

BIG BROTHERS BIG SISTERS OF  
METRO ATLANTA PRESENTS



*Legacy*  
AWARDS

HAVANA  
*Nights*  
EDITION

THURSDAY, SEPTEMBER 15 | 6PM  
COCA-COLA ROXY THEATRE





# ... The Event ...



## WHAT

One exciting night of guests gathering to participate in a fun, themed party. Enjoy great cuisine, fine wine, and convivial company, while raising funds to benefit our youth mentoring programs. This event will feature an exclusive cocktail reception and chef-prepared dinner party, as well as entertainment, interactive games, and silent and live auctions.

## THEME

Havana Nights

## WHEN

Thursday, September 15, 2022

6:00 pm Guests arrive

6:30 pm Reception/Silent Auction/Dinner

8:00 pm Program/Live Auction

## WHERE

Coca-Cola Roxy Theatre

800 Battery Avenue SE #500, Atlanta, GA 30339



For more information, please contact:

Michele Pearce

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



## ... The Event ...

“

Such a fun and unique event! My guests were thrilled to be a part of it and support a great cause!

- Julie Branicki, Business Development Leader,  
Ernst & Young, LLP

”



This year the Legacy Awards will highlight our agency's biggest legacy to the community – the alumni “Littles” who are the current and future leaders of our community. Prominent corporate and community leaders will continue to participate in the program by presenting these awards.

This year, the 28th Legacy Awards returns to an in-person gathering as guests are invited to participate in a fun, themed party. The Legacy Awards will be hosted live from the Coca-Cola Roxy and will feature an evening of cocktails, networking, live entertainment, exclusive chef-prepared dining experience, interactive games, and fundraising. Join us as we recognize deserving honorees, celebrate the power of mentoring, serenade guests with performances and entertainment, present experiential live and silent auction packages, and create an environment conducive for connecting with Atlanta's leaders and executives.

## ... Features ...

Cocktail Reception

Chef-Prepared Dinner

Live & Silent Auction

Interactive Games

Entertainment



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# ... The Cause ...



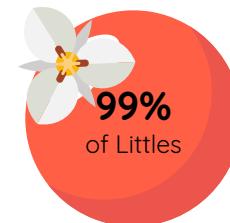
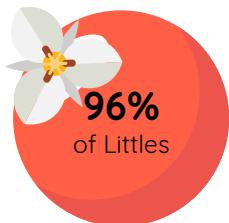
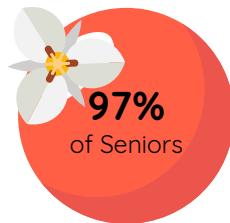
## Big Brothers Big Sisters of Metro Atlanta

serves more than 1,000 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 84% residing in low-income households, 70% living in single-parent households, and 37% having a parent who has been incarcerated.



### Your Impact:

2021 Statistics



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# ... Sponsorship Opportunities ...

## Presenting Sponsor | \$100,000

- All the benefits of Platinum Sponsorship, plus...
- Two premium tables with seating for twenty guests
- Name on event title as "(Company Name) presents the 28th Legacy Awards"
- Cover page ad in the event program
- Opportunity to sponsor and present a scholarship to a little in the program
- Opportunity to present welcome remarks

## Platinum Sponsor | \$50,000

- All the benefits of Gold Sponsorship, plus...
- Two tables with prime seating for twenty guests
- Multiple Acknowledgements by Emcee throughout program
- Opportunity to present a corporate video during awards program (1 min.)
- Full-page color advertisement in the program booklet
- Post-event recognition in e-blast

## Gold Sponsor | \$25,000

- Table with seating for 10 guests
- Recognition and participation in live event, including brand promotion
- Full-page black and white advertisement in program booklet
- 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

- Table with seating for 10 guests
- Recognition and participation in live event, including brand promotion
- Half-page black and white advertisement in program booklet
- Acknowledgement in program booklet and agency annual report
- Name included in press materials

## Bronze Sponsor | \$10,000

- Table with seating for 10 guests
- Acknowledgement in program booklet and agency annual report

## Patron Sponsor | \$5,000

- Table with seating for 5 guests
- Acknowledgement in program booklet

Limited individual patron tickets available, please visit our website at [bbbsatl.org/legacy](http://bbbsatl.org/legacy)

## 2021 SPONSORS INCLUDED:

Arthur M. Blank Family Foundation  
Georgia Power Company  
Georgia-Pacific Foundation  
Publix Super Markets Charities  
The UPS Foundation  
Greenberg Traurig, LLP

Randy & Diane Tanner  
Cox Enterprises  
CIBC Private Wealth Management  
CERM  
EY  
Greystar

