

#SummerSocial
2nd Annual



2023 END OF SUMMER SOCIAL

Sponsorship Book

September 16th, 2023



@DeKalblotas

DEKALB COUNTY ALUMNI CHAPTER
IOTA PHI THETA FRATERNITY INC.

THETA MEN OF DEKALB



ABOUT THE ORGANIZATION

5th Largest, Predominantly African American
Social/Service Fraternity

NATIONALLY

The Fraternity's purpose is "The development and perpetuation of Scholarship, Leadership, Citizenship, Fidelity, and Brotherhood.

Today, Iota Phi Theta® consists of over 250 chapters located in 40 States, the District of Columbia and the Republic of Korea. The scope of the organization extends throughout the nation, from California to New York; from Wyoming to Florida; and from Wisconsin to The Bahamas Islands.

LOCALLY

The DeKalb County Alumni Chapter is comprised of professional men with a focus on strengthening the bonds among men, their families, and their communities; while enriching the social, political, and economic conditions of the disadvantaged.

The DeKalb County Alumni Chapter is small, but impactful. Our 20+ member chapter includes past national officers of the fraternity, The current NPHC DeKalb president, a DeKalb County Commissioner, an Inc. 5000 CEO, a former White House Policy Advisor, Several Small Business Owners, Financiers, Educators, Engineers, and Law Enforcement Professionals.



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DeKalb.lotas@gmail.com WWW.DEKALBIOTAS.ORG



DCAC | IOTA PHI THETA FRATERNITY INC. Fundraising Committee

FUNDRAISING COMMITTEE

Bro. Derico D. Dabney
(Past Polaris)

Bro. Joseph Little
(2023 Polaris)

Bro. Damon McMillon
(2023 Vice Polaris)

Bro. Cecil Threat
(Past Polaris)

DCAC | Iota Phi Theta Fraternity Inc.

PO Box 830687
Stone Mountain GA,
Georgia 30083

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Greetings,

The DeKalb County Alumni Chapter of Iota Phi Theta Fraternity Inc. (DeKalb Iotas) is hosting our second annual End of Summer Social (Summer Social) on September 16th. This event brings together professionals like yourself to celebrate the end of the season while supporting our mission of strengthening bonds among men, families, and communities, and improving the lives of the disadvantaged.

By becoming a sponsor for our Summer Social, you'll be directly contributing to our community impact initiatives, which include support for childhood cancer research, fighting hunger, and assisting local families and children in need. We are proud of the positive change we have achieved so far, and with your support, we can do even more. To express our appreciation, we have designed a tiered donation structure that offers exclusive benefits for our sponsors. You can expect recognition as an event sponsor, complimentary event tickets, exposure in our newsletters, website, and social media, and more.

The full details are included in this booklet. I invite you to review and explore the opportunities available to you as a sponsor for our Summer Social. Your support will make a real difference in the lives of those we aim to help.

Should you have any questions or require further information, please don't hesitate to reach out to me directly. I am more than happy to discuss how your participation as a sponsor can contribute to our shared goals.

Thank you for considering this invitation. Together, we can create a brighter future for our communities. I look forward to the possibility of partnering with you.

Warm regards,

Committee Chairman
Beta Psi Omega Chapter
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SUMMER SOCIAL

Fellowship & Fundraising

INSPIRATION

While occurring mid-day, our end-of-the-summer social takes its cues from your typical sophisticated summer soiree. We intend to create an intimate affair that encourages fellowship, celebrates the year's achievements, and closes out the summer with a substantial fundraising initiative that will position us to be our most impactful during the giving season.

For this 2nd Annual Summer Social, we're picking up where we left off. We're maintaining the day-party vibe. We plan to maintain a lively and welcoming environment filled with music, dancing, lite bites, and guests in cocktail attire

GOALS

Our giving season generally kicks off in September with final annual contributions to St. Jude, followed by financially contributing to our war on hunger through food drives, food pantries and giveaways, and wraps up in December with our annual Tree of Love adoption.

Through a combination of ticket sales, partnership donations, and silent auctions, we plan to increase our community impact in the following ways:

- Increase our 2023 St. Jude Cancer Research Contribution
- Position the chapter to fulfill a percentage match of its member's 2023 Tree of Love gift adoption
- Actualize a 30% increase in 2023 donations to combat food access deficiencies
- Award a local school with a Technology grant in 2023



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COMMUNITY IMPACT

Involvement at the Local Level

Fulfilled approximately 100 man-hours and given approximately \$4000 to fight the war on hunger.

Contributed approximately 112 volunteer hours to aid in fostering a love of reading in the children of DeKalb County Georgia.

Supported Atlanta's St. Jude Walk/Run for St. Jude Children's Research Hospital by donating approximately \$4100 to aid in curing childhood cancer.

Dedicated approximately 500 service hours and purchased approximately \$10,500 worth of holiday gifts to support children sponsored by the DeKalb Department of Family and Child Services.




BY THE NUMBERS

Demographic and engagement statistics on our supporters, members, and event attendees.




