



# Orange Blossom Classic 2024

## Evidence of Performance

**Website Logo and Link  
Inclusion  
Visit Lauderdale**

**SUPPORTING SPONSORS**



**Visit Lauderdale**

Supporting Sponsor



**Allstate**

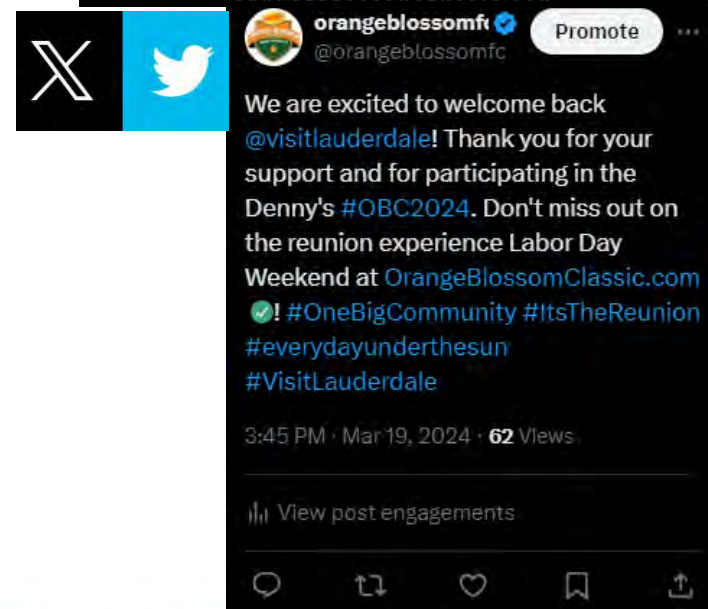
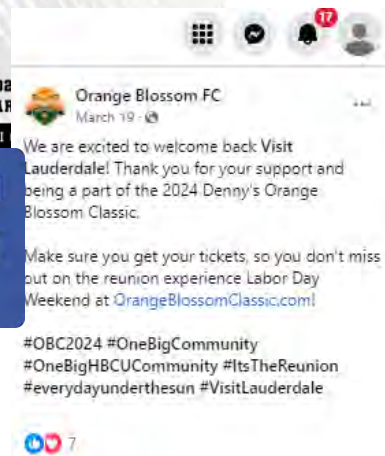
**Allstate**

Supporting Sponsor





Social Media Post  
Inclusive of Visit Lauderdale Logo  
Date: March 19, 2024

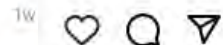






It's OBC Week, so visit [OrangeBlossomClassic.com](https://OrangeBlossomClassic.com) today for tickets and official event details.

#OBC2024 #OneBigHBCUCommunity #ItsTheReunion  
 #OBCSponsor #ReunionExperience #HBCUCommunity  
 #HBCUPride #HBCUCulture #LaborDayWeekend #MiamiGardens  
 #Allstate #VisitLauderdale

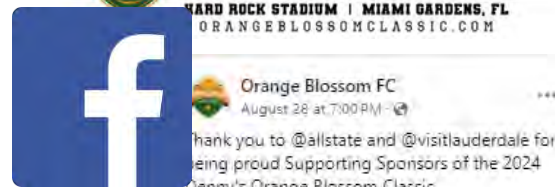


15 likes

7 days ago

Add a comment...

Social Media Post  
 Inclusive of Visit Lauderdale Logo  
 Date: August 28, 2024



It's OBC Week, so visit [OrangeBlossomClassic.com](https://OrangeBlossomClassic.com) today for tickets and official event details.

#OBC2024 #OneBigHBCUCommunity  
 #ItsTheReunion #OBCSponsor  
 #ReunionExperience #HBCUCommunity  
 #HBCUPride #HBCUCulture #LaborDayWeekend  
 #MiamiGardens #Allstate #VisitLauderdale

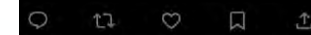


It's OBC Week, so visit [OrangeBlossomClassic.com](https://OrangeBlossomClassic.com) today for tickets and official event details.

