



MAGGIE L. WALKER
BANKER
COMMUNITY ADVOCATE



HILYARD ROBINSON
ARCHITECT
COMMUNITY DEVELOPER

HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26

SPONSORSHIP PROPOSAL 5TH YEAR CELEBRATION PROGRAM

SATURDAY JULY 11, 2026
PROMPTLY 10:00 AM - 3:30 PM

WEST HAMPTON COMMUNITY CENTER
1638 BRIARFIELD RD. HAMPTON, VA 23661

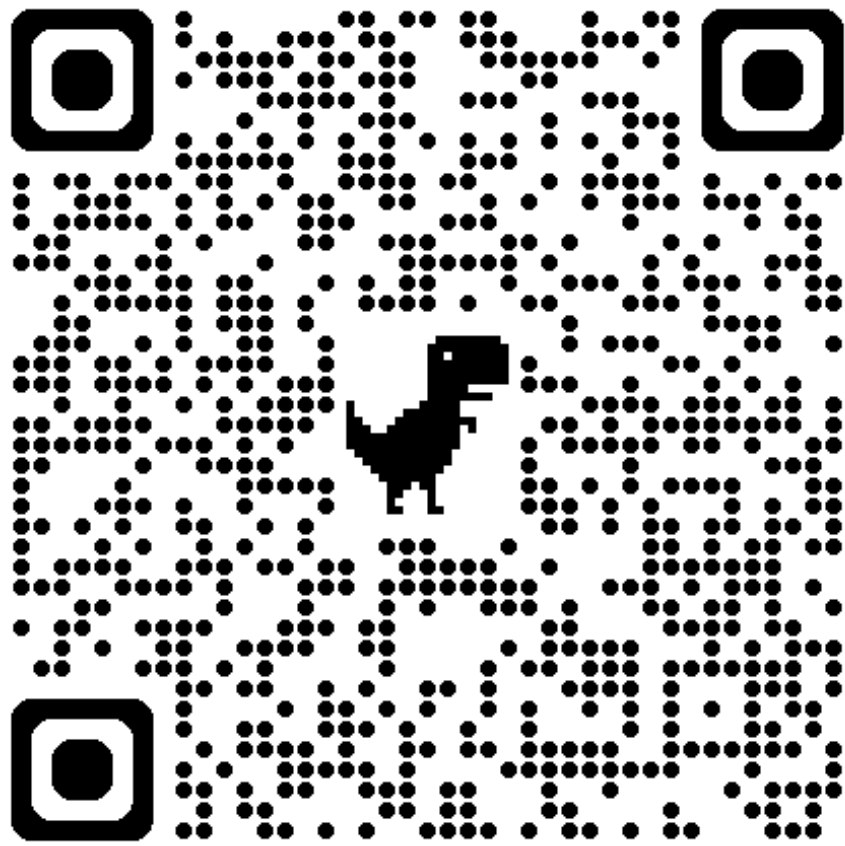
GOGACC.ORG

GREATER ABERDEEN COMMUNITY COALITION



SHELTON R. TUCKER





HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



WELCOME

The Greater Aberdeen Community Coalition (GACC), in partnership with Deen Ball Sports, Inc. (DBSI) and the City of Hampton Parks and Recreation, invites you to partner with us for the 5th Annual Michael "Hip Hopz" Harper Youth Fest '26, part of our Hands Across the City of Hampton (HATCH) initiative serving K-12 youth across Hampton and the surrounding region.

