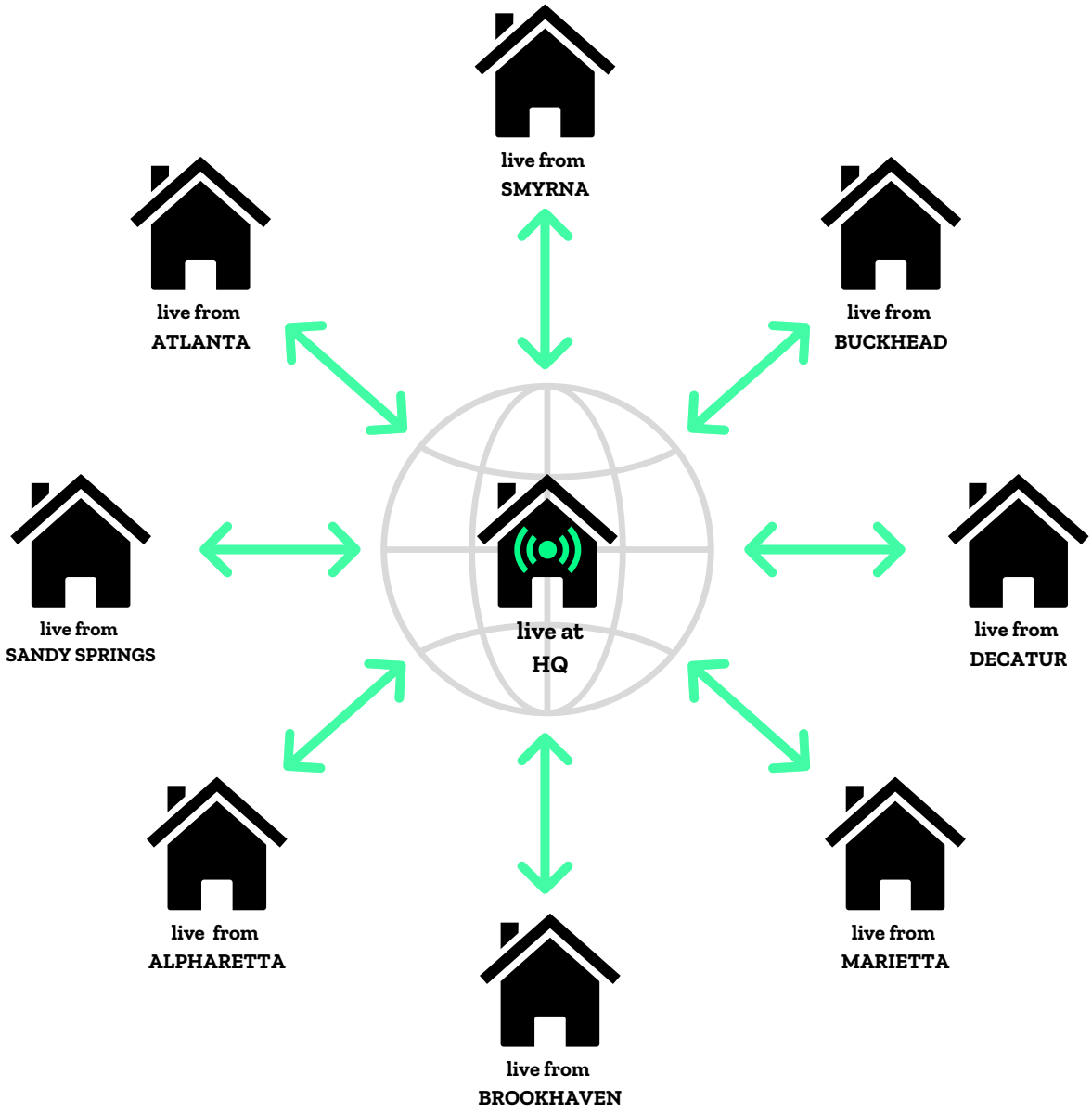
LEGACY AWARDS

LIVE

SEPTEMBER 12 | 6PM

Celebrating 60 Years of Mentoring Matches.