#OBC2024  
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 #MiamiGardens #Allstate  
 #VisitLauderdale

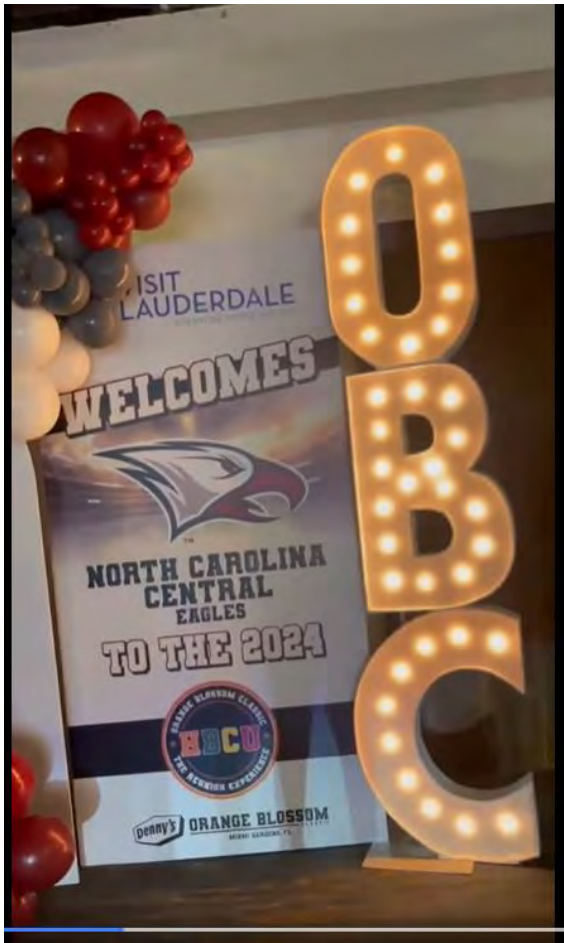
7:00 PM · Aug 28, 2024 · 60 Views


View post engagements





**Social Media Post**  
**Inclusive of Visit Lauderdale Mention**  
**Date: August 30, 2024 & August 31, 2024**



 orangeblossomfc Shout out to Joshua Wadley, from Ft. Lauderdale (@visitlauderdale) @the.mighty.marching.hornets band member and he's ready for tonight's OBC Battle of the Bands.

Doors opened at 5pm. Showtime 6pm.

Watsco Center at University of Miami  
1245 Dauer Dr.  
Coral Gables, FL. 33146

There's still time to get your tickets and come support.

OrangeBlossomClassic.com/events (link in bio) or onsite at the door.

#obc2024 #onebighbcucommunity #orangeblossomclassic #hbcupride #hbcuculture #hbcubands #swarmas1 #itsthereunion



# Game Day Social Media Interview Date: September 1, 2024





# Email Marketing



## Sponsor Logo Banner

eBlast inclusive of Logo  
Dated: August 3, 2024

### It's One Big Community at the Denny's Orange Blossom Classic

○ **Orange Blossom Classic** <info-orangeblossomclassic.com@shared1.ccsend.com>  
To: trobinson@orangeblossomclassic.com

8/3/2024 8:16 PM

OC

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#ORANGEBLOSSOMCLASSIC2024

OBC is One Big Community!  
Check out our Denny's Orange Blossom Classic  
official community events' lineup and more!



SIGN UP TO VOLUNTEER TODAY

BECOME A VENDOR TODAY

#### THANK YOU TO OUR 2024 SPONSORS



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## Sponsor Logo Banner

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Dated: August 9, 2024

### Find Your Fun: Exciting Events at the 2024 Denny's Orange Blossom Classic!

○ **Orange Blossom Classic** <info-orangeblossomclassic.com@shared1.ccsend.com>  
To [trobenson@orangeblossomclassic.com](mailto:trobenson@orangeblossomclassic.com)

8/9/2024 7:30 PM

OC

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#ORANGEBLOSSOMCLASSIC2024

**FRIDAY, AUGUST 30<sup>TH</sup> 2024**  
RECEPTION: 11:00AM - LUNCHEON: 12:00PM  
**JUNGLE ISLAND**  
1111 PARROT JUNGLE TRAIL, MIAMI, FL 33132

**COMMISSIONER'S WELCOME RECEPTION & KICK-OFF LUNCHEON**

*Orange Blossom Classic*

**Keynote SPEAKER**  
Attorney Ben Crump

TO PURCHASE TICKETS VISIT **TICKETS**      



**AS LOW AS \$149 PER NIGHT**

**LABOR DAY WEEKEND**

[ORANGEBLOSSOMCLASSIC.COM/TRAVEL](https://ORANGEBLOSSOMCLASSIC.COM/TRAVEL)