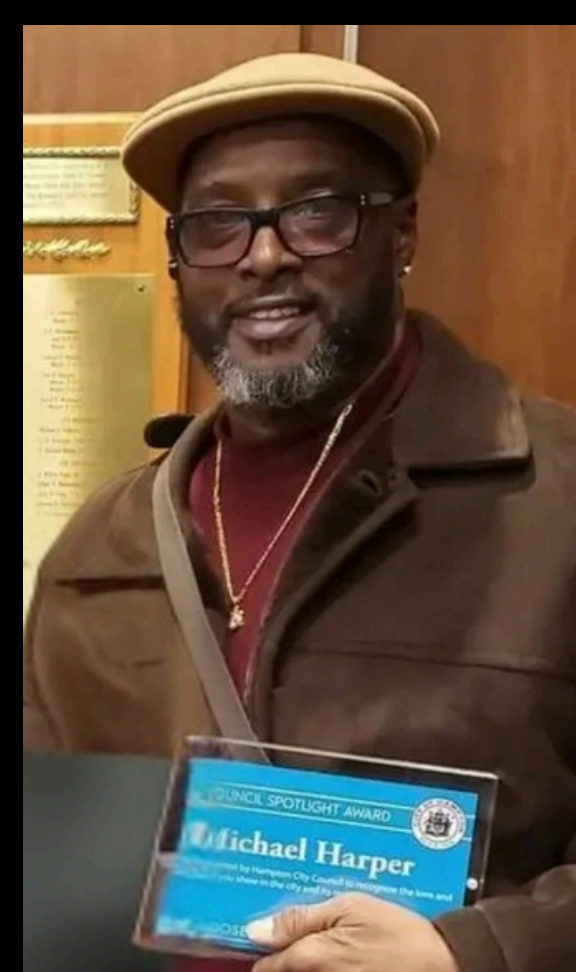
Since 2022, Youth Fest has grown from approximately 200 to over 450 attendees, with increasing participation from youth entrepreneurs and community vendors. Our mission is to create a vibrant marketplace for Kidpreneurs while connecting families to valuable educational and community resources.

This year's theme, "Honoring Our Past With Our Future," will feature a financial literacy micro-economy inspired by Maggie Lena Walker, alongside the Hilyard Robinson "Reimagine Aberdeen" experience, showcasing future community designs developed by university partners. These elements will be presented through an engaging, youth-led production hosted by Keven's World.

We are seeking sponsors to support this growing initiative while gaining meaningful visibility and engagement with families across Hampton. I would welcome the opportunity to discuss how we can partner. Thank you for your consideration.

Best regards,
Shelton Tucker, President
Greater Aberdeen Community Coalition
770-843-1222 stucker1214@gmail.com





HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



Honoring Our Late Founder: Michael "Hip Hopz" Harper

The Michael "Hip Hopz" Harper Youth Fest was born from a powerful moment of community vision and purpose.

The original idea began as part of the public dedication of a park named in honor of his brother, Lenwood "Butch" Harper (President, Dean Ball Sports, Incorporated [DBSI], and elected member of the Hampton City School Board). During the planning of that dedication, Michael Harper an active member of the Greater Aberdeen Community Coalition (GACC) proposed expanding the moment into something greater: a youth-centered event designed to engage, inspire, and empower the next generation.

Working alongside fellow GACC members, Michael helped shape what would become YouthFest an event intentionally designed to feature Kidpreneurs while emphasizing STEM (Science, Technology, Engineering, and Mathematics) and STEAM (including the Arts). The goal was to broaden participation beyond athletics and create opportunities for youth in grades K-12 to explore entrepreneurship, creativity, and innovation across multiple disciplines.

From its first year in 2022, the event exceeded expectations. Its success drew strong encouragement from city leadership and a solid endorsement from our federal Congressman, urging us to continue building on that momentum. In 2023, the community experienced a profound loss. Our visionary founder, Michael "Hip Hopz" Harper, transitioned. We also lost another key leader, Darrick Savage, President of Deen Ball Sports, Inc. (DBSI), our fiduciary partner. Together, they were instrumental in shaping both the spirit and structure of this initiative.

Today, we continue this work with pride and purpose. Youth Fest stands not only as a celebration of youth talent and opportunity, but as a living tribute to Michael Harper's vision, leadership, and unwavering commitment to the community.

We honor his legacy by naming this event after him and continuing to build what he started—creating a platform where young people can learn, lead, and thrive.





HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



4 YEARS OF PROVEN SUCCESS

- We created a vibrant Marketplace for Kidpreneurs and increased attendance from approx. 250 to over 500.
- Increased Kidpreneurs to 23 with 75% being returning vendors
- Attracted Participants and Attendees around Hampton Roads
- Highlighted Community History banners sparking city wide story telling and community participation around the city
- Created New STEM - Drone & Sailing programs
- Increased our Sponsorships and Community Partnerships

WHAT'S NEW

- Youth Marketplace and Micro Economy
- Live-Stream Production with Teen Host, Keven's World & Friends
- Data Collection centered approach "FOR" our community
- Story Telling through our Financial Literacy session
- Story Telling through our Maggie L. Walker Fun Bucks Bank Concept
- Story Telling through our Hilyard Robinson "Reimagine Aberdeen" Exhibit Hall with STEM Lego Build challenge, Wetlands Watch (Collaboratory) and More...
- Ten notable Community ICON Honors



