

OFFICIAL PRESS KIT

HOP THE BLACK SANTA

Dr. Titus L. Hopper, Ed.D.

“Santa Titus” | Educator. Author. Speaker. Holiday Icon.



“Catalyzing Smiles and Sowing Seeds of Hope for All”

Hop2It Solutions, LLC

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Kings Mountain, North Carolina

Contents

- About Hop The Black Santa
- Meet Dr. Titus L. Hopper — Full Biography
- Brand Pillars & Mission
- Notable Appearances & Client Engagements
- Featured Partnership: Representative Todd Rutherford & Mrs. Megan Pinckney Rutherford
- A Legacy of Firsts
- Literary & Philanthropic Initiatives — Santa Meets Mighty Magnificent Malcolm
- Event Portfolio & Booking Capabilities
- By the Numbers
- Testimonials
- Media Assets & Photography
- Booking, Rates & Contact Information

About Hop The Black Santa

Hop The Black Santa is far more than a seasonal performer, he is a movement in holiday representation, joy, and inclusive storytelling. Created by Dr. Titus L. Hopper, an award-winning educator and school leader, Hop The Black Santa was born from a simple but powerful conviction: every child deserves to see themselves reflected in the magic of the season.

What began as a single community appearance has grown into a nationally recognized brand, anchoring the broader Santa Titus & Friends collective, a team of professional, festive holiday performers united by one mission: catalyzing smiles and sowing seeds of hope for all. The brand has appeared at celebrity-hosted events, corporate galas, municipal tree lightings, parades, churches, schools, and private engagements, while building a literacy initiative centered on inclusion and representation for all children.

Hop The Black Santa blends old-world holiday charm with new-world purpose, bringing high-energy interactive experiences alongside quiet, patient, specialized sessions for children with sensory needs and disabilities. The result is an experience that is at once joyful, dignified, and deeply human.

Santa Titus
AND FRIENDS



Meet Dr. Titus L. Hopper, Ed.D.



Dr. Titus L. Hopper holds a Doctorate of Education (Ed.D.) from the University of North Carolina at Charlotte and brings more than two decades of distinguished service as a classroom teacher, building level principal, and district-level administrator. He currently serves as Career Readiness Coordinator for Cleveland County Schools in Shelby, North Carolina, where he continues a career-long commitment to opening doors of opportunity for students.

As a building principal for seven years, Dr. Hopper was honored as a regional Principal of the Year, recognized for his transformative leadership and unwavering belief in the potential of every student. He is

also the founder and lead advisor of Hop2It Solutions, LLC, a strategic advising company he co-leads with his wife, Michelle, and serves as Executive Pastor at Faith Harvest Church.

It is from this foundation of educational leadership, faith, and service that Hop The Black Santa was born. Dr. Hopper is an author, speaker, and Benjamin Agency certified Destination Doctor. He serves on multiple community boards dedicated to mentorship and inclusive representation. His scholarly works including his doctoral research on motivational factors affecting underrepresented school leaders and his most recent book, *A Boss Called Dream* informs the same purpose-driven philosophy he brings to every Hop The Black Santa engagement that representation, empathy, compassion, motivation, and joy are vital ingredients of leadership.

Brand Pillars & Mission

Mission Statement

To catalyze smiles and sow seeds of hope for all, while adding value, joy, and cheer to every client's holiday festivities bringing diversity of expression, high-energy interactive experiences, and specialized, patient-centered sessions for children and families.

Core Pillars

- Representation — Ensuring every child, regardless of background, sees themselves in the magic of the season.
- Inclusion — Specialized, sensory-aware sessions designed for children with disabilities, including children on the autism spectrum.
- Excellence — Professional-grade production value, costuming, and presentation befitting corporate, celebrity, and institutional stages.
- Purpose — A literacy and educational mission woven into every appearance through the Santa Titus children's book series.
- Joy as Leadership — Two decades of educational leadership experience applied to the art of creating unforgettable holiday moments.