**NORTH CAROLINA CENTRAL vs ALABAMA STATE**  
SUNDAY, SEPTEMBER 1, 2024 | HARD ROCK STADIUM  
MIAMI GARDENS, FL

[ORANGEBLOSSOMCLASSIC.COM](https://ORANGEBLOSSOMCLASSIC.COM)

**BOOK YOUR HOTELS TODAY**

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## Sponsor Logo Banner

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Dated: August 18, 2024

It's the HBCU Reunion Experience Weekend at the 2024 Denny's OrangeBlossom Classic!

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To trobinson@orangeblossomclassic.com

8/18/2024 5:45 PM

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Attorney Ben Crump will be our keynote speaker at the GMCVB Commissioner's Welcome Reception & Kickoff Luncheon presented by FPL!

Get your tickets today so you don't miss out on this incredible event featuring a performance by Grammy Award-winning artist, Raheem DeVaughn.

Date: Friday, August 30, 2024

AS LOW AS  
**\$149**  
PER NIGHT

**LABOR DAY WEEKEND**

ORANBLOSSOMCLASSIC.COM/TRAVEL

**ORANGE BLOSSOM CLASSIC**  
MIAMI GARDENS, FL

**NORTH CAROLINA CENTRAL vs ALABAMA STATE**  
SUNDAY, SEPTEMBER 1, 2024 | HARD ROCK STADIUM  
MIAMI GARDENS, FL

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**BOOK YOUR HOTELS TODAY**

**THANK YOU TO OUR 2024 SPONSORS**

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## Sponsor Logo Banner

eBlast inclusive of Logo  
Dated: August 19, 2024

JUST IN: 2 Chainz is Performing Live at the Denny's OBC Game DayFan Fest

○ Orange Blossom Classic <info-orangeblossomclassic.com@shared1.ccsend.com>  
To trobinson@orangeblossomclassic.com

8/19/2024 9:37 PM

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#ORANGEBLOSSOMCLASSIC2024



Get ready to turn up the heat on **Sunday, September 1st!**

**2 Chainz** is set to light up **The Pepsi Soundstage** at the **Denny's OBC Game Day Fan Fest** at **Hard Rock Stadium's South Side Fountain Plaza.**

The best part? **It's FREE** with your game ticket!

It's **'The Big Homecoming'** so don't miss out on this epic performance. Let's get it poppin' at 11 AM!

Get your tickets today at [OrangeBlossomClassic.com](https://OrangeBlossomClassic.com)

**GET YOUR TICKETS TODAY**

THANK YOU TO OUR 2024 SPONSORS



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## Sponsor Logo Banner

eBlast inclusive of Logo  
Dated: August 20, 2024

### It's the Official Community Events Lineup for the 2024 Denny's OBC

Orange Blossom ... <info-orangeblossomclassic.com@shared1.ccsend.com> 8/20/2024 11:29 AM  
To trobinson@orangeblossomclassic.com

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#ORANGEBLOSSOMCLASSIC2024

OBC is One Big Community!



- Be sure to pre-register.
- Bring copies of your resume/CV or portfolio.



FLORIDA MEMORIAL UNIVERSITY



SIGN UP TO VOLUNTEER TODAY

BECOME A VENDOR TODAY

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## Sponsor Logo Banner

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Dated: August 21, 2024

### Reminder: It's the OBC's Official Community Events Lineup

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To trobinson@orangeblossomclassic.com

8/21/2024 5:16 PM

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OBC is One Big Community!



- Be sure to pre-register.
- Bring copies of your resume/CV or portfolio.