60 YEARS Big Brothers Big Sisters. OF METRO ATLANTA



Legacy Awards Gala is going live – Online!

We are excited to invite you to participate in a fun, collaborative spin on our biggest annual fundraising event. For the first time ever, the Legacy Awards Gala will broadcast live from the BBBS headquarters and the homes of our 60th Anniversary Committee. Guests will attend an intimate dinner party, featuring an evening of cocktails, networking, exclusive chef-prepared dining and a live interactive event program, creating a night to remember.

Join us for this special 60th anniversary milestone as we recognize deserving honorees, celebrate the power of mentoring, serenade guests with performances and entertainment, present experiential live and silent auction packages, and deliver a fundraising event that blends the best of live and virtual experiences.

"This is an innovative spin on our biggest fundraiser, and we're so glad to be a part of it!"

- Peter Lauer, Managing Director, PEL Ventures

LEGACY AWARDS LIVE

For more information, please contact:

Michele Pearce
Chief External Relations Officer
404.601.7068 // Michele.Pearce@bbbsatl.org

60 YEARS Big Brothers Big Sisters OF METRO ATLANTA

Fact Sheet:

Honorees:

The Legacy Awards honors community leaders for their outstanding contributions to metro Atlanta. This year we are specifically honoring those who have provided extraordinary service to the community during the COVID-19 crisis.

V. Thomas Murray Founder's Award:

Randall D. Tanner

President, Tanner, Ballew and Maloof, Inc.

will receive the V. Thomas Murray Founder's Award for his outstanding contributions to the agency.

60th Anniversary Honorary Chair:

Arthur M. Blank

Owner, Atlanta Falcons, Atlanta United and Co-Founder The Home Depot

60th Anniversary Committee:

Peter and Liz Lauer
Mark and Diana Tipton
Randall and Diane Tanner
Ron and Jeannie Stewart

What:

One exciting night of intimate dinner parties across the city. Enjoy great cuisine, fine wine and convivial company, while participating in the event through a professionally produced, interactive live stream broadcast benefiting our youth mentoring programs and featuring:

Presentation of the 2020 Legacy Awards
Exclusive Cocktail Reception
Private Chef-Prepared Dinner Party
Silent and Live Auctions

When:

September 12, 2020
6:00 pm Guests arrive
6:30 pm Reception/Silent Auction/Dinner
7:30 pm Program/Live Auction

Where:

Hosted from the homes of our 60th Anniversary Committee members across Atlanta.

Attire:

Cocktail

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60 years of Mentoring:

Over the past 60 years. Big Brothers Big Sisters of Metro Atlanta has worked to defend the potential of Atlanta's youth.

2019 Statistics

Your Impact:

95% of Seniors

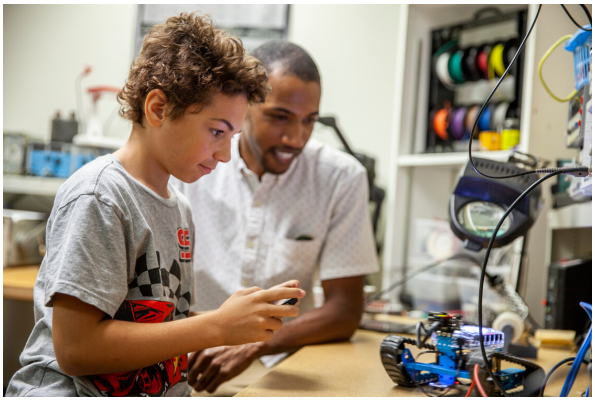
Graduated High School on time

98% of Littles

Were promoted to the next grade level

97% of Littles

Avoided the Juvenile Justice system



Big Brothers Big Sisters of Metro Atlanta

serves 1,400 Atlanta youth ages 8-18 annually, creating and supporting one-to-one mentoring relationships that ignite the power and promise of youth. Our Littles face significant social and economic barriers with 87% residing in low-income households, 70% living in single-parent households, and 44% having a parent who has been incarcerated. We currently have 400 children in need of a mentor.

