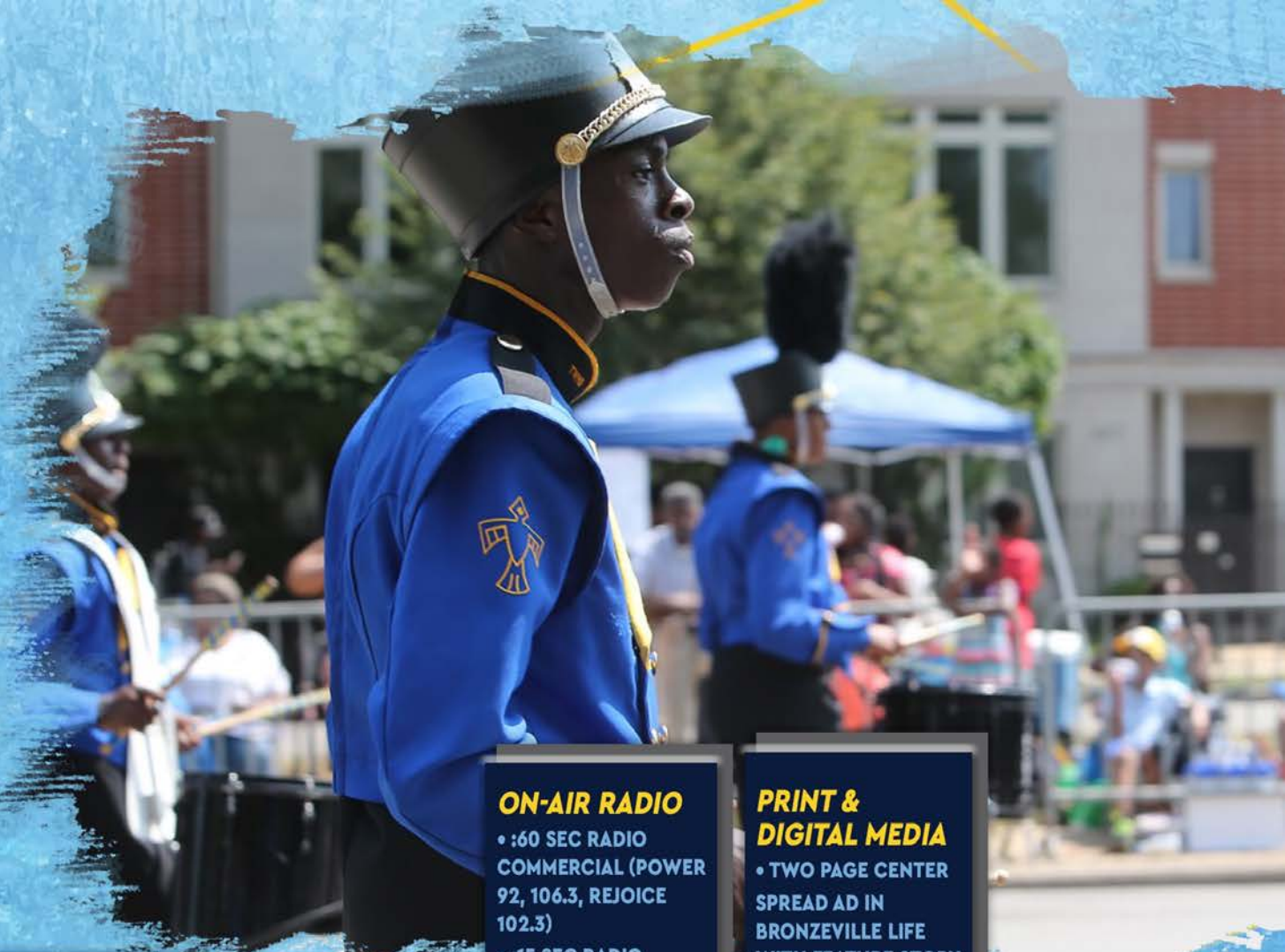
- :60 SEC RADIO COMMERCIAL (POWER 92, 106.3, REJOICE 102.3)
- :15 SEC RADIO COMMERCIAL (POWER 92, 106.3, REJOICE 102.3)
- LIVE RADIO INTERVIEW ON POWER 92
- :30 SEC RADIO COMMERCIAL (107.5 WGCI, V103)
- :15 SEC RADIO COMMERCIAL AS TITLE SPONSOR