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BECOME A VENDOR TODAY

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# Sponsor Logo Banner

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Dated: August 23, 2024

## The OBC Welcomes Stephen A. Smith to The Reunion Weekend Experience

○ **Orange Blossom Classic** <info-orangeblossomclassic.com@shared1.ccsend.com>  
To trobinson@orangeblossomclassic.com

8/23/2024 2:59 PM

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#ORANGEBLOSSOMCLASSIC2024

**FRIDAY, AUGUST 30<sup>TH</sup> 2024**  
RECEPTION: 11:00AM - LUNCHEON: 12:00PM  
**JUNGLE ISLAND**  
1111 PARROT JUNGLE TRAIL, MIAMI, FL 33132

**COMMISSIONER'S WELCOME**  
RECEPTION  
& KICK-OFF LUNCHEON

*Orange Blossom Classic*

*Honoree*  
**Stephen A. Smith**  
Host of ESPN First Take

ORANGEBLOSSOMCLASSIC.COM



The 2024 Denny's Orange Blossom Classic is almost here!

The 'Battle of the Number Ones' - North Carolina Central Eagles vs Alabama State Hornets - will be the season-opening game you don't want to miss.

The road to ATL kicks off in the 305.

Get your tickets today and experience a reunion weekend experience like no other at [OrangeBlossomClassic.com](https://OrangeBlossomClassic.com)

GET YOUR GAME TICKETS TODAY

### THANK YOU TO OUR 2024 SPONSORS



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Dated: August 28, 2024

New Event: It's 'A Different World' at the OBC with Dawnn Lewis andDarryl Bell

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To trobinson@orangeblossomclassic.com

8/28/2024 9:51 PM

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#ORANGEBLOSSOMCLASSIC2024



WHERE  
COMMUNITY, CULTURE, AND  
**HBCU**  
pride COLLIDE

OBC PRESENTS

★ ★ ★ ★ ★

**THE STATUS OF HBCUs**

IN PARTNERSHIP WITH  
**THE NATIONAL BLACK PROFESSIONAL  
LOBBYISTS ASSOCIATION**





FRIDAY, AUGUST 30, 2024 4:00 PM



FLORIDA MEMORIAL UNIVERSITY  
LOU RAWLS CENTER FOR THE PERFORMING ARTS





**LIMITED SPOTS AVAILABLE  
RESERVE YOUR SPOT TODAY!**

**TO RESERVE CALL (305) 943-6678**

Gameday only, no overnight parking.  
Parking lot opens at 11am \$80 per RV. Price increase on gameday.

**SUNDAY, SEPTEMBER 1, 2024**  
**HARD ROCK STADIUM | MIAMI GARDENS, FL**

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THANK YOU TO OUR 2024 SPONSORS



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## Sponsor Logo Banner

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Dated: August 30, 2024

TGIF: Raheem DeVaughn, A Different World, the Step Show, LisaRaye and more today at the OBC!

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To trobinson@orangeblossomclassic.com

8/30/2024 8:28 AM

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**denny's ORANGE BLOSSOM CLASSIC**  
MIAMI GARDENS, FL

#ORANGEBLOSSOMCLASSIC2024

**FRIDAY, AUGUST 30<sup>TH</sup> 2024**  
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1111 PARROT JUNGLE TRAIL, MIAMI, FL 33132

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*Orange Blossom Classic*

**Keynote SPEAKER**  
Attorney Ben Crump

TO PURCHASE TICKETS VISIT **TICKETS**

**SUNDAY, SEPTEMBER 1, 2024**  
**HARD ROCK STADIUM | MIAMI GARDENS, FL**

ORANGEBLOSSOMCLASSIC.COM

MIAMI GARDENS

Word Rock SNICKERS PEPSI WELLS FARGO ESPN

The 2024 Denny's Orange Blossom Classic  
countdown is on!

In just 23 days, the battle of the number ones -  
North Carolina Central Eagles vs Alabama State  
Hornets - promising an epic preview of the Celebration Bowl.  
The road to ATL kicks off in the 305.

Get your tickets today and come experience a reunion weekend  
experience like no other!

**GAME TICKETS**

**THANK YOU TO OUR 2024 SPONSORS**

denny's MIAMI GARDENS Word Rock SNICKERS PEPSI WELLS FARGO ESPN

Allstate VISIT LAURELDALE Baptist Health COME PLAY IN FLORENCE Coors LIGHT

Deloitte Orange Bowl Coors LIGHT

Tito's Walmart OVERTOWN

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## Sponsor Logo Banner

eBlast inclusive of Logo  
Dated: August 31, 2024

Tonight, It's Going Down at the OBC Battle of the Bands

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To trobinson@orangeblossomclassic.com

8/31/2024 3:07 PM

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REGISTER NOW



The 2024 Denny's Orange Blossom Classic  
countdown is on!