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Sponsorship Opportunities:

Presenting Sponsor | $100,000

· All the benefits of Platinum Sponsorship, plus...
· Invitation for twenty to exclusive cocktail reception & private chef-prepared dinner party
· Name on event title as "(Company Name) presents the 26th Legacy Awards Gala"
· Opportunity to present welcome remarks

Platinum Sponsor | $50,000

· All the benefits of Gold Sponsorship, plus...
· Multiple Acknowledgements by Emcee throughout program
· Opportunity to present a corporate video during awards program (1 min.)
· Opportunity to present a scholarship to a Little
· Full-page color ad in the program
· Post-event recognition in e-blast

Gold Sponsor | $25,000

· Invitation for ten to exclusive cocktail reception & private chef-prepared dinner party
· Recognition and participation in live broadcast, including brand promotion
· Full-page black and white advertisement in program
· Name recognition on invitations, promotional materials and program booklet
· Name included in press materials
· Acknowledgement in agency annual report
· Thirty-second promotional video (sponsor to provide)
· Social media recognition

Silver Sponsor | $15,000

· Invitation for ten to exclusive cocktail reception & private chef-prepared dinner party
· Recognition and participation in live broadcast, including brand promotion
· Half-page advertisement in program booklet
· Acknowledgement in program booklet and agency annual report
· Name included in press materials

Host Sponsor | $10,000

· Invitation for ten to exclusive cocktail reception & private chef-prepared dinner party
· Recognition and participation in live broadcast
· Acknowledgement in program booklet and agency annual report

2019 Sponsors Included:

Arthur M. Blank Family Foundation
UPS Foundation
Georgia Power
Publix Super Markets Charities
The Marcus Foundation
Salesforce
Georgia-Pacific
John & Mary Brock
EY
PRGX
IberiaBank
Chick-Fil-A
CIBC
WellCare
Dragon Con
Delta Air Lines
Northside Hospital
Horizon River
Tanner, Ballew & Maloof
Equifax
KPMG
Cox Enterprises
Wells Fargo
Nordstrom
Georgia Natural Gas
Homrich Berg
Reicon
The Coca-Cola Company
Aaron's
Master's Capital
Ruths Chris Steak House
Pulte Group
Genuine Parts
Home Depot
Troutman Sanders
The Hallmark Companies, Inc.
The St. Regis Atlanta
Arby's Foundation
The Atlanta Journal-Constitution
United Distributors

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60 YEARS Big Brothers Big Sisters OF METRO ATLANTA

Sponsorship Response Form:

Please complete and return this form to:

Big Brothers Big Sisters of Metro Atlanta
1382 Peachtree Street NE
Atlanta, GA 30309
Fax: 404.601.7069
Email: events@bbbsatl.org

Sponsor Contact

(Please list the individual responsible for coordinating your sponsorship.)

Please list your company name as it should appear on all sponsor materials.
Company Name: _____
Contact Name: _____
Phone No.: _____
Email: _____
Decision Maker: _____
Finance/Billable Dept. _____

Company Information

(For sponsorship billing & payment.)

Address: _____
_____
City, State, Zip: _____
Phone No.: _____
Email: _____

Guest List Registration - Deadline to submit: **August 21**

(Please list the individual responsible for guest list registration.)

Contact Name: _____
Contact Title: _____
Phone No.: _____
Email: _____

Questions?

Please contact:
Michele Pearce, Chief External Relations Officer at 404.601.7068 or Michele.Pearce@bbbsatl.org.

Logos

Please submit all company logos in an unzipped, vector format (.png,.eps, or .ai) to Kelci Sleeper, Marketing & Communications Manager, at Kelci.Sleeper@bbbsatl.org or call 404.601.7062.

Please note:
Sponsors who do not submit a logo by **Friday, July 31** will have their company name spelled out on all sponsored signage.

Sponsorship Opportunities

- ☐ Presenting Sponsor | $100,000
- ☐ Platinum Sponsor | $50,000
- ☐ Gold Sponsor | $25,000
- ☐ Silver Sponsor | $15,000
- ☐ Host Sponsor | $10,000
- ☐ I would like to make a donation | $_____

Payment Information

- ☐ Payment by Check
  Enclosed is my check in the amount of $ _____.
  Made payable to: Big Brothers Big Sisters of Metro Atlanta
- ☐ Please send invoice.