SUMMARY

THIS IS A FILMED & PROGRAMMED EVENT

KEVEN'S WORLD & FRIENDS HOST OF LIVE EXPERIENCE



HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



EVENT HIGHLIGHTS

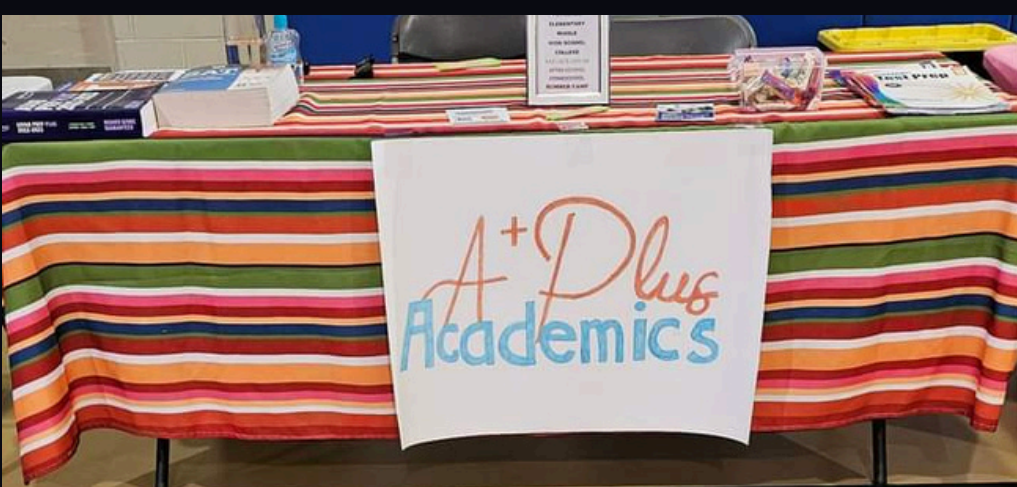
- Red Carpet Kick-Off
- Kidpreneur Marketplace
- Youth Commercials Contest
- Maggie L. Walker Fun Bucks Bank
- Community Icon Honors
- Living Museum & Fashion Show
- Talent Expo
- Pull-Up & Earn Challenge
- STEAM - Lego Build Challenge
- Aberdeen History Games
- Reimagine Aberdeen Exhibit
- Food Trucks & J&S Sweets
- Win & Spend Fun Bucks all day
- VIP Nutrition & Cooking Demo
- News Media Coverage
- City & State Leadership
- Data Collecting Focus "FOR" our Community
- and More

EARN & LEARN.
WIN & SPEND.
ALL DAY & YEAR



CAN YOU DO MORE
PULL-UPS THAN OUR
@COACHAPPLEWHITEJR?





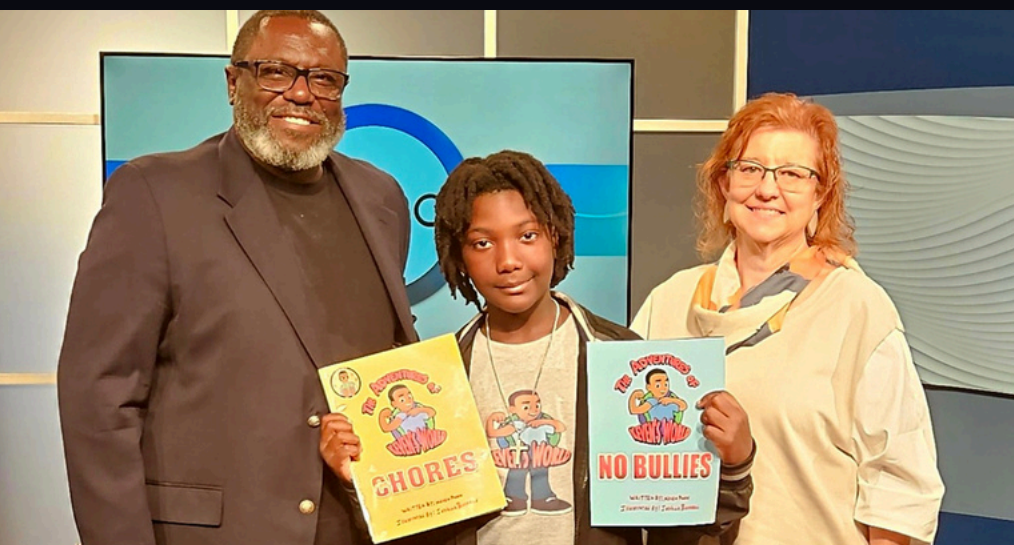
YOUTHFEST '26



A STRATEGIC DATA-DRIVEN, COMMUNITY-CENTERED PLATFORM CONNECTING FINANCIAL LITERACY, YOUTH ENTREPRENEURSHIP, AND FUTURE COMMUNITY DEVELOPMENT.