**PRINT &  
DIGITAL MEDIA**

- TWO PAGE CENTER SPREAD AD IN BRONZEVILLE LIFE WITH FEATURE STORY
- ONE (1) 15 AD ON SOCIAL MEDIA (FACEBOOK, INSTAGRAM)
- LOGO AND WEBSITE LINK ON ALL CHICAGO DEFENDER CHARITIES WEBSITES
- PROMOTIONAL POST FOR SOCIAL MEDIA

**FESTIVAL**

- ONE (1) 20X20 TENT
- FOUR (4) TABLES
- TEN (10) CHAIRS





# PRESENTING SPONSOR \$100,000



## VIP BREAKFAST & REVIEWING STAND

- TEN (10) TICKETS TO VIP BREAKFAST REVIEWING STAND

## PARADE & PRIORITY LINE-UP

- ONE (1) PARADE VEHICLE ENTRY
- DESIGNATED PARADE ATTENDANT AS DAY OF CONTACT

## SPONSOR-A- TEAM

- SPONSOR ONE (1) PAL TEAM
- PAL SPONSORS ARE ELIGIBLE TO WALK WITH TEAMS. AS PAL TEAMS HAVE PRIORITY LINE-UP POSITIONING

## ABC 7 LIVE BROADCAST

- :30 SEC TV COMMERCIAL
- LIVE INTERVIEW
- :15 SEC PRE-TAPED VIGNETTE
- DIGITAL BILLBOARDS

## ON-AIR RADIO

- :60 SEC RADIO COMMERCIAL (POWER 92, 106.3, REJOICE 102.3)
- LIVE RADIO INTERVIEW ON POWER 92
- :30 SEC RADIO COMMERCIAL (107.5 WGCI, V103)

## PRINT & DIGITAL MEDIA

- FULL PAGE AD IN BRONZEVILLE LIFE
- ONE (1) 15 AD ON SOCIAL MEDIA (FACEBOOK, INSTAGRAM)
- LOGO AND WEBSITE LINK ON ALL CHICAGO DEFENDER CHARITIES WEBSITES
- PROMOTIONAL POST FOR SOCIAL MEDIA

## FESTIVAL

- ONE (1) 20X20 TENT
- FOUR (4) TABLES
- EIGHT (8) CHAIRS



# PREMIER SPONSOR \$50,000

## VIP BREAKFAST & REVIEWING STAND

- FIVE (5) TICKETS TO VIP BREAKFAST REVIEWING STAND

## PARADE & PRIORITY LINE-UP

- ONE (1) PARADE VEHICLE ENTRY
- DESIGNATED PARADE ATTENDANT AS DAY OF CONTACT

## SPONSOR-A- TEAM

- SPONSOR ONE (1) PAL TEAM
- PAL SPONSORS ARE ELIGIBLE TO WALK WITH TEAMS. AS PAL TEAMS HAVE PRIORITY LINE-UP POSITIONING

## ABC 7 LIVE BROADCAST

- :30 SEC TV COMMERCIAL
- DIGITAL BILLBOARDS

## ON-AIR RADIO

- :60 SEC RADIO COMMERCIAL (POWER 92, 106.3, REJOICE 102.3)
- LIVE RADIO INTERVIEW ON POWER 92

## PRINT & DIGITAL MEDIA

- FULL PAGE AD IN BRONZVILLE LIFE
- LOGO AND WEBSITE LINK ON ALL CHICAGO DEFENDER CHARITIES WEBSITES
- PROMOTIONAL POST FOR SOCIAL MEDIA

