



FASHION PLAY



EDITION

PRESENTED BY FIFTH THIRD BANK

MAY 3, 2023 | 6:30-9:00PM | ATLANTA HISTORY CENTER

BENEFITING BIG BROTHERS BIG SISTERS OF METRO ATLANTA

WWW.BBBSATL.ORG/FASHIONPLAY



OFFICIAL PARTNERS



Dillard's
The Style of Your Life.



FASHION PLAY: THE CAUSE



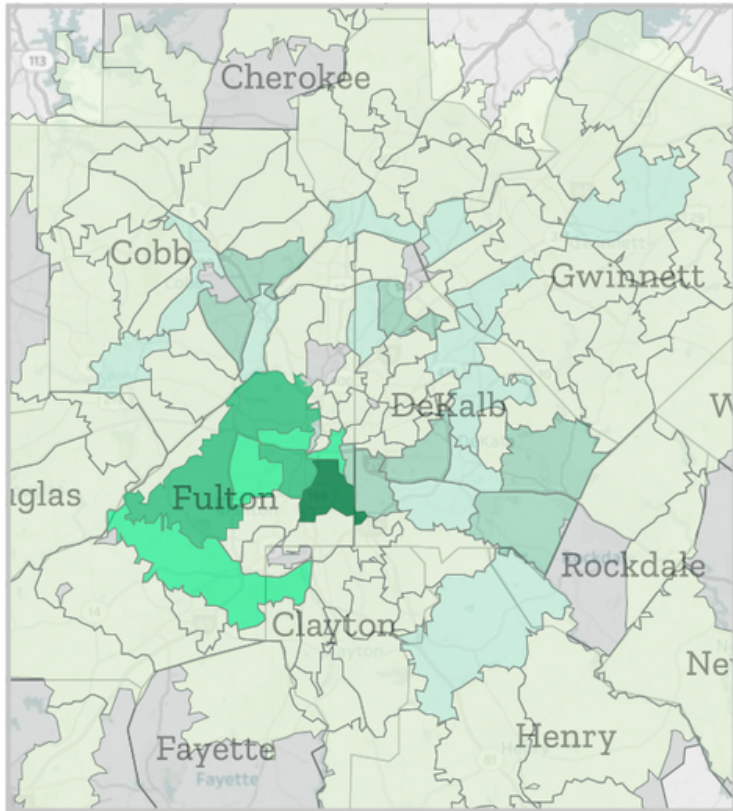
Big Brothers Big Sisters of Metro Atlanta

serves over 1,300 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 82% residing in low-income households, 71% living in single-parent households, and 27% having a parent who has been incarcerated.

Location of Children we serve:

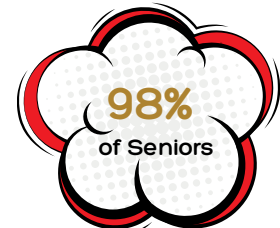
(by zip code)

60+ 50-60 40-50 30-40 20-30 10-20

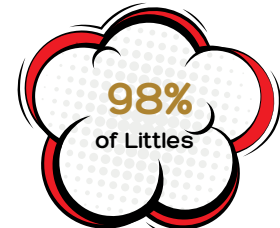


Your Impact:

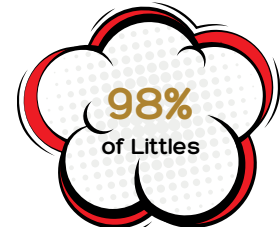
2022 Statistics



Graduated High School on time



Were promoted to the next grade level



Avoided the Juvenile Justice system



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FASHION PLAY: THE EVENT



Fashion Play has athletes hitting the runway to flex their most important muscles – their hearts! Join celebrity guests on the red carpet, mingle with influential, fashion-conscious leaders, and enjoy an all-star lineup of alumni and current NFL players, Falcons cheerleaders, Freddie Falcon and surprise guests as they take to the catwalk.