YOUTH MARKETPLACE & EVENT STRUCTURE

- Marketplace located in large Gymnasium with large Stage, Stage Backdrop, and Booth Space where our vendors are displayed
- Live-Stream, extravaganza produced by Keven's World Productions and Applewhite Creations. Featuring Teen Host - Keven's World & Friends
- Our capacity is between 40 and 60 vendors
- We anticipate 3 screen monitors and a professional sound system set up to Broadcast Live Event
- Our monitors will be available for sponsorship opportunities
- Community Icon Honors, Living Museum, Fashion Show & Talent Expo
- STEAM, Fitness, Educational & Financial Literacy Challenges
- Youth and local Food Trucks, Vital Health Wealth Nutrition & Meal Prep Demo



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MAGGIE L. WALKER FUN BUCKS BANK CONCEPT

A live, youth-centered micro-economy where participants learn how money is earned, managed, saved, and grown—then connect it to real banking.

- Seed Capital (for early arrivals) = Every youth receives Fun Bucks
- Earn & Engage Earn more through education, entrepreneurship, STEM and fitness activities
- Budget (50–30–20 Rule)= Spend · Choose · Save (minimum 20%)
- Save Collectively = Deposits form a Youth Savings Pool
- Grow (Dividend + Bank Match) = Savings trigger a proportional dividend + sponsor match
- Real-World Bridge = Youth can convert savings into a real bank account
- Professional shadowing opportunities = Real world, personal mentoring experience

10. OF ST LUKE

(SPONSORED)

MAGGIE L. WALKER FUN BUCKS BANK

A Centralized, Event-wide Currency System that teaches youth how to Earn, Spend, Save, and Grow Money within a real Marketplace

Start Small, Start Early

HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



HOW IT WORKS

1. All Marketplace Transactions use Fun Bucks Only
2. Centralized through the Maggie Walker Youth Bank
3. \$1 USD = 1 Fun Buck (fixed exchange rate)
4. Two currency types:
 - Youth Fun Bucks (Y-Series) – for learning, savings, dividends
 - Community Fun Bucks (P-Series) – for public purchases
5. Youth Experience - Receive seed capital at entry (time limited)
6. YOUTH Earn additional Fun Bucks through:
 - Educational vendors
 - Winning Participation Bucks
 - Financial literacy challenges
 - STEAM ; Resilience exhibits
7. Follow 50-30-20 model:
 - Spend - Needs 50% Wants 30%
 - Save - Minimum 20%
8. Convert directly to Savings Account with Sponsor
9. Spend throughout the year with approved Vendors





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HILYARD ROBINSON "REIMAGINE ABERDEEN" EXHIBIT HALL

AN INTERACTIVE EXHIBIT WHERE YOUTH EXPLORE HOW ABERDEEN GARDENS CAN EVOLVE—COMBINING HISTORIC PRESERVATION, MODERN DESIGN, AND FLOOD RESILIENCE

University-backed community renderings in "Collaboratory" with:

- Virginia Tech
- Hampton University
- Old Dominion University
- Wetlands Watch
- Student developed forward-looking design concepts.

Create

- LEGO Historic Home Challenge, Add modern + resilient feature

Explore

- Future home designs
- Community layouts & development
- Flood-resilient infrastructure

Engage

- Vote on features they want
- Ask questions at stations
- Earn Fun Bucks with participation

Discuss

- Intro into Homeownership
- Neighborhood Street Naming and Clean Up



HOW WE PROMOTE 4 FOLD APPROACH

YOUTHFEST'26



GRASS ROOTS - EMAIL BLAST, ON-SITE, IN-PERSON

We connect with Families through Schools, Youth and Civic Organizations and Churches to support households