Visit our website at www.bbbsatl.org/legacy to register or pay by credit card

2020 Sponsorship Agreement

This form shall act as a written commitment to pay the full sponsorship amount selected above.

Signature: _____
Printed Name: _____
Date: _____

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The Legacy Awards Gala: A Historical Overview

The Legacy Award honors community activists and leaders who have distinguished themselves in their professions and through their commitment to Atlanta's children. The Legacy Awards was created in 1995 and has grown from a simple and elegant recognition dinner to one of the city's most prestigious evenings.

2019 Legacy Awards
Event Co-Chairs: Mr. Samuel Johnson, Vice Chair of Accounts, EY Americas
Mrs. Stefanie Johnson, Community Volunteer
Honorees: Mr. Mark Tipton, Georgia Regional President, Iberia Bank
Ms. Ron Stewart, President and CEO, PRGX

2018 Legacy Awards
Event Co-Chairs: Mr. Paul Brown, CEO, Inspire Brands
Ms. Lisa Brown, Community Volunteer
Honorees: Mr. Jeff Sprecher, Founder, Chairman and CEO of Intercontental Exchange
Ms. Kelly Loeffler, CEO of Bakkt and Co-Owner, WNBA Atlanta Dream
Mr. Peter Lauer, Managing Partner, PEL Ventures

2017 Legacy Awards
Event Co-Chairs: Sharron Barton, Steve Bostic, David Clark, William A. Clineburg, Jr., John J. Gillin, Laura Hale, Kay Flowers Johnson, Meredith Leapley, John B. Miller Jr., Donal Ratigan, Donata Russell Ross, Ron Stewart, Mark W. Tipton and John F. Wymer, III
Honoree: Ms. Janice McKenzie-Crayton, CEO, Big Brothers Big Sisters of Metro Atlanta

2016 Legacy Awards
Event Co-Chair: Ms. Mary Laschinger, CEO, Veritiv
Honorees: Ms. Shan Cooper, EVP, WestRock
Mr. Egbert Perry, CEO, Integral
Ms. Meredith Leapley, CEO, Leapley Construction

2015 Legacy Awards
Event Co-Chairs: Mr. Arthur Blank, Owner, Atlanta Falcons and Co-Founder The Home Depot
Ms. Angie Macuga, Community Volunteer
Honorees: Ms. Carol Tomé, Executive Vice President, The Home Depot
Mr. Dennis Lockhart, President, Federal Reserve Bank of Atlanta
Mr. Warrick Dunn, Founder, Warrick Dunn Charities

2014 Legacy Awards
Event Co-Chairs: Mr. Jim Hannan, CEO & President, Georgia-Pacific
Mrs. Susan Hannan, treasurer of the board of Komen Atlanta
Honorees: Mr. & Mrs. Bernie and Billi Marcus, founders, The Marcus Foundation

2013 Legacy Awards
Event Co-Chairs: Mr. Rodney Bullard, Executive Director, Chick-fil-A Foundation
Mrs. Silvette Bullard, Community Volunteer
Honorees: Dr. Elizabeth Kiss, President, Agnes Scott College
Mr. Dikembe Mutombo, Former NBA Star and Humanitarian
Senator Johnny Isakson, US Congress

2012 Legacy Awards
Event Co-Chairs: Mr. Ron Stewart, Co-Founder & Chairman, Flip, LLP
Mrs. Jeannie Stewart, Community Volunteer
Honorees: Ms. Mary Brock, Co-Owner of the WNBA's Atlanta Dream
Mr. John Brock, Chairman and CEO of Coca-Cola Enterprises

2011 Legacy Awards
Event Co-Chairs: Mr. Jack S. Markwalter Jr., Chair & CEO, Atlantic Trust
Mrs. Juanita Markwalter
Honorees: Ms. Renee Glover, Executive Director, Atlanta Housing Authority
Mr. Ross Mason, Founder, Healthcare Institute for Neuro- Recovery and Innovation
Mr. Lee Shaw, Chairman, Georgia Meth Project