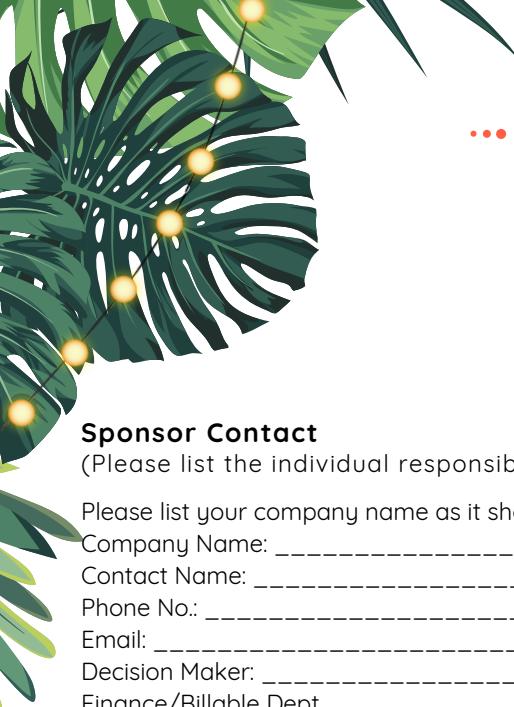
Homrich Berg  
IberiaBank  
Jerold Recht  
KPMG  
Leapley Construction  
Kelly Loeffler & Jeff Sprecher

Reicon Management  
Ron & Jeannie Stewart  
Wells Fargo  
The Atlanta Journal-Constitution  
United Distributors

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# •• Sponsorship Response Form ••

Please complete and return this form to:  
**Big Brothers Big Sisters of Metro Atlanta**  
680 Murphy Avenue SW, Suite 1090,  
Atlanta, Georgia 30310  
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 22**

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

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Phone No.: \_\_\_\_\_

Email: \_\_\_\_\_

## 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](http://www.bbbsatl.org/legacy) to register or pay by credit card

## 2022 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: 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.



## 2021 Legacy Awards

Honorees: Mr. Ernest Greer, Co-President, Greenberg Traurig, LLP  
Mrs. Patrice Greer, President, Creative Concourse Concepts, LLC  
Mr. Jim Young, Senior Manager, ERP Development, Cox Enterprises

## 2020 Legacy Awards

Honorary Chair: Mr. Arthur Blank, Owner, Atlanta Falcons & Co-Founder, The Home Depot  
Honorees: Mr. Randall Tanner, Founder, Tanner, Ballew and Maloof  
Ms. Jasmine Crowe, Founder & CEO, Goodr  
Dr. Monica Khan, MD, Doctor of Emergency Medicine, Emory University Hospital

## 2019 Legacy Awards

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

## 2018 Legacy Awards

Event Co-Chairs: Mr. Paul Brown, CEO, Inspire Brands  
Honorees: Ms. Lisa Brown, Community Volunteer  
Mr. Jeff Sprecher, Founder, Chairman & CEO, Intercontinental Exchange  
Ms. Kelly Loeffler, CEO, Bakkt & 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 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 & Co-Founder, The Home Depot  
Honorees: Ms. Angie Macuga, Community Volunteer  
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  
Honorees: Mrs. Susan Hannan, Treasurer of the Board, Komen Atlanta  
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  
Honorees: Mrs. Silvette Bullard, Community Volunteer  
Dr. Elizabeth Kiss, President, Agnes Scott College  
Mr. Dikembe Mutombo, Former NBA Star & Humanitarian  
Senator Johnny Isakson, US Congress

## 2012 Legacy Awards

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

## 2011 Legacy Awards

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

## 2010 Legacy Awards

Event Co-Chairs: Mr. Boland T. Jones, Chairman & CEO, PGI  
Honorees: Mrs. Andrea Jones, Trustee, The Boland Family Foundation  
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, Georgia Power Co.  
Honorees: Mrs. Karen Garrett, Community Volunteer  
Ms. Jasmine Guy, Actress & Producer  
Mr. John G. Rice, Vice Chairman, GE

## 2008 Legacy Awards

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

## 2007 Legacy Awards

Event Co-Chairs: Mr. Rick Smith, CEO, Equifax  
Honorees: Mrs. Joan Smith, Community Volunteer  
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta  
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  
Honorees: Mrs. Buffie Feidler, Community Volunteer  
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  
Honorees: Mrs. Kathy Betty, Community Volunteer  
Honorary Chair: The Honorable Shirley Franklin, Mayor of Atlanta  
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  
Honorees: Mrs. Rene Diaz, Chairman, CEO & President, Diaz Wholesale & Manufacturing Co.  
Ms. Rebecca Paul, President & CEO, Georgia Lottery  
Dr. Louis Sullivan, President Emeritus, Morehouse School of Medicine



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