In just 23 days, the battle of the number ones -  
North Carolina Central Eagles vs Alabama State  
Hornets - promising an epic preview of the Celebration Bowl.  
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Get your tickets today and come experience a reunion weekend  
experience like no other!

GAME TICKETS



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## Sponsor Logo Banner

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Dated: September 1, 2024

### 2 Chainz LIVE at the OBC Gameday Fan Fest & Know Before You Go

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To trobinson@orangeblossomclassic.com

9/1/2024 8:00 AM

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#ORANGEBLOSSOMCLASSIC2024

PERFORMING LIVE DURING FAN FEST ON THE PEPSI SOUNDSTAGE



Make your game day journey a win with Brightline. Ride to Aventura from any of our five other stations and experience the MVP of train travel. Remember to fuel up at Mary Mary Bar with specialty cocktails and bites everyone will love. Plus, **groups 3+ automatically enjoy 25% off Adult SMART fares.**

BOOK NOW

#### THANK YOU TO OUR 2024 SPONSORS



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## Sponsor Logo Banner

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Dated: September 1, 2024

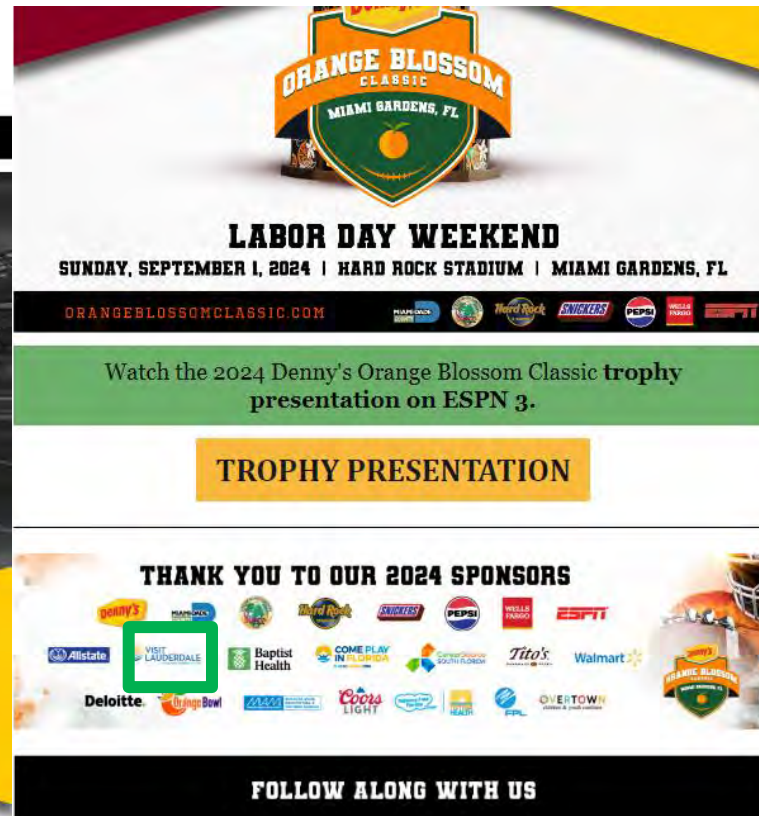
Watch the OBC Band Halftime Show & Trophy Presentation on ESPN 3

Orange Blossom Classic <info-orangeblossomclassic.com@shared1.ccsend.com>  
To trobinson@orangeblossomclassic.com

9/1/2024 4:35 PM

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## Sponsor Logo Banner

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Dated: September 5, 2024

### The Excitement Was Unmatched at the OBC Battle of the Bands!

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To trobinson@orangeblossomclassic.com

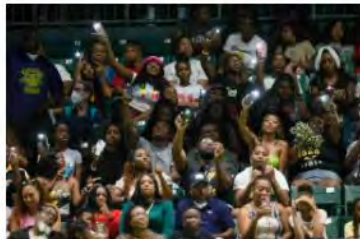
9/5/2024 5:38 PM

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FIND OUT HOW YOU CAN CLAIM YOUR  
SHARE AT FLORIDABRIGHTFUTURES.GOV



### SCHOLARSHIP AWARDS

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VOCATIONAL  
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LEARN MORE

