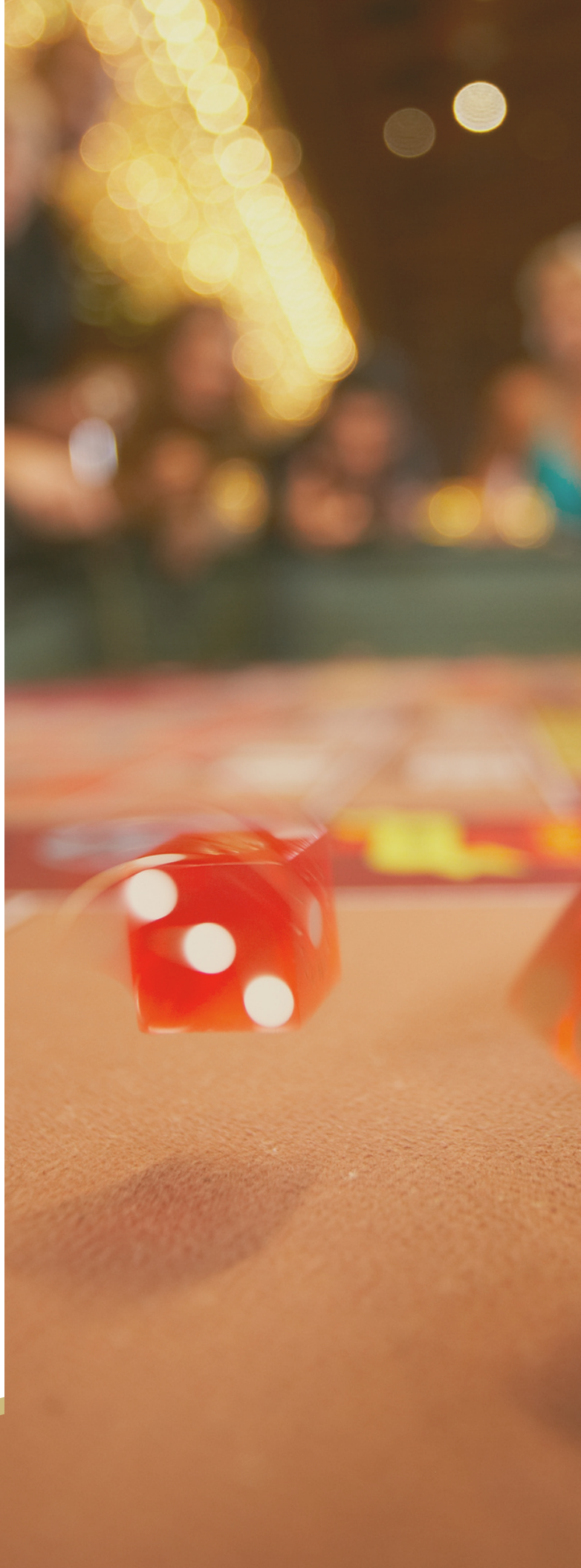


BIG BROTHERS BIG SISTERS
OF METRO ATLANTA PRESENTS



EDITION

THURSDAY, SEPTEMBER 14 | 6:30PM
ST. REGIS ATLANTA





The Event



WHAT

The 29th Legacy Awards returns to an in-person gathering as guests are invited to participate in a fun, Fabulous Las Vegas-themed party. The event will be hosted live from the St. Regis Atlanta and will feature an evening of cocktails, networking, live entertainment, dinner, and interactive games and fundraising.

THEME

Fabulous Las Vegas

WHEN

Thursday, September 14, 2023
6:30PM | Reception/Silent Auction/Dinner
7:30PM | Program/Live Auction

WHERE

St. Regis Atlanta
88 West Paces Ferry Rd NW, Atlanta, GA 30305



For more information, please contact:

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



“

**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 – the program alumni who are our current and future leaders of our community. The event will honor our outstanding program alumni, recent graduates, and volunteers. Prominent corporate and community leaders are invited to participate as guests and presenters.