## FESTIVAL

- ONE (1) 20X20 TENT
- FOUR (4) TABLES
- EIGHT (8) CHAIRS



# BILLIKEN SPONSOR \$25,000



### VIP BREAKFAST & REVIEWING STAND

- TWO (2) TICKETS TO VIP BREAKFAST REVIEWING STAND

### PARADE & PRIORITY LINE-UP

- ONE (1) PARADE VEHICLE ENTRY
- DESIGNATED PARADE ATTENDANT AS DAY OF CONTACT

### ABC 7 LIVE BROADCAST

- :30 SEC TV COMMERCIAL
- DIGITAL BILLBOARDS

### ON-AIR RADIO

- :60 SEC RADIO COMMERCIAL (POWER 92, 106.3, REJOICE 102.3)

### PRINT & DIGITAL MEDIA

- HALF PAGE AD IN BRONZEVILLE LIFE
- LOGO AND WEBSITE LINK ON ALL CHICAGO DEFENDER CHARITIES WEBSITES

### FESTIVAL

- ONE (1) 10X10 TENT
- TWO (2) TABLES
- FOUR (4) CHAIRS



**COMMUNITY  
SPONSOR  
\$10,000**

**PARADE &  
PRIORITY LINE-UP**

- ONE (1) PARADE  
VEHICLE ENTRY

**PRINT & DIGITAL  
MEDIA**

- QUARTER PAGE AD  
IN BRONZEVILLE LIFE
- LOGO AND WEBSITE  
LINK ON ALL  
CHICAGO DEFENDER  
CHARITIES WEBSITES

**FESTIVAL**

- ONE (1) 10X10 TENT
- TWO (2) TABLES
- FOUR (4) CHAIRS





**CONTRIBUTING  
SPONSOR**

**\$5,000**

**PARADE &  
PRIORITY LINE-UP**

- ONE (1) PARADE  
VEHICLE ENTRY

**FESTIVAL**

- ONE (1) 10X10 TENT
- TWO (2) TABLES
- FOUR (4) CHAIRS

I have attended the Bud Billiken Parade all 44 years of my life, it's a family tradition.  
-IG FOLLOWER, BRONZEVILLE, IL

As a kid growing up in Chicago, I always looked forward to the Bud Billiken Parade. It signaled back to school, but also highlighted talent in the black community.  
-SHARON EVANS, CHICAGO, IL

Meanwhile on the South Side of Chicago on King Drive it's Bud Billiken Parade which means dancing in the streets.  
-Lolly Bowbean, Twitter

We love Bud Billiken Day! We performed and won the dance competition in 2019.  
-MATT THOMAS, DANCE COACH OF PAL TEAM

Today's 90th #Budbillikenparade in Chicago is dedicated to our children. It's time for adults everywhere to give them hope for their future and safety from harm, especially real laws to end gun violence say's a fan from the crowd on 90th Bud Billiken Parade.  
-DICK DURBIN, TWITTER

It's not a Bud Billiken Parade without Terrell Brown with ABC 7 news eating during a liveshot.  
-BEN BRADLEY WITH WGN, TWITTER)

It's That Time Been Here At The Bus Stop Since 7am always early for the Bud Billiken Parade.  
-MIA MAE, TWITTER

**“Bud Fans”**



CHICAGO DEFENDER CHARITIES, INC.

# A SPECIAL THANKS TO OUR PARTNERS





# A SPECIAL THANKS TO OUR SPONSORS



# CONTACT US

PRESIDENT

**MYITI SENGSTACKE-RICE**

[msengstacke-rice@defendercharities.org](mailto:msengstacke-rice@defendercharities.org)

DIRECTOR OF PROGRAMMING AND SPONSOR ENGAGEMENT

**ANTAWN ANDERSON**

[aanderson@defendercharities.org](mailto:aanderson@defendercharities.org)



**CHICAGO DEFENDER CHARITIES**

3509 S. King Drive, Suite #203

Chicago, IL 60653

773-536-3710

CHICAGO DEFENDER CHARITIES