



# ALPHA PHI ALPHA FRATERNITY, INC.

DELTA ALPHA LAMBDA CHAPTER I DELTA ALPHA LAMBDA FOUNDATION



**BLACK AND GOLD DERBY PARTY  
SCHOLARSHIP FUNDRAISER**

***PROGRAM SPONSOR PACKET***

***SATURDAY, MAY 04, 2019***

***WWW.BLACKANDGOLDDERBY.COM***

***#BGDP19***

**Dear Prospective Program Sponsor:**

The Delta Alpha Lambda (DAL) Foundation is delighted in your interest in becoming a Program Sponsor for the Black and Gold Derby Party Scholarship Fundraiser. The event will take place from 4pm-10pm on Saturday, May 4, 2019 at the **Draft Room** inside **First Energy Stadium**, the home of the **Cleveland Browns**. This event is a collaborative effort between the DAL Foundation and the Delta Alpha Lambda Chapter (Cleveland Alphas) of Alpha Phi Alpha Fraternity, Inc.

The Derby serves as the chief fundraiser for the Delta Alpha Lambda Foundation Scholarship Endowment Fund, which provides monies for disadvantaged students in Northeast Ohio who are matriculating to college after their high school graduation.

Your investment in the Black and Gold Derby Party Scholarship Fundraiser will not only help to provide an opportunity for a college education for a deserving student, it will also serve as a way for your company/organization to interact with Cleveland-area professionals as well as promote your merchandise and services. Due to the success of our event, we anticipate more than 500 participants this year.

The Delta Alpha Foundation is a 501c3 non-profit and any monies donated to this effort is considered tax-deductible. We look forward to working with you as we bring forth this fundraising event for scholarship.

For more information about the event, please visit [www.BlackAndGoldDerby.com](http://www.BlackAndGoldDerby.com) or call the Alpha Hotline at 330.203.1906. You may also email [scholarship@DAL1947.org](mailto:scholarship@DAL1947.org)

**NEXT STEPS**

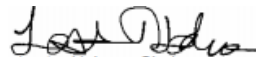
Please complete the **Program Opportunities Order Form** to secure your sponsorship and/or status as a Program Partner.

Please be advised that that sponsors and partners are responsible for submitting advertisement artwork to the Derby Committee in order to have your ad published. All items must be submitted no later than **April 4, 2019**.

We thank you for reading this packet and anticipate your support in making this event a tremendous success.



Brother Clyde Christian III, M.B.A.  
Chairman  
Scholarship Committee



Brother Lester Holmes  
Co-Chairman  
Scholarship Committee

**PROGRAM SPONSOR:** *A Program Sponsor is any company, organization or individual that contributes to The Black and Gold Derby Party Scholarship Fundraiser.*

## **PRESENTING SPONSOR \$10,000**

### Pre-Event:

- Naming Rights (The Black and Gold Derby Party Scholarship Fundraiser 2018, Presented by <Sponsor's Name>)
- Category Exclusivity
- First Right of Refusal for Presenting Sponsor for Black and Gold Derby Party Scholarship Fundraiser 2019.
- Name and logo on all print advertisements, promotional flyers, letters and posters, press releases to media and opportunity for media interviews
- Exposure to followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Interview on Facebook Live during Black and Gold Derby Party Preview Show
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### During Event:

- Placement of company Banner at entry point of venue
- Name and logo displayed on 25 television screens on loop throughout event
- Opportunity to address crowd
- Name mentioned as "Presenting Sponsor" throughout the event
- Opportunity to place company brochures, flyers and other marketing materials throughout venue
- Name and logo on Black and Gold Derby Party Guest Bags
- Opportunities to place promotional items in Black and Gold Derby Party Guest Bags
- 6 Tickets to VIP area
- VIP Buffet
- Unlimited Professional Event Photo
- Invitation to participate in recognition event for Scholarship recipients
- Recognition Certificate

## **GOLD SPONSOR \$5000**

### Pre-Event:

- Name and logo on promotional flyers, letters and posters, press releases to media and opportunity for media interviews
- Exposure to followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Interview on Facebook Live during Black and Gold Derby Party Preview Show
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### During Event:

- Placement of company Banner at entry point of venue
- Name and logo displayed on 25 television screens on loop throughout event
- Opportunity to address crowd
- Name mentioned as “Gold Sponsor” throughout the event
- Opportunity to place company brochures, flyers and other marketing materials throughout venue
- Opportunities to place promotional items in Black and Gold Derby Party Guest Bags
- 5 Tickets to VIP area
- VIP Buffet
- Unlimited Professional Event Photos
- Invitation to participate in recognition event for Scholarship recipients
- Recognition Certificate

