

COLLEGE BASKETBALL  
**ALL★STAR  
GAME**  
& CELEBRITY EXTRAVAGANZA

# SUPPORT CLASSIC FOR COLUMBUS

Schottenstein Center | April 20, 2024

# MISSION

Promote education, economic development and diversity while raising money for scholarships and institutions of higher learning.



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# EVENT DESCRIPTION

Classic For Columbus presents a weeklong celebration of educational, cultural and entertainment festivities that complement a college basketball game showcasing top players from Historically Black Colleges & Universities versus dynamic players from colleges and universities around Ohio.



# RECENT OUTCOMES

- ❖ Awarded over \$600,000 to scholarship/educational programs and HBCUs.
- ❖ Connected over 7500 students with college enrollment, internships and job opportunities.
- ❖ 40,000 African Americans came together in peace and harmony to showcase HBCU traditions and Black Culture.
- ❖ \$750,000 in contracts and vending awarded to Black owned businesses.
- ❖ 10,000 youths benefited from seeing arenas filled with accomplished African Americans who serve as role models and mentors.

Please [click here](#) to watch the ABC News interview featuring Music Thornton, one of our scholarship recipients.



# VIDEO CLIP

Please take a moment to view this brief 2-minute clip that captures the event experience and purpose.

[Click Here](#)



# EVENT SCHEDULE

**Saturday, April 13, 2024**

*Africentric Early College High School*

## College Career & Community Fair

In the market for a career position or MBE contract? Just out of college looking to land that first opportunity. Bring your employment search to the place where employers are looking for someone like you. Upload your resume and you may be interviewed when you arrive. And we'll have colleges recruiting high school students and community-based organizations offering family enrichment services. Bring the entire family.

**Friday, April 19, 2024**

*Time | Location: TBD*

## Honorary Co-Chairpersons Reception



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# EVENT SCHEDULE

**Saturday, April 20, 2024**  
*Schottenstein Center*

**Experience Everything: 1 Ticket**

## World's Largest Indoor Tailgate Party featuring Inspirational Pavilion

*1:00pm - 4:00pm*

Presenting 2 stages of non-stop entertainment. In the mood for R&B? The Conspiracy Band and Columbus's hottest performers join R&B star, Pleasure P for an unforgettable tribute to 80s, 90s and 2000s hits. Get your praise on with Columbus's biggest names in gospel music at the Inspirational Pavilion stage. New school + old school praise and worship from back in the day. Good food, fun people and non-stop entertainment.

## Black Wall Street Marketplace

*All Day Long*

Art, fashion, jewelry, beauty products, collectables and much more. Goods produced for us/by us. Shop until you drop with fun people in a festive atmosphere. Collect information about the biggest opportunities and attractions in Ohio.

## College Basketball All-Star Game

*Tipoff 5:00pm*

Top players from Historically Black Colleges and Universities around the country versus dynamic players from universities across Ohio (Ohio All-Stars vs HBCU All-Stars).

## The Walk It Out Halftime Show featuring DJ UNC + The Hounds of Sounds Wilberforce University Marching Band

One of the greatest halftime shows on earth! This show will have everyone on their feet dancing to the beats. If you have never experienced an HBCU marching band, you are in for a special treat.

## Greek Step Show

Stay after the game and watch fraternities and sororities stomp, step, stroll and move together as only the Divine 9 can. Experience this Black cultural tradition with your entire family.



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# EVENT SCHEDULE

## Sanctioned Events

### “Represent” Classic For Columbus HBCU All-Star Game Karaoke Mixer

*Wednesday, April 17, 2024 at 6:30pm*

Marlow's Cheesesteaks “Doing It Philly Style”  
93 N. High Street, Gahanna, OH 43230

### Pep Rally and Media Event

*Thursday, April 18, 2024 | 1:00pm - 2:30pm*

Linden Mckinley High School

### Old School vs. New School Sneaker Bash

*Thursday, April 18, 2024 | 7:00pm - 12:00am*

CULTURE, 6170 Busch Blvd, Columbus, OH 43229

### Invest in You, powered by Huntington Bank

*Friday, April 19, 2024 | 5:00pm - 7:00pm*

Fawcett Center, 2400 Olentangy River Rd. Columbus

### (PRIVATE) Honorary Co-Chairperson's Reception, hosted by Huntington National Bank

*Friday, April 19, 2024 | 5:30pm - 7:00pm*

Sheraton Columbus Hotel at Capitol Square  
75 E. State Street, Columbus, OH 43215

### Central Ohio Honors 2024

*Friday, April 19, 2024 | 6:00pm - 7:00pm*

Sheraton Columbus Hotel at Capitol Square  
75 E. State Street, Columbus, OH 43215

### Classic For Columbus Official After Party

*Saturday, April 20, 2024 | 10:00pm - 2:00am*

FORUM

144 N. Wall St, Columbus, OH 43215



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*Ask about special corporate pricing.*

# TICKETS

## **VIP Floor Seat \$150**

Sit with the celebrities, courtside. Your seats will be an arm's-length from the action on the court. And right at the stage for the post game entertainment. Enjoy exclusive access to the private Green Room with complimentary hospitality and amenities. Photo-op with the postgame entertainer. The best seats and a red carpet experience!

## **Club Seat \$70**

This is the ultimate experience! You'll have access to a private floor with five exclusive club lounges—before, during and after the game. Each lounge will offer its own genre of music and entertainment—from R&B to Hip Hop—Reggae and Jazz. You'll have great seats and sightlines to watch the court action and postgame concert. Great food, good people and nonstop entertainment!