This unique fashion show strikes a balance between fashion, sports, networking and mentoring to deliver an unforgettable night! Funds raised will benefit Big Brothers Big Sisters of Metro Atlanta.

Limited tickets available. Reserve your seat today!

“SEEING THESE INCREDIBLE YOUNG PEOPLE CONFIDENTLY STRUTTING DOWN THE RUNWAY WITH THE ATHLETES FOR A GOOD CAUSE MAKES FOR AN EVENT THAT DELIVERS THE GOODS! WE’RE ALL HERE DOING GOOD WHERE IT MATTERS MOST.

- LASHUNDA CAMPBELL, UPS

LOCATION:

Atlanta History Center, 130 West Paces Ferry Road NW, Atlanta
www.atlantahistorycenter.com

DATE:

Wednesday, May 3, 2023

SCHEDULE:

6:30PM | VIP Cocktail Reception
7:30PM | Fashion Show Begins
8:00PM | Halftime Show
9:00PM | Fashion Show Concludes

Event Chairs:

AMY AGAMI
ANGELA BLANK

Hosted by:

HARRY DOUGLAS
ESPN Analyst & former Wide Receiver for Atlanta Falcons



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YOUTH SERVED 1338

643 male | 695 female

1 Pilot program launched serving 3 schools and 292 students	3X Increase in new matches	<p>82% come from low- or very low-income families</p> <p>82% qualify for free or reduced lunch programs at school</p> <p>71% live in single-parent households</p> <p>27% have one or more parents who have been incarcerated</p>
27% Increase in number of youth served	6 Beyond School Walls workplace mentoring partnerships	

average length of a match →

38.6 Months Community-Based
20.9 Months Site-Based

promoting success

98% were promoted to the next grade on time	98% did not become involved in the juvenile justice system
98% of high school seniors graduated on time	76% of graduating seniors reported plans to pursue post-secondary education or military service

ethnicity and grade level

84% Black **5%** Hispanic
2% White
1% Asian (or other)
8% Multi-racial

10% elementary **53%** middle **37%** high



FASHION PLAY: PLAYERS & GUESTS FROM 2022

Freddie Falcon

Mascot, Atlanta Falcons



Alexandra Dillard Lucie

VP General Merchandise Manager, Dillard's



Atlanta Falcons Cheerleaders



Marcus Mariota

Quarterback, Atlanta Falcons

Kyle Pitts

Tight End, Atlanta Falcons

FASHION PLAY: 2022 RECAP

Our 2022 FP event was a record-smashing year! In the third year of Atlanta's most unique and exciting annual fashion fundraiser, our sponsors and attendees helped Fashion Play 3 – Showtime Edition raise more than \$175,000 in support of our vital youth mentoring programs.

Fashion Play guests were treated to thrilling appearances by the stars of the Atlanta Falcons – including Quarterback Marcus Mariota and Tight End Kyle Pitts. Guests also had the chance to catch several high-profile NFL alumni, led by event host, ESPN analyst, and honorary Big Brother, Harry Douglas.

Guests rubbed elbows with NFL luminaries and networked with some of ATL's biggest movers and shakers in the soaring atrium of the renowned Atlanta History Center during the pre-event cocktail hour. Attendees enjoyed live music, delectable hors d'oeuvres, a photo op with Atlanta Falcons cheerleaders, and a curated shopping experience from event partner Dillard's – all before the show even kicked off!

Once guests settled in their seats in the ballroom, NFL players hit the catwalk – showing off their big personalities and distinctive style. They were joined onstage by some Bigs and Littles from our program, eager to strut in the latest spring styles from Dillard's and their talented Dior team.

Some of our best-dressed guests were invited to join the show by the evening's magnetic emcee, Ronnel Blackmon. In a friendly contest – and one of the night's most entertaining moments – the selected guests performed their fiercest runway walks, competing for audience applause.