### THANK YOU TO OUR 2024 SPONSORS



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# Signage





## Hotel Signage and Locations

- Double Tree Hollywood
- Hollywood Beach Marriott
- Hampton Inn Hallandale Beach
- Hilton Bahia Mar



- B Ocean Resort
- Residence Inn Miramar /Fort Lauderdale
- Courtyard Miramar/Fort Lauderdale
- Hilton Garden Inn - Miramar
- Embassy Suites by Hilton Fort Lauderdale





## Corporate Sponsor Banner Logo Inclusion





# Radio Remote

August 29th, 2024 - 99 JAMZ

Denny's Margate (650 N State Rd 7 Margate FL, 33063) 12 pm - 2 pm









# Team Arrival





  
DOUBLETREE  
BY HILTON

4000



## Team Arrivals







# Game Day



ORANGEBLOSSOMCLASSIC.COM



# THANK YOU

## Orange Blossom Classic

### 2024 SPONSORS



It is only through strategic partnerships and our sponsors and donors' generous support that we have been able to carry the legacy of the Orange Blossom Classic into a new era. We have been able to come together as One Big Community and further our mission to keep this historic event alive, support HBCUs and empower their students as our future leaders.



DENNY'S ORANGE BLOSSOM CLASSIC

## Game Day Program AD











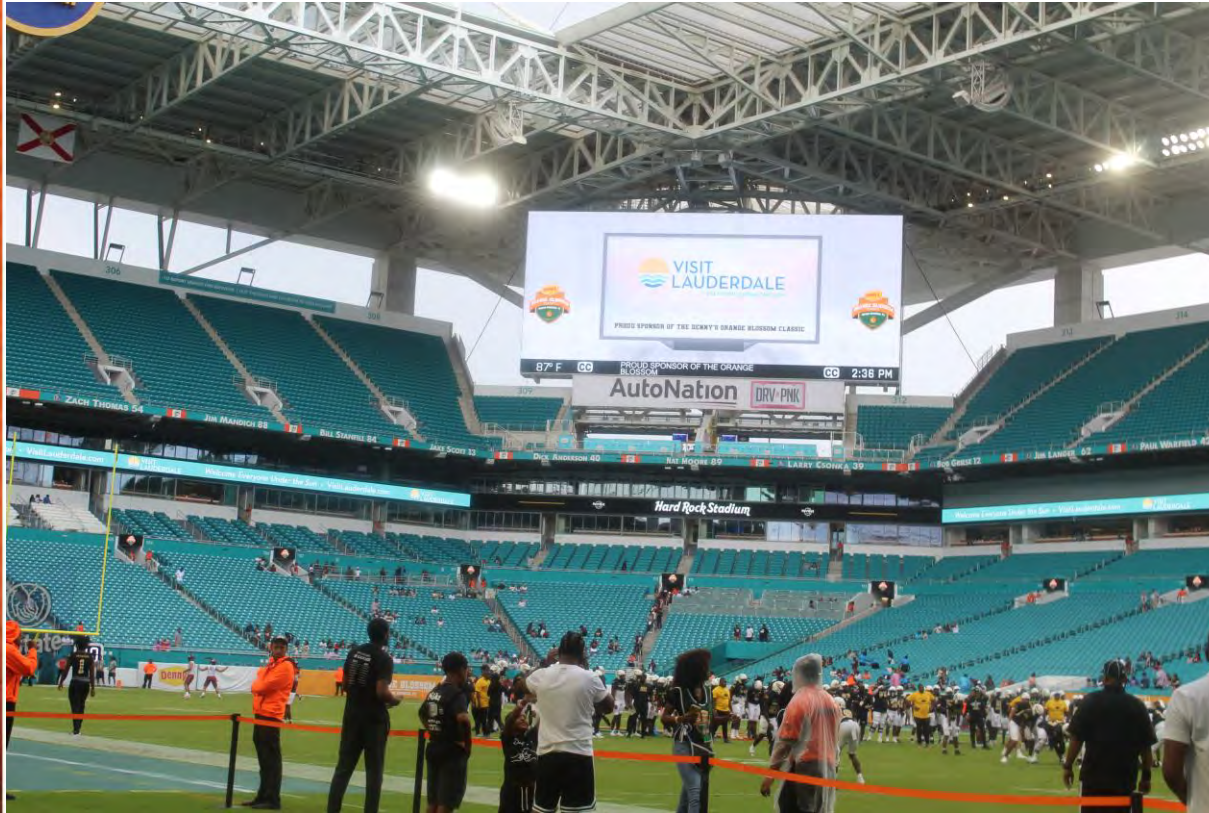


# Video Board

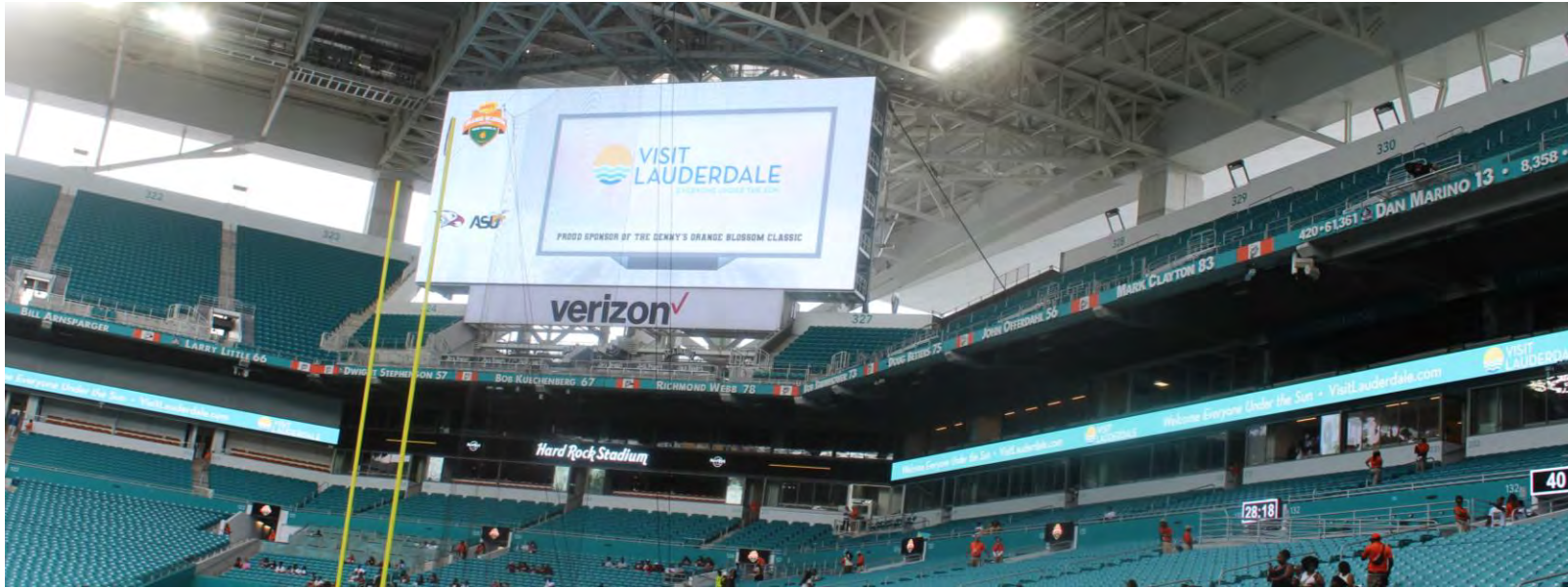
<u>Day Clock</u>	<u>Game Clock</u>	<u>Field</u>	<u>Item / Video Display Screen</u>	<u>Audio/Source</u>	<u>Side Pannels</u>	<u>360 LED Ring</u>
1:35:00 PM	90:00:00	Field is clear	VISIT Lauderdale :30 sec spot / Logo & PA	Video / PA Announcer	Denny's Orange Blossom Classic Logo	Denny's Orange Blossom Classic 360
1:56:30 PM		Team warm up	VISIT Lauderdale :30 sec spot / Logo & PA	Video / PA Announcer	Denny's Orange Blossom Classic Logo	Denny's Orange Blossom Classic 360
2:05:00 PM	60:00:00	Team warm up	VISIT Lauderdale Logo & PA	PA Announcer	Denny's Orange Blossom Classic Logo	Denny's Orange Blossom Classic 360



## Stadium Video Board - PA Announcement & :30 commercial spot







## Stadium Ribbon Board







**Thank You!**