## **HBCU Supporter \$55**

This ticket is for the sports and entertainment enthusiast. Enjoy the game in a fan-friendly section. Experience the postgame concert with a great view of the stage and perfect sound. The excitement will keep you on your feet!

## **Say Less Tickets \$30**

This is for everyone looking for a great value! Experience a day of cultural and educational festivities along with exciting college basketball and a world-class live concert. This ticket is perfect for large families, students and anyone looking to have big fun on a budget.



# GEO-MARKET

## Geo-Market Attendance

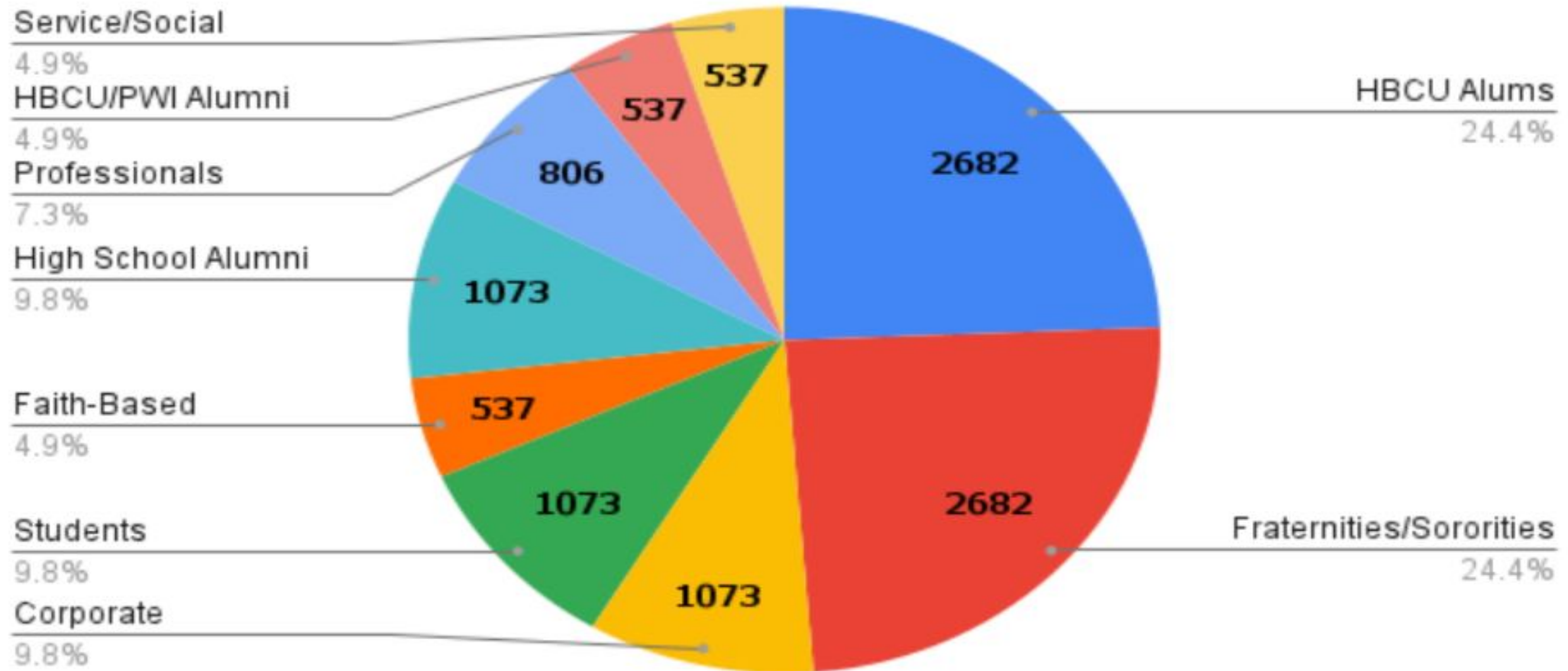
Outside Central Ohio	23%
Outside Ohio	3%
Central Ohio	74%



# TARGET AUDIENCE

## All Star Game & Extravaganza

Columbus, OH 2024 | Overall Attendance: 11,000





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# Classic For Columbus Academy

40 Hours of Classroom Training + 60 Hours of Real-Life Work Experience

**Mission | Training | Outcomes**

# CFC Academy Mission

Leverage Classic For Columbus events to provide a real-life educational experience for students in the areas of sports/entertainment marketing, major event management and hospitality.



# CFC Academy Classroom Training

The Academy program will include 40 hours of classroom training that complements what students will learn in their real-life educational experience practicing at CFC events. Classroom training will be administered in 7 modules.



# Classroom Modules

- ★ **Personal Development + Job Readiness - 4 Hours**
- ★ **Teams and Organizations - 6 Hours**
- ★ **Following and Leading - 7 Hours**
- ★ **DEI 101 - 3 Hours**
- ★ **Sports + Entertainment + Hospitality 101 - 11 Hours**
- ★ **Problem Solving + Crisis Management - 4 Hours**
- ★ **Understanding The Assignment - 5 Hours**



# CFC Academy Outcomes

Students develop their planning, organizing, directing/controlling, problem solving and people skills (emotional intelligence) to become tomorrow's captains of the sports and entertainment industries.







# THANK YOU

**JOHN PACE**

**CEO/President**

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