The night was brought to a poignant conclusion when Big Brothers Big Sisters of Metro Atlanta CEO, Kwame Johnson took the stage with players, Bigs and Littles. Johnson articulated our urgent need for volunteers and critical funds in support of our mission to defend the potential of metro Atlanta kids.

Be sure to see all of the event photos from #FashionPlay3 by clicking [HERE](#).

THANK YOU!

A huge thank you to our Event Chairs: Angela Blank & Amy Agami, our Trendsetter Event Committee: Jewanna Gaither, Lericia Harris, Jennifer Burns, Cody Partin, Kate Coffey, LaShunda Campbell, and Tiffany Brown, our event host, Harry Douglas, our NFL alumni: Roddy White, Alge Crumpler, and William Moore, and Atlanta Falcons Players Marcus Mariota, Kyle Pitts, Cornell Armstrong, Mykel Walker, Rashaan Evans, KahDarel Hodge, Darren Hall, Qadree Ollison, and Mike Ford.

A special thanks to Atlanta Falcons, Dillard's, FOX 5 Atlanta, Streetz 94.5, UPS, and Voya Financial for making this one-of-a-kind event possible.



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FASHION PLAY: 2022 RECAP (CONT'D)

“

I'M SURE THE ATLANTA FALCONS PLAYERS WERE EXCITED TO MEET THE REAL STARS OF THE SHOW - THE KIDS! THE ATLANTA HISTORY CENTER IS AN AMAZING PLACE TO HAVE AN EVENT LIKE THIS, ALONGSIDE THAT RICH HISTORY WE HAVE HERE IN ATLANTA. THIS IS THE BEGINNING OF SOMETHING THAT WILL BUILD A LEGACY.

- BRANNIGAN THOMPSON, VOYA FINANCIAL

”



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SPONSORSHIP OPPORTUNITIES

Hall of Fame Presenting Sponsor | \$25,000

- Name as part of the event logo
- Prominent logo recognition on all print materials
- Logo included in the half-time show presentation (primary mention)
- Opportunity to present a corporate video during half-time show
- Logo included on event tickets
- Logo included on event invitation
- Logo included on event website (with active link)
- Listing as sponsor in press materials
- Social media recognition
- Recognition during event
- Post-event promotion
- 2-page advertisement in event program
- Promotional items included in swag bag



TICKETS: 22 TOTAL

- 12 front-row seats at the show
- 10 second-row seats at the show

CHAMP DIAMOND SPONSOR | \$15,000

- Prominent logo recognition on all print materials
- Logo included in the half-time show presentation
- Logo included on event invitation
- Logo included on event website (with active link)
- Listing as sponsor in press materials
- Social media recognition
- Recognition during event
- Post-event promotion
- 1-page advertisement in event program with prime placement
- Promotional items included in swag bag



TICKETS: 16 TOTAL

- 8 front-row seats at the show
- 8 second-row seats at the show

PLAYERS' CLUB GOLD SPONSOR | \$10,000

- Logo recognition on all print materials
- Logo included in the half-time show presentation
- Logo included on event invitation
- Logo included on event website (with active link)
- Social media recognition
- Recognition during event
- Post-event promotion
- 1-page advertisement in event program
- Promotional items included in swag bag



TICKETS: 10 TOTAL

- 4 front-row seats at the show
- 6 second-row seats at the show

GAME DAY SILVER SPONSOR | \$5,000

- Logo included in the half-time show presentation
- Logo included on event website
- Social media recognition
- Post-event promotion
- Listing in event program
- Promotional items included in swag bag



TICKETS: 6 TOTAL

- 6 seats at the show

TEAM PLAYER BRONZE SPONSOR | \$3,000

- Listing on event website
- Social media recognition
- Listing in event program
- Promotional items included in swag bag



TICKETS: 4 TOTAL

- 4 seats at the show

PATRON TABLE | \$2,000



TICKETS: 4 TOTAL

- 4 seats at the show with a private table with Concierge services during the show