2010 Legacy Awards
Event Co-Chairs: Mr. Boland T. Jones, Chairman & CEO of PGI
Mrs. Andrea Jones, Trustee, The Boland Family Foundation
Honorees: Ms. Margaret R. DeFrancisco, President & CEO, Georgia Lottery
Mr. Curley M. Dossman, Jr., President, Georgia Pacific Foundation

2009 Legacy Awards
Event Co-Chairs: Mr. Mike D. Garrett, President & CEO of Georgia Power Co.
Mrs. Karen Garrett, Community Volunteer
Honorees: Ms. Jasmine Guy, Actress and Producer
Mr. John G. Rice, Vice Chairman of GE

2008 Legacy Awards
Event Co-Chairs: Mr. Paul Garcia, Chairman of the Board, President & CEO of Global Payments
Mrs. Carol Garcia, Community Volunteer
Honorees: Stephanie & Arthur Blank, Owner & CEO of the Atlanta Falcons

2007 Legacy Awards
Event Co-Chairs: Mr. Rick Smith, CEO, Equifax
Mrs. Joan Smith, Community Volunteer
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta
Honorees: Ms. Sharron Barton, Chief Administrative Officer, Arby's Restaurant Group
Ms. Lisa Borders, President, Atlanta City Council & Senior Vice President, Cousins Properties Inc.
Mr. Sam Zamarripa, Managing Partner, Heritage Capital Advisors

2006 Legacy Awards
Event Co-Chairs: Mr. Mark L. Feidler, President & COO, BellSouth Corporation
Mrs. Buffie Feidler, Community Volunteer
Honorees: Dr. Beverly L. Hall, Superintendent, Atlanta Public Schools
Mr. Sam A. Williams, President, Metro Atlanta Chamber of Commerce

2005 Legacy Awards
Event Co-Chairs: Mr. Garry Betty, Chairman & CEO, EarthLink
Mrs. Kathy Betty, Community Volunteer
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta
Honorees: Rev. Dr. Joseph E. Lowery, Former President & CEO, SCLC
Mrs. Evelyn Gibson Lowery, Founder, SCLC/WOMEN
Mr. J. Rutherford Seydel, II, Lawson, Davis Pickren & Seydel
Mrs. Laura Turner Seydel, Chairman, Captain Planet Foundation

2004 Legacy Awards
Event Chair: Mr. Derek Smith, Chairman & CEO, ChoicePoint
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta
Honorees: Ms. Monica Kaufman, WSB-TV
Mr. Dennis Cooper, Chairman, RTM Restaurant Group
Justice Robert Benham, Georgia Supreme Court

2003 Legacy Awards
Event Chair: Dr. Jim Bostic, Executive Vice President, Georgia Pacific
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta
Honorees: Mr. Rene Diaz, Chairman, CEO and President, Diaz Wholesale and Manufacturing Company
Ms. Rebecca Paul, President and CEO, Georgia Lottery
Dr. Louis Sullivan, President Emeritus, Morehouse School of Medicine

2002 Legacy Awards
Event Chair: Ms. Rebecca Kapustay, CEO, Blue Cross Blue Shield of Georgia
Honorees: Mr. Roger Kintzel, Publisher, Atlanta Journal-Constitution
Ms. Glenda Hatchett, "Judge Hatchett", Columbia Tri-Star TV
Ms. Ann Cramer, Corporate & Community Relations, IBM
Mr. Dominique Wilkins, Former NBA Star, Atlanta Hawks

2001 Legacy Awards
Event Co-Chairs: Mr. Mike Eskew, Executive Vice President, United Parcel Service
Mrs. Molly Eskew, Community Volunteer
Honorees: Ms. Ingrid Saunders Jones, Senior Vice President Corporate External Affairs, The Coca-Cola Company
Dr. William Chace, President, Emory University
Mr. Maynard Jackson, former Mayor of Atlanta

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