



**WM LEADERSHIP**  
& LEGACY COACHING

A premier consulting firm  
empowering individuals  
and organizations to reach  
optimal performance and  
success.



[www.wmleadershiplegacy.com](http://www.wmleadershiplegacy.com)





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# VISION

To be a premier consulting firm empowering individuals and organizations to reach optimal performance and success.

# MISSION

**WM Leadership & Legacy Coaching** is committed to building leaders and promoting collaborative teams that will lead to transformative organizational success.

We seek to inspire, engage and drive organizations toward optimal performance.





# ABOUT US

**WM Leadership & Legacy Coaching (WMLLC)** is a Historically Underutilized Business (HUBs) created in 2020 to provide professional consulting services to a diverse clientele including higher education, collegiate and professional sports, business and corporations, and the community.





# INGRID

## WICKER MCCREE

# ABOUT INGRID

Dr. Ingrid Wicker McCree has an impressive and storied career as a higher education leader with more than 30 years in diverse roles. She made history in 2008 when she became the first female to hold the permanent title of the Director of Athletics at North Carolina Central University (NCCU).



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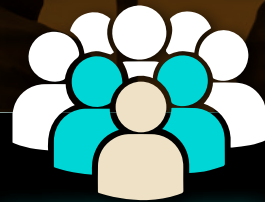
# OUR SERVICES

WMLLC provides, but not limited to the services listed below:



## STRATEGIC PLANNING

- Short & Long Range Planning
- Business Development & Revenue Generation
- Community Engagement Activations Organizational Reviews and Assessments
- 360 Leadership Assessment



## C-SUITE LEVEL COACHING AND CAREER DEVELOPMENT

- Personal Coaching & Mentoring
- Junior Level Coaching & Career Advancement
- New Executive Transition Coaching



## ORGANIZATION CULTURE AND GROUP DYNAMICS

- Team Building/Staff Retreats
- Climate and Culture Assessments
- DEIB Consulting
- Conflict Resolution & Mediation
- Talent Acquisition
- Youth and Community Groups
- Collegiate Athletics Leadership
- Corporate Organizations



## MOTIVATIONAL SPEAKING

- Transition from Management to Leadership
- Transformational Leadership
- Women in Sports
- Building High Performing Teams
- Using Empathy Skills to WIN
- Cross-Generational Work Space





# CLIENTELE

Thank you for considering our partnership proposal. We are thrilled that you have expressed interest in supporting our events and projects.

**WMLLC** will be honored to have you as one of our partners.



**DukeHealth**



GREATER  
**DurhamChamber**  
OF COMMERCE



**TRIANGLE EAST**  
**Chamber of Commerce**  
CONNECT • GROW • PROSPER



**Knight Commission**  
**On Intercollegiate Athletics**

A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION



**labcorp**



**Lenovo**

**AB|S**

**ADVANCEMENT  
OF BLACKS  
IN SPORTS**  
The Game beyond the Lines





# PROPOSAL

**WM Leadership & Legacy Coaching** is proposing to facilitate partnerships with various HBCU Athletics events in order to engage a community of students, fans, and alumni. from the minority-serving community.

**WMLLC** will work with Pfizer Representatives and partnering schools/ conferences/event management groups to create a sponsorship package that will enhance the overall brand of Pfizer.

**Project Timeline: January 2023 – December 2023.**





# PROPOSAL EVENTS

WM Leadership & Legacy Coaching is proposing to facilitate partnerships with the following events:



## BATTLE OF THE BANDS

The National Battle of the Bands' mission is to enhance the exposure of Historically Black Colleges and Universities (HBCUs) and their marching bands, the roles they play in educating aspiring musicians, and developing our future leaders.

- Location:** Houston, Texas
- Date:** August 2023
- Attendance:** 50K+
- Media Coverage:** TBA
- Sponsorship Range:** TBD
- Website:** [www.nationalbattleofthebands.com](http://www.nationalbattleofthebands.com)



## THE BAYOU CLASSIC

The Bayou Classic is a historic gridiron rivalry between Grambling State University and Southern University. The Bayou Classic embraces a family-friendly atmosphere and fosters an economic impact of \$50 million to the greater city of New Orleans.

- Location:** New Orleans, Louisiana
- Date:** Thanksgiving Weekend (Annually)
- Attendance:** 60K+
- Media Coverage:** ESPN
- Sponsorship Range:** TBD January 2023
- Website:** [mybayouclassic.com](http://mybayouclassic.com)



## HBCU FOOTBALL CLASSIC

The inaugural Historically Black Colleges and Universities (HBCUs) New York Football Classic is held at MetLife Stadium in East Rutherford, NJ between HBCU schools, who compete in Division 1AA. The game will generate an economic impact of \$10 million to the Metro New York area.

- Location:** East Rutherford, NJ
- Date:** September 2023
- Attendance:** 40K – 50K
- Media Coverage:** TNT
- Sponsorship Range:** TBD
- Website:** [www.hbcunyfc.com](http://www.hbcunyfc.com)



# SCOPE OF WORK

**WMLLC** will be responsible for conducting the duties described in all phases of service and we will work closely with Pfizer representatives to deliver sponsorship packages that will further enhance the vision, mission, and branding of Pfizer in the targeted market – Historically Black Colleges and Universities (HBCU) athletics stakeholders.

The following is an outline of the scope of work:

- **WMLLC** will conduct research and collect information to share with the Pfizer team on potential HBCU events available for sponsorship
- **WMLLC** will serve as the primary contact to the event managers of selected events for prospecting
- **WMLLC** will provide Pfizer with sponsorship proposals for selected events
- **WMLLC**, in conjunction with the Pfizer team, if needed, visit selected locations to meet with event managers on sponsorship activations
- **WMLLC** will attend selected events to ensure all sponsorship activations are executed
- **WMLLC** will provide a post-event summary of all activations and deliver a final report to the Pfizer team





# PROJECT PLAN

Project goals, work breakdown structure, requirements, assumptions, and acceptance criteria.







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