**Post Secondary
Education**



**Age Range
35 - 60**



**Gender
72% Men
28% Women**



**Prior Year
Attendance (110)
49% Men
51% Women**




**Planned Physical
Event Attendance
150**




**Planned Virtual
Event Reach
2000**




**Page Followers
1,000**




**Group Access
4,000**




**Email
60% Open Rate**



**42% Mobile
58% Desktop
9mins per session**



**Traffic Source
42% Direct
21% Facebook
21% Google
16% Email**



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PARTNER WITH US

SPONSORS, ADS, & DONORS

DEADLINES :

SPONSORSHIPS | ADS : AUGUST 11, 2023

DONATIONS : AUGUST 25, 2023

BENEFITS OF SUPPORTING...

Performing good deeds has an immediate, positive impact on your health. In addition to the instant gratification that you'll receive from helping others, we'll do our part to publicize your involvement and broadcast your business among our supporters, followers, and friends. You retain the right to anonymity if you so choose.

SPONSOR LEVELS

Sponsors will receive the same as Donors plus the following:

\$500

White Gold Sponsor

- Thank You Card
- Supporter T-Shirt
- Full Page Ad
- Sponsor Listing in Chapter Quarterly Newsletter

\$1200

Rose Gold Sponsor

- All benefits of White Gold Sponsor
- 1 Ticket to the Summer Social
- Sponsor Listing on Chapter Blog

\$2500

Yellow Gold Sponsor

- All benefits of Rose Gold Sponsor
- Sponsorship Listing on all Chapter platforms
- 1 Additional Ticket to the Summer Social

\$5000

Gilded Gold Sponsor

- All benefits of Yellow Gold Sponsor
- 2 Additional Tickets to the Summer Social
- Individual Sponsorship Listing/Announcement
- Curated Gift Bag

AD SUPPORT OPTIONS

Ad Supporters will have chosen Ad size placed in digital event booklet.

The booklet will be electronically distributed in advance of the event, made digitally accessible during the event, and published online.

\$25 | Follower

Single Line Text Ad

\$40 | Supporter

Business Card AD

\$75 | Promoter

1/4 Page Ad

\$150 | Champion

1/3 Page Ad

\$200 | Ally

1/2 Page Ad

\$350 | Advocate

Full Page Ad

DONOR OPTIONS

Donors will receive a letter of recognition and gratitude, and listing in our digital event booklet as well as a listing on our fundraising site.

We're seeking donations for items to be sold or auctioned during our event.



Art

Sculptures, Prints, Canvas Paintings, Tapestries, Collectibles ...



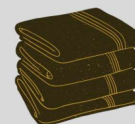
Consumables

Consumable goods or gift cards for consumable goods



Commodities

Apparel, Cosmetics & Personal Care, Fashion Accessories...



Experiences

Gift Cards, Trip Vouchers, Spa Package, Event Tickets

Donors can opt for a "free and clear" donation or a "proceed split" donation, where proceeds from the winning bid are split between the donor and the organization.

Full Page

Size 8.5 in. x 11 in. (approx.)
300 DPI min. submission resolution

Business Card

Size 4.25 in. x 2.75 in. (approx.)
300 DPI min. submission resolution

1/4 Page

Size 4.25 in. x 5.5 in. (approx.)
300 DPI min. submission resolution

Single line text only sponsor, 16 font w/
approx. 35 characters/spaces. Highlight
your organization/company or site url.

1/2 Page

Size 8.5 in. x 5.5 in (approx.)
300 DPI min. submission resolution

1/3 Page

Size 8.5 in. x 3.66 in (approx.)
300 DPI min. submission resolution



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AUCTION

SAMPLE AUCTION ITEMS



DIGITAL AUCTION HALL

JBarberStudio

SPONSORS

Bid • Buy • Donate

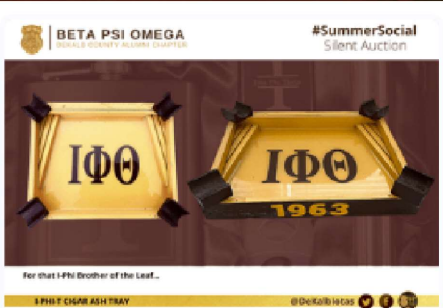
YVONNE'S CUSTOM QUILTS



Sold out

Acrylic Humidor & Cigar Bundle

Current bid **\$75** Buy It Now price **\$125**



Iota Cigar Ash Tray

AVAILABLE (1)

Current bid **\$50** Buy It Now price **\$65**



(2) Atlanta United FC Club Level Tickets

AVAILABLE (1)

Current bid **\$150** Buy It Now price **\$200**



Gatlinburg Getaway

AVAILABLE (1)

Current bid **\$300** Buy It Now price **\$500**



Black Baby II by Artist Jamaal Barber

AVAILABLE (1)

Current bid **\$300** Buy It Now price **\$500**



Hand Crafted Iota Phi Theta Quilt

AVAILABLE (1)

Current bid **\$250** Buy It Now price **\$350**

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HOW TO PROCEED

If you're ready to support our End of Summer Social, please send inquiries to DeKalb.lotas@gmail.com. Please use the key words "Summer Social Support" in the subject line.

Detail which support method(s) and option(s) you are most interested in. One of our Committee members will respond to your inquiry within the next 48 hours.

2023 CHAPTER POLARIS

Joseph Little

BetaPsiOmega@IotaPhiTheta.org

DeKalb.lotas@gmail.com

2023 COMMITTEE CO-CHAIR

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