## **BLACK SPONSOR \$3000**

### Pre-Event:

- Name and logo on promotional flyers, letters and posters, press releases to media and opportunity for media interviews
- Exposure to our followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Interview on Facebook Live during Black and Gold Derby Party Preview Show
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### During Event:

- Name and logo displayed on 25 television screens on loop throughout event
- Name mentioned as “Black Sponsor” throughout the event
- Opportunity to place company brochures, flyers and other marketing materials throughout venue
- Opportunities to place promotional items in Black and Gold Derby Party Guest Bags
- 4 Tickets to VIP area
- VIP Buffet
- Unlimited Professional Event Photos
- Invitation to participate in recognition event for Scholarship recipients
- Recognition Certificate

## ACADEMIC/ COMMUNITY SPONSOR \$1500

### Pre-Event:

- Name and logo on promotional flyers, letters and posters, press releases to media and opportunity for media interviews
- Exposure to our followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### During Event:

- Name and logo displayed on 25 television screens on loop throughout event
- Name mentioned as “Community Sponsor” throughout the event
- Opportunity to place company brochures, flyers and other marketing materials throughout venue
- Opportunities to place promotional items in Black and Gold Derby Party Guest Bags
- 3 Tickets to VIP area
- VIP Buffet
- Unlimited Professional Event Photo
- Recognition Certificate

## SUPPORTING SPONSOR \$500

### Pre-Event:

- Name and logo on promotional flyers, letters and posters, press releases to media and opportunity for media interviews
- Exposure to our followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### During Event:

- Name and logo displayed on 25 television screens on loop throughout event
- Name mentioned as “Supporting Sponsor” throughout the event
- Opportunity to place company brochures, flyers and other marketing materials throughout venue
- Opportunities to place promotional items in Black and Gold Derby Party Guest Bags
- 2 Tickets to VIP area
- VIP Buffet
- Unlimited Professional Event Photo
- Recognition Certificate

## **PATRON SPONSOR \$100**

### **Pre-Event:**

- Exposure to our followers on Cleveland Alphas Facebook, Instagram and Twitter accounts
- Name and logo with link to company website posted on [www.BlackandGoldDerby.com](http://www.BlackandGoldDerby.com)

### **During Event:**

- Name and logo displayed on 25 television screens on loop throughout event

**Black and Gold Derby Party Scholarship Fundraiser 2019**  
Program Opportunities Order Form  
#BGDP19

**PROGRAM PARTNER RESERVATION**

**Program Partner Levels**

*Select Preferred Level of Participation*

- Presenting Sponsor – \$10000
- Gold Sponsor – \$5000
- Black Sponsor – \$3000
- Community Sponsor – \$1500
- Supporting Sponsor – \$500
- Patron Sponsor – \$100



**Special Attention for Advertisement**

- We cannot be held responsible for errors in the printing due to illegible copy or incorrect spelling.
- The Cleveland Alphas will not be able to design any ads, however we reserve the right to alter any ads that it deems inappropriate for publication.
- Advertisement should be submitted in full color
- File Types Accepted: TIFF, JPEG, or PNG (300dpi or higher only), high resolution press-quality PDF
- Please attach your **camera/print-ready artwork** (which may include a photo submission)

Contact Name (Please Print)

Name of Company or Organization (if applicable)

Address, City, State, Zip

Telephone Number

Email

METHOD OF PAYMENT:  Cash  Money Order  Cashier's Check  Check: (No.) \_\_\_\_\_

CREDIT CARD:  VISA  MASTERCARD  DISCOVER  AMERICAN EXPRESS

CREDIT CARD NUMBER

CVC#

EXP

SIGNATURE

**Payment may be mailed to: Delta Alpha Lambda Foundation, Inc.  
P.O. Box 91712 , Cleveland, OH 44101.**

**Ad Order Form and Ad may be submitted electronically via email to  
[VicePresident@DAL1947.org](mailto:VicePresident@DAL1947.org) Please contact us via telephone at 330.203.1906 or  
email if you would prefer to make credit card payment.**

Contributions are tax-deductible to the fullest extent allowed by law.

**RESPONSE DATE: APRIL 4, 2019**