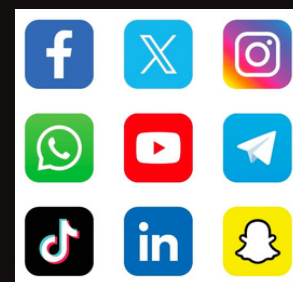
INFLUENCER & PR APPROACH

Keven's World & Friends + Ambassadors will help Tag, Market and Promote the Event through their schools and community all year



TRADITIONAL MEDIA - TV, RADIO & PRINT

We are connected with all major TV, Radio, and Print Media outlets, and they are excited and eager about YouthFest'26



SOCIAL MEDIA & WEBSITE: WWW.GOGACC.ORG

We are preparing to launch across all Media Platforms through GACC, Keven's World & Friends, Community partnerships and Sponsors

NAMING RIGHT SPONSORSHIP OPPORTUNITIES

PREMIER SPONSORS

Maggie Walker Youth Bank
Founding Financial Institution Partner
(\$5000)

- Naming rights, exclusive banking category, dividend match visibility, on-site account activation, logo on Fun Bucks and materials, speaking role, and full impact report.
- **Can be Customized**
Fun Bucks
\$1 & \$5
Sponsor
Opportunity



Hilyard Robinson “Reimagine Aberdeen” Exhibit Hall
(\$3000)

- Naming rights, exhibit branding, alignment with architecture, planning, and flood resilience initiatives

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CONTEST SPONSORS

Baby Shark Tank – Presented by
(\$1,000)

Naming, Stage recognition, and judging participation opportunity.

Best Commercial Contest
(\$1,000)

Branding tied to youth-created media and award presentation.

STEAM & LEGO Design Challenge
(\$1,000)

Branding in design/build zone and recognition during awards

SPONSORSHIP OPPORTUNITIES & BENEFITS

HONORING OUR PAST WITH OUR FUTURE YOUTHFEST'26



BENEFITS	PREMIER	GOLD	SILVER	BRONZE
Shout out on TV	✓			
Shout out on Rdaio	✓			
Logo on Print	✓	✓		
Logo on Monitors	✓	✓		
Social Media Exposure	All Platforms	✓	✓	
Main Stage Backdrop	✓	✓	✓	
Logo on Maggie Walker Bank	✓			
Logo on Maggie Walker Fun Bucks	✓			
Logo on Hilyard Robinson Exhibit Hall	✓			
VIP Passes	✓	✓		
Logo on our Website	✓	✓	✓	✓
Logo on T-Shirt	✓	✓	✓	✓
SPONSORSHIP AMOUNT	\$5000+	\$500	\$300	\$100

CANCELLATION POLICY & INDEMNIFICATION

**HONORING OUR PAST
WITH OUR FUTURE
YOUTHFEST'26**



CANCELLATION POLICY

"The parties acknowledge that the schedule of events may change from time to time and that GACC will use its best efforts to notify the Sponsor of such changes." Based upon the nature of the event, including, but not limited to, GACC investment in front-end development, creative and planning work and the allocation of the Company's resources for the entire project, 70% of the sponsorship fee is non-refundable notwithstanding the number of events completed."

USE OF TRADEMARKS AND INTELLECTUAL PROPERTY

"Sponsor grant to GACC a non-exclusive license to use any trademark or other intellectual property rights of Sponsor in connection with GACC executing the event set forth herein." Additionally, the GACC could secure the right to use the Sponsor's intellectual property rights in the promotion of its own business.

INDEMNIFICATION CLAUSE

Sponsor will indemnify and hold harmless GACC and its stakeholders, officers, and directors from and against all claims, expenses, suits and judgments arising from or connected with (i) any alleged or actual breach by Sponsor of any provision of this Agreement, (ii) any negligent or intentional acts of Sponsor in connection with the Event or (iii) any violation of any intellectual property rights of any third parties caused by the use of Sponsor's trademark

CONTACT US NEXT STEPS

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MICHAEL "HIPHOPZ" HARPER
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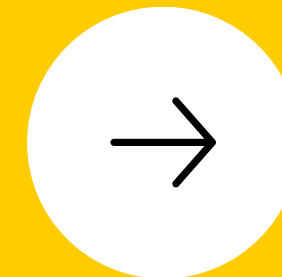
GOGACC.ORG

SHELTON TUCKER
Partnership contact :

 **(770) 843-1222**

 **IMPACT@GoGACC.org**

 **MAKE PAYMENTS & CHECKS TO: "HATCH/GACC"**



**PLEASE
SCAN &
REGISTER.
THANK YOU
FOR YOUR
SUPPORT**