Join us as we recognize the next generation of leaders, celebrate the power of mentoring, and create an environment conducive for connecting with Atlanta's leaders and executives.

Features

COCKTAIL RECEPTION

LIVE ENTERTAINMENT

WHEEL OF FORTUNE & CASINO GAMES

CHEF-PREPARED DINNER

SPECIAL PERFORMANCE BY (INSERT COVER BAND HERE)

LIVE & SILENT AUCTION

CASINO AFTER-PARTY

& MORE!



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The Cause



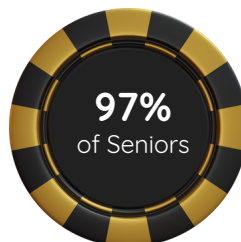
BIG BROTHERS BIG SISTERS OF METRO ATLANTA

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.

2022 Statistics



Graduated High School on time



Were promoted to the next grade level



Avoided the Juvenile Justice system



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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 'Leadership Circle' 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 'LEADERSHIP CIRCLE' 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

Leader recognized as a Leadership Circle Member & 4 guest passes to a pre-event VIP reception

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

2022 SPONSORS INCLUDED:

Arthur M. Blank Family Foundation
Cox Enterprises
Georgia-Pacific Foundation
Georgia Power Company
Publix Super Markets Charities
The UPS Foundation
Chick-fil-A

CIBC Private Wealth Management
First Horizon
Greenberg Traurig, LLP
KPMG
Kelly Loeffler & Jeff Sprecher
Tanner, Ballew & Maloof
AMN Healthcare

Centene
CERM
The Coca-Cola Foundation
EY
Fiserv
The Home Depot
Homrich Berg

Mawsters Capital Management
Norfolk Southern
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: SEPTEMBER 1

(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
- ☐ Patron Sponsor | \$5,000
- ☐ 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

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



QUESTIONS?

Please contact:

Michele Pearce

Chief External Relations Officer

Michele.Pearce@bbbsatl.org

404.601.7068

LOGOS

Please submit all company logos in an unzipped, vector format (.png, .eps, or .ai) to

John Mangan

Marketing & Communications Manager

John.Mangan@bbbsatl.org

404.601.7066.

PLEASE NOTE:

Sponsors who do not submit a logo by

Friday, August 25th

will have their company name spelled out on all sponsored signage.



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.

2022 Legacy Awards

Honorees: Ms. Sydnee-Jordan McCloud, Outstanding Graduate & Alumni Little Sister
Mr. Aidan Moreland, Outstanding Graduate & Alumni Little Brother
Mr. James Flanagan, Executive Director, Catholic World Mission
Mr. Stephon Avery, Financial Services Representative, Capstone Financial, LLC

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, Balley 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
Mrs. Stefanie Johnson, Community Volunteer
Honorees: 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
Ms. Lisa Brown, Community Volunteer
Honorees: 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
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, 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 & 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, 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
Mrs. Juanita Markwalter, Community Volunteer
Honorees: 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
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, Georgia Power Co.
Mrs. Karen Garrett, Community Volunteer
Honorees: 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
Mrs. Carol Garcia, Community Volunteer
Honorees: Mr. Arthur Blank, Owner & CEO, Atlanta Falcons
Mrs. Stephanie Blank, Community Volunteer

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 Zamarrripa, 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



For more information, please contact:
Michele Pearce
Chief External Relations Officer
404.601.7068 // Michele.Pearce@bbbsatl.org





EDITION

2023: Program Ad Sizes

Thank you for sponsoring the Legacy Awards!
Please note the following due dates for your
sponsorship benefits.

The printed event program size is 8.5" width x 6" length

Full Page

AD SIZE
8.5" x 6"

1/2 Page

AD SIZE
4.25" x 6"

Note: ad size is live area; no bleed.

Deadline to submit ad is August 25th.

For more information on marketing, please contact:

John Mangan

Marketing & Communications Manager

John.Mangan@bbbsatl.org // 404.601.7066





EDITION

