



STONE MOUNTAIN-LITHONIA  
ALUMNAE CHAPTER

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P.O. Box 1184 Stone Mountain, GA 30086-1184

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November 2009

Dear Sponsor,

The United States of America is a beautiful and powerful country; however, it faces many issues. The country has a reading literacy rate at 98% of the population over age 15, while ranking below average in science and mathematics understanding compared to other developed countries. In 2008, there was a 77% graduation rate from high school, below that of most developed countries. College costs are rising at the same time that state appropriations for aid are shrinking. The vast majority of students (up to 70 percent) lack the financial resources to pay tuition up front and must rely on student loans and scholarships from their university, the federal government, or a private lender. Many Americans can't afford the cost of quality healthcare and many don't invest in prevention and wellness. Another challenge facing Americans is the current 10 percent unemployment rate: most of the unemployed cannot afford private insurance and are losing their homes. In addition to what we must deal with here locally, many people around the world depend on us for help and support.

Delta Sigma Theta Sorority, Inc. is a private, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world to assist with the above issues and more. The major programs of the sorority are based upon the organization's Five Point Programmatic Thrust: Economic Development, Educational Development, Physical & Mental Health, International Awareness and Involvement, and Political Awareness and Involvement.

The Stone Mountain-Lithonia Alumnae Chapter (SM-LAC) of Delta Sigma Theta Sorority, Inc. will be hosting our **9<sup>th</sup> Annual All-Alumni Step Show on March 20, 2010** at the Georgia World Congress Center in downtown Atlanta, Georgia. Its purpose is to raise funds for our community service programs and scholarships for our designated service area of over 12 years: Barrow, Dekalb, Gwinnett, Newton, Rockdale and Walton. Three hundred and sixty five days a year, our suite of initiatives empowers youth, adults, seniors and marginalized groups. Everything SM-LAC undertakes is firmly grounded in our Five-Point Programmatic Thrust as we service an area that consists of approximately 2 million people.

***2008/2009 was a big success for our chapter in that we were awarded the Signature - Alumnae Chapter of the Year during our 2009 Southern Regional Conference for our excellence in service.***

The 9<sup>th</sup> Annual All-Alumni Step Show is an event for the entire family that promises to entertain, educate and enlighten all. The event has several objectives: 1) to raise awareness of the importance of giving back to one's community; 2) to demonstrate that giving back can be enjoyable/fun; 3) to provide opportunities for the business community to promote their businesses and share their resources; 4) to share information about important issues, such as the Census 2010 and the impact it has within our state, local community and daily lives; and 5) to raise enough funding to continue to provide quality community service programs and give out scholarships to deserving students. Our targeted audience is over 3500 African-American consumers, who are part of a market with \$913 billion in buying power. **We hope that you will support this event and trust that you find this cause worthy of your investment.**

Toni H. Johnson  
*President*

Rachel R. Zeigler  
*1<sup>st</sup> Vice President*

Candi R. Arthur  
*2<sup>nd</sup> Vice President*

Robinette L. Rasberry  
*Treasurer*

Adriane N. Curry  
*Corresponding Secretary*

Dennette B. Peyton  
*Financial Secretary*

Pamela L. Lee  
*Recording Secretary*

Patrick E. Ross  
*Sergeant-At-Arms*

DELTA SIGMA THETA SORORITY, INC.



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SM-LAC offers several sponsorship opportunities designed to enhance awareness and understanding of your company's products and services. In sponsoring the 9th Annual All-Alumni Step Show fundraiser, you are actively supporting SM-LAC's mission to continue providing quality service programs to the entire community of men, women and children of all ethnic, class and social backgrounds. All corporate sponsorships are fully tax deductible. We hope to have your support. Please see the accompanying sponsorship packet and consider one of the support levels for your company or organization. For more information about the 9<sup>th</sup> Annual All-Alumni Step Show, email [greekshow@smlacdst.org](mailto:greekshow@smlacdst.org) or contact Ayanna Card at (770) 289-0050. For more information about the Stone Mountain-Lithonia Alumnae Chapter of Delta Sigma Theta Sorority, Inc., please visit our website at [www.smlacdst.org](http://www.smlacdst.org).

Sincerely,

*Toni*

Toni H. Johnson  
President

*Ayanna*

Ayanna Card  
Chair, Financial Projects

**Contributions are 100% tax deductible** when checks are made out to the **Delta Foundation**, which is a 501 © 3 organization that receives, invests and distributes funds for "charitable, educational and scientific purposes." The Foundation was established by Delta Sigma Theta Sorority, Inc., an international organization of college educated women dedicated to working with the communities in which its members live. For more information, visit: [www.deltafoundation.net](http://www.deltafoundation.net). Contributions may also be made directly to SM-LAC, but they are not tax deductible.