PATRON TICKET | \$350



TICKET: 1 TOTAL

- 1 seat at the show

SWAG BAG SPONSOR | \$1,000 (NO TICKETS)

- Listing in event program
- Social Media Recognition
- Promotional items included in swag bag

2022 OFFICIAL SPONSORS



FASHION PLAY: SPONSORSHIP RESPONSE FORM

MAY 3, 2023 | 6:30-9:00PM | ATLANTA HISTORY CENTER

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: _____

SPONSORSHIP OPPORTUNITIES

- HALL OF FAME PRESENTING SPONSOR | \$25,000
- CHAMP DIAMOND SPONSOR | \$15,000
- PLAYERS' CLUB GOLD SPONSOR | \$10,000
- GAME DAY SILVER SPONSOR | \$5,000
- TEAM PLAYER BRONZE SPONSOR | \$3,000
- PATRON TABLE | \$1,500
- SWAG BAG SPONSOR | \$1,000

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.

Questions?

Please contact:

VERONICA OLADEJI

Director of Special Events

404.601.7064

Veronica.Oladeji@bbbsatl.org

Logos

Please submit all company logos in
an unzipped, vector format

(.png,.eps, or .ai) to

JOHN MANGAN

Senior Marketing & Communications
Manager

404.601.7066

John.Mangan@bbbsatl.org

Please note:

Sponsors who do not submit a logo by

APRIL 17

will have their company name spelled
out on all sponsored signage

“ I LOVE FASHION PLAY! MY FRIEND, HARRY DOUGLAS HOSTED AGAIN THIS YEAR. BIG BROTHERS BIG SISTERS MEANS A LOT TO HIM, AND TO ALL THE PLAYERS HE INVITES. TO GET A CHANCE TO INTERACT WITH THESE KIDS, AND PUT ON A SHOW IS AN INCREDIBLE THING. - RODDY WHITE, FORMER ALL-PRO ATLANTA FALCONS WIDE RECEIVER ”

2023 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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FASHION PLAY: 2023 MARKETING SPECS

Thank you for sponsoring Fashion Play!
Please note the following due dates for your sponsorship benefits.

**AS SOON AS POSSIBLE
(WE BEGIN PROMOTING YOUR SPONSORSHIP IMMEDIATELY)**

Logo
EPS, PNG 300 dpi

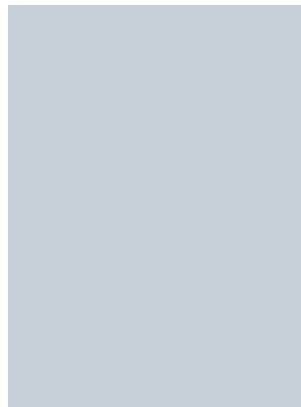
Social media accounts
i.e. @bbbsatl

APRIL 17, 2023

Advertisement

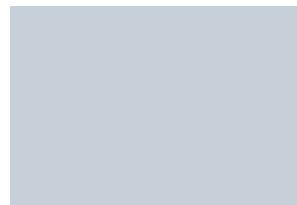
The printed event program size is 5.5" width x 8.5" length
Full-page advert size 5.5" width by 8.5" length

2 Page / 1 Page



live area
8.5" x 5.5"

1/2 Page



live area
4.25" x 5.5"

APRIL 26, 2023

Swag Bag Products/Brochure

Kindly prepare and arrange for delivery of 200 items by April 26.

SILENT AUCTION ITEM/PACKAGE

If you would like to donate an item to be included in the auction, we ask that all donated items should reach BBBSMA by April 26.

We can arrange for the item to be picked-up.

For more information on marketing, please contact:

JOHN MANGAN
Senior Marketing & Communications Manager
JOHN.MANGAN@bbbsatl.org





FASHION PLAY

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**Big Brothers
Big Sisters.**
OF METRO ATLANTA