Notable Appearances & Client Engagements

Hop The Black Santa has shared the stage and screen with a growing roster of public figures, elected officials, and influencers, performing at events hosted by:

- Nick Cannon & Brittany Bell — appeared at an event hosted by the celebrity couple.
- La La Milan — appeared at an event hosted by the social media influencer and personality.
- Lance Devereaux (“Mr. Christmas”) — appeared at an event hosted by the renowned holiday entertainment figure.

A Few Other Notable Appearances/Clients

UCity Lights Festival Charlotte, NC	Carolina Panther Jaycee Horn Holiday Bash Charlotte, NC	Winston Salem Holiday Parade Winston Salem, NC
Winthrop University Rock Hill, SC	Edwards Injury Law Christmas Soiree Charlotte, NC	Various celebrity clients *NDA

* **Note: Due to active non-disclosure agreements (NDA), specific project details and client names are confidential.**

These engagements reflect Hop 'The Black Santa's growing national and international presence within celebrity, entertainment, and influencer circles, and his ability to deliver a polished, camera-ready presence alongside high-profile hosts and talent.

Featured Partnership: Representative Todd Rutherford & Mrs. Megan Pinckney Rutherford



Among Hop The Black Santa's most cherished and longstanding relationships is his partnership with South Carolina State Representative Todd Rutherford of Rutherford Law in Columbia, South Carolina, and his wife, Mrs. Megan Pinckney Rutherford. Representative and Mrs. Rutherford are valued, faithful holiday clients whose continued support reflects the trust that elected officials and public leaders place in the Hop The Black Santa brand.

The Rutherfords have also extended their generosity beyond the holiday season, contributing to the Santa Titus literacy initiative supporting the production of "Santa Meets Mighty Magnificent Malcolm," Dr.

Hopper's children's book centered on autism awareness, in partnership with the Expanding Borders Charitable Foundation.

This relationship exemplifies the caliber of trust, discretion, and lasting partnership Hop The Black Santa brings to engagements with elected officials, public figures, and institutional clients, a model of the kind of long-term relationship the brand seeks to build with organizations such as the Barack Obama Presidential Library.

A Legacy of Firsts

Dr. Hopper's career in education and in holiday entertainment alike has been defined by breaking barriers and creating pathways where few existed before:

- First Black male Cleveland County Schools Principal of the Year (2017)
- First Black male Southwest Region Principal of the Year (2018)
- First Santa of color in the 34-year history of Winston-Salem's Holiday Parade & Tree Lighting tradition

“You can't be what you can't see” is more than a saying for Dr. Hopper it is the organizing principle of his life's work, whether leading a school building or stepping into the red suit. Each “first” represents not a personal milestone alone, but an open door for the next generation.

Literary & Philanthropic Initiatives

Santa Meets Mighty Magnificent Malcolm

Book One of the “Santa Meets Mighty Magnificent Malcolm” series introduces Malcolm, a new baby elf on the autism spectrum, and chronicles his extraordinary relationship with Santa Claus. Inspired by Dr. Hopper's own son, Josiah, the book is designed to educate communities, empower families, and celebrate the beauty and brilliance of children on the autism spectrum.

The project is produced in partnership with the Expanding Borders Charitable Foundation, positioning Hop The Black Santa not only as an entertainer but as an advocate for literacy and inclusion, a natural alignment for institutional partners seeking programming with lasting educational and cultural value.

A Boss Called Dreams

Dr. Hopper is also the author of “A Boss Called Dreams,” a scholarly and motivational work exploring the power of dreams, purpose, and career readiness themes that echo throughout his speaking engagements, educational leadership, and holiday performances alike.