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**The Platinum Sponsorship includes:**

**Investment \$10,000**

- Invitation to exhibit (center placement) at the Step Show, and hang corporate banner over exhibit booth
- Ability to place corporate signage on step show marquee (e.g. "Founders Title Sponsor: \_\_\_\_\_")
- Fifteen (15) complimentary tickets to the step show (premium seating) and after party
- Premium marquee signage and name placement on promotional email blasts and press releases
- Sponsor recognition in all radio spots
- Prominent logo placement on event web site
- Two (2) three-minute sponsor announcements during the step show intermission (this time may be used as a "commercial break", for giveaways or recruitment)
- Company logo on large display check for 1<sup>st</sup> place step show winners (sorority and fraternity)
- Photo opportunity with 1<sup>st</sup> place winners and SM-LAC Chapter Officers
- Special sponsor recognition ribbons for all company representatives attending step show and after party

**The Gold Sponsorship includes:**

**Investment \$7500**

- Invitation to exhibit at the Step Show, and hang corporate banner over exhibit booth
- Ten (10) complimentary tickets to the step show (premium seating) and after party
- Premium signage and name placement on promotional email blasts and press releases
- Sponsor recognition in all advertisement
- Prominent logo placement on event web site
- Premium banner placement in after party space
- Promotional item placement at tables in after party space
- Two (2) corporate giveaways during the after party
- Company logo on large display check for 2<sup>nd</sup> place step show winners (sorority and fraternity)
- Photo opportunity with 2nd place winners and SM-LAC Chapter Officers
- Special sponsor recognition ribbons for all company representatives attending the show and after party

**The Silver Sponsorship includes:**

**Investment \$5000**

- Invitation to exhibit at the Step Show, and hang corporate banner over exhibit booth
- Ten (10) complimentary tickets to the step show (premium seating) and after party
- Premium name placement on promotional email blasts and press releases
- Company tag line/name on attendee wristbands (e.g., "Brought to you by...")
- Company logo placement on event web site
- Promotional item placement at each step show attendee seat (approximately 3500)
- Special sponsor recognition ribbons for all company representatives attending the show and after party

**The Bronze Sponsorship includes:**

**Investment \$1000**

- Invitation to exhibit at the Step Show
- Three (3) complimentary tickets to the step show (premium seating) and after party
- Opportunity to hang corporate banner over bar area in show lobby/vendor area
- Special sponsor recognition ribbons for all company representatives attending the show and after party

**Custom Packages:**

**Investment TBD**

- If your company or organization would like to work with us to create a custom donor or sponsorship package, please contact **Ayanna Card at (770) 289-0050**.

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**DELTA SIGMA THETA SORORITY, INC.**



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P.O. Box 1184 Stone Mountain, GA 30086-1184

**Sponsorship Application**

***9th Annual All-Alumni Step Show, Saturday, March 20, 2010***

*Georgia World Congress Center – Bldg. C (Georgia Ballroom)*

*Atlanta, Georgia 30313*

**INSTRUCTIONS:** Please type or print the following information. **The contact person, named below, will receive ALL forthcoming information from Stone Mountain-Lithonia Alumnae Chapter.**

<input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr.		
Please select one	First Name Last Name	Title
Company/Organization Name		
Company/Organization Address		
City/State/Zip Code	E-mail Address	
Business Telephone	Fax Number	

**SPONSORSHIP FEES:**

ITEM:	PRICE	QUANTITY	ITEM:	PRICE	QUANTITY
Platinum Sponsor	\$10,000		Bronze Sponsor	\$1,000	
Gold Sponsor	\$7,500		Custom Package (TBD)		
Silver Sponsor	\$5,000		Total Fees Due		

*To pay by check, make checks payable to **The Delta Foundation**, include a copy of your application and mail to: **All-Alumni Step Show Sponsorships, ATTN: Financial Projects, P.O. Box 1184, Stone Mountain, Georgia 30086-1184**. Do not send your application or payment using any overnight service to this address. This is a P.O. Box Address and your package will be returned. EMAIL YOUR COMPANY/ORGANIZATION LOGO IN JPEG TO: [greekshow@smlacdst.org](mailto:greekshow@smlacdst.org).*

*To pay by credit card, you may fax the completed form to **404-581-5050**, ATTN: **All-Alumni Step Show Sponsorships**. You will receive an emailed confirmation of the credit card charge.*

To pay with Credit Card, (check one) <input type="checkbox"/> M/C <input type="checkbox"/> Visa <input type="checkbox"/> AmEx <input type="checkbox"/> Discover	Amount to Charge:
Credit Card Number	Exp. Date (MM-YY)
Card Holders Name	
Card Holder Signature	

**We agree to participate in good faith in the 9th Annual All-Alumni Step show as a sponsor, with the offering as set forth in this document.**

**Signature**

**Date**

Toni H. Johnson <i>President</i>	Rachel R. Zeigler <i>1<sup>st</sup> Vice President</i>	Candi R. Arthur <i>2<sup>nd</sup> Vice President</i>	Robinette L. Rasberry <i>Treasurer</i>
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