



# 2012 HERITAGE BOWL & COLLEGE TOUR



PRESENTED BY I.C.O.N.S. Community Empowerment Initiatives (501c3)

## Dear Community Partner:

### Heritage Bowl ADVISORY COMMITTEE

Denita Thomas  
Director of Logistics

Martin Hunt, MBA  
Author of "The  
History of Black  
Business"

Joy Hunt, M.A.  
Curriculum & Quiz  
Coordinator

Tasha Butler, MSOL  
Director of Volunteer  
Services &  
Fundraising

Vintage 1854, Inc.  
College Tour Sponsor

I.C.O.N.S. Community  
Empowerment  
Initiatives,  
PO Box 338  
Middletown, DE  
19709  
Tel: 302-420-7524  
[www.omegacons.net](http://www.omegacons.net)

I.C.O.N.S. improves  
the quality of life  
for youth and their  
families through a  
series of  
educational and  
mentoring support  
services.  
501C3 Organization

The ICONS are pleased to present the **2012 Heritage Bowl**, an exciting Black History academic tournament created to educate and stimulate college bound students from all across the Tri-State Area. The **Heritage Bowl** is a game show-style competition wherein teams of 3-5 students compete for exciting prizes by answering a series of fascinating questions pertaining to African- American history. The event is designed to increase knowledge and awareness of the contributions of African- Americans to our society, with the added benefits of promoting leadership skills, teamwork, reading comprehension, strategy formulation, college readiness and family/community participation.

There will also be a free college tour on the campus of Lincoln University for students not participating in the competition. For more information and or to sign up for the college tour, please e-mail information to [info@omegacons.net](mailto:info@omegacons.net) or call 302-420-7524.

In addition to showcasing the area's youth, this event features an African marketplace, vendors, step exhibitions, performances by local dancers, poets and the Lincoln University Marching Band.

The **Heritage Bowl** will be held at:  
**Lincoln University -International Cultural Center**  
**1570 Baltimore Pike**  
**Lincoln University, PA 19352**  
**www.lincoln.edu**  
**Saturday, March 17, 2012 (10am-6pm)**  
**Admission: Free for students (under 18)**  
**\$5 donation for adults**  
**Free for Lincoln University Students with school ID**

### To officially register, all teams must:

- Consist of 3-5 high school/middle school aged students
- Have an adult advisor, along with parental consent secured, verified, and documented by the sponsor organization/advisor
- Visit [www.heritagebowl.org](http://www.heritagebowl.org) to complete the on-line registration form by Friday, February 10, 2012 (**Early Bird: \$75 on or before Dec 15, 2011**)
- Remit a **\$100 non-refundable team registration fee (which covers the cost of t-shirts and lunch for each participating student)**



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To remit an electronic payment via Pay Pal, please complete and submit the on-line registration form, then return to the home page and select "Donate Now" to begin processing your registration fee payment. Payment can also be remitted via a check made payable and mailed to "ICONS" - PO BOX 338- Middletown, DE 19709.

**Payment must be received in order to be considered registered.**

Upon completion of the registration process, a study package will be sent to you electronically for dissemination to your team members. Encourage each member to study individually, as well as in groups. You will receive an instruction package prior to the event with more detailed information regarding the competition, format, prizes, and campus directions.

If you are interested in **fundraising** for this event, please contact us at 302-420-7524.

Thank you for your interest and participation.

**Yours in service,**

**Jason R. Hunt, MSOL**  
**President, ICONS**  
jhunt@omegaicons.net  
[www.omegaicons.net](http://www.omegaicons.net)



# 2012 HERITAGE BOWL & COLLEGE TOUR



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Participate in the cultivation of tomorrow's leaders, today...by supporting the **6th Annual Heritage Bowl**, sponsored by The ICONS organization (501c3). The Heritage Bowl is an exciting Black History trivia tournament designed to educate students about the accomplishments of African Americans. The event will also feature an *African Marketplace*, and a *Cultural Showcase* highlighting various art forms (step dance, African dance, spoken word, etc.). The event, which is expected to host over 700 community residents, is scheduled as follows:

**2012 Heritage Bowl & College Tour**  
**Lincoln University – International Cultural Center**  
**1570 Baltimore Pike**  
**Lincoln University, Pa 19352**  
**Saturday, March 17, 2012 ♦ 10am – 6pm**

As community leaders, we are counting on your support to make this endeavor a success. We are seeking both in-kind contributions (i.e. gift certificates, product discounts, etc.) and/or monetary donations to defray direct program expenses (estimated at \$20,000). The event is free admission for everyone.

Your donation of:

- \$25** will cover the cost of T-shirts, honor medals, certificates, and lunch for two participants. For your generosity, you will receive a **business card ad** in the event program booklet.
- \$50** will cover the above noted items and a portion of the grand prizes to be awarded to the winning team. For your generosity, you will receive **a quarter-page ad** in the event program booklet.
- \$75** will cover the above noted items, defray the cost of the *Cultural Showcase*, and support other direct program expenses (facilities, audio-visual equipment, refreshments, and advertising). For your generosity, you will receive **a half-page**, in the event program booklet.
- \$125** will cover the above noted items, defray the cost of the *Cultural Showcase*, and support other direct program expenses (facilities, audio-visual equipment, refreshments, and advertising). For your generosity, you will receive, **a full-page ad** in the event program booklet, along with customized sponsor acknowledgments (via company banner placement, press releases/event notices, event program advertisement, or t-shirt listing)

Should you wish to contribute, please complete and return the *Commitment Form* to the address below or you can donate via pay pal on our website at [www.heritagebowl.org](http://www.heritagebowl.org). Thank you in advance for your prompt response and willingness to share. The deadline for ads will be Friday, March 2, 2012.

Yours in Progress,  
**Jason R. Hunt, MSOL**  
President, ICONS  
302-420-7524



# 2012 HERITAGE BOWL & COLLEGE TOUR



**PRESENTED BY I.C.O.N.S. Community Empowerment Initiatives (501c3)**

The ICONS are a Delaware-based 501c3 service organization dedicated to community empowerment.

**You Are Cordially Invited**

**to support the**

**2012 HERITAGE BOWL™**

The Heritage Bowl, a Black History trivia tournament sponsored by the ICONS, is an exciting cultural event designed to educate students about the accomplishments of African Americans.

**PLACE AN AD**

**OR**

**SEND WORDS OF SUPPORT**

**IN THE 2012 SOUVENIR PROGRAM BOOKLET**

- Business Card Ad- \$25.00
- Quarter Page Ad- \$50.00
- Half Page Ad- \$75.00
- Full Page Ad- \$125.00

All text, and/or artwork should be forwarded to [jhunt@omegaicons.net](mailto:jhunt@omegaicons.net) by Friday, March 2, 2012. If you require ad layout, please fill in the ad text below or send message via e-mail. Also provide an electronic version of your company logo for use in the ad. For more information, please call 302-420-7524.



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## DONOR COMMITMENT FORM

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY, STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

MONETARY DONATION AMOUNT: \_\_\_\_\_ IN-KIND DONATION VALUE: \_\_\_\_\_

LIST AND QUANTIFY IN-KIND DONATIONS HERE:

_____	_____
_____	_____
_____	_____
_____	_____

\*\*\*\*\*Return completed forms with your donation by Friday, March 9, 2012\*\*\*\*\*

Make checks payable to:

ICONS  
P.O. Box 338  
Middletown, DE 19709

THANKS FOR YOUR SUPPORT!