Event Portfolio & Booking Capabilities

Hop The Black Santa and the broader Santa Titus & Friends collective travel nationally and internationally to serve a wide range of event types, including:

- Celebrity, corporate & private events
- Photography studios & professional photo sessions
- Event venues & holiday galas
- Churches, day care centers & schools
- Retirement facilities & assisted living communities
- Non-profit organizations & charity fundraisers
- Colleges & universities
- Social organizations
- Parades & municipal tree lightings
- Museums, libraries & cultural institutions

Specialized Offerings

- Sensory-friendly, patient-paced sessions for children with autism and other disabilities
- Culturally responsive engagement options
- Custom literacy programming featuring the Santa Titus children's book series
- Professional photography & videography coordination
- Keynote and speaking engagements on representation, leadership, and inclusive joy

By the Numbers

20+	Years in educational leadership & community service
3	“Firsts” in regional education and holiday performance history
34	Years of Winston-Salem Holiday Parade tradition broken as its first Santa of color
Multiple	Celebrity & influencer-hosted event appearances
National	& international travel footprint via Santa Titus & Friends

5 Star Reviews & Testimonials

- Santa at our Winthrop this year was a start of an amazing tradition! Both Santa and his amazing wife were there giving so much love and support, I would defiantly recommend Hop to anyone! Thank you for all the memories and know as long as I am here at Winthrop you will always have a job here! - **John Kirk, Director of Campus Programming Winthrop University**
- We HIGHLY recommend the Hop The Black Santa team. We had the pleasure of working with Santa Titus. He was with us for our 2024 WS Ambassadors Holiday Parade, held annually in Downtown Winston-Salem. He is absolutely wonderful. Professional and prepared, and also wonderfully personable and just quite frankly delightful. He's really kind and clearly loves what he does. Santa Titus brought so much joy and good energy and we can't wait to work with him again. – **Winston Salem Ambassadors**
- I decided to host a Santa Meet and Greet for my one and three year old and their friends. Wow! I was Absolutely amazed with Santa Titus and Nelly Claus! They stayed in character so well there is no way you can convince me that they are not the actual real Santa and Mrs. Clause! That night was so special and will forever be grateful to them for bringing magic to our home this holiday season!!! – **Kenya Walker, Realtor; Stanley Martin Homes**
- Santa Titus brings the MAGIC! He's professional, kind, personable and patient. I love to see how kids of all ages are happy to see him - even the adults! Many of my clients say he feels like family and that just truly warms my heart. He's a real gem and a joy to work with. The only real, authentic Santa! I can't wait to work with him again next year. **Charmekia Bias, Charmarie Photography, Charlotte Newborn Photographer**
- I had a great time working with Santa Titus in Toronto, Canada! He made his way up North for our annual Christmas mini session photo shoots. He communicates extremely well and made everyone he met during our time together feel comfortable. I'm looking forward to having him with us again for Christmas photo shoots next year! – **Samantha Clarke, Samantha Clarke Photography**
- Stop everything and book Hop The Black Santa for your next event!!! I cannot even explain the PURE JOY and core memories that took place by having Santa Titus at our event for everyone involved-- children and adults alike!!! We hired Santa Titus for our private Holiday party for family and friends and the kids and parents still haven't stopped talking about it! He played games with us, did Santa photos with the kids, did a storytime, played in the "snow", and most of all he helped create pure magic in the room. And bonus: HE HAS AN INCREDIBLE SINGING VOICE FOR CHRISTMAS CAROLS!! We will never do a Holiday party without Hop The Black Santa again!!! And you shouldn't either! – **Ebony L. Mudd, Author**

Media Assets & Photography

High-resolution photography, video reels, and brand assets are available upon request, including:

- Hero portraits and full-costume photography
- Event action shots (corporate, celebrity, and community engagements)
- Behind-the-scenes and candid family-moment imagery
- Logo files and brand marks for Hop The Black Santa and Santa Titus & Friends
- Press-ready bio (short and long form)

A full digital press folder can be provided via secure link upon request.

Booking, Rates & Contact Information

Hop The Black Santa books extensively each holiday season and recommends early reservation to secure preferred dates. Custom packages are available for celebrity, corporate, institutional, and philanthropic partnerships, including multi-event and season-long agreements.

Booking Contact	Dr. Titus L. Hopper
Organization	Hop2It Solutions, LLC
Email	info@hop2itsolutions.com
Phone	(980) 291-2628
Website	www.hoptheblacksanta.com & www.santatitusandfriends.com
Location	Kings Mountain, North Carolina
Availability	National & international travel available

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