



FASHION PLAY

Theme

SHINE LIKE A STAR



FIFTH THIRD BANK

PRESENTING
SPONSORS

MICHAEL KORS

OFFICIAL PARTNERS



Dillard's
The Style of Your Life.



Celebrating 5 Years of
Fashion, Football, & Mentorship on the Runway!

WWW.BBBSATL.ORG/FASHIONPLAY

MAY 8, 2024 | 6:30-9:30PM | ATLANTA HISTORY CENTER



FASHION PLAY: THE CAUSE



Big Brothers Big Sisters of Metro Atlanta

serves more than 1,900 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 78% residing in low-income households, 68% living in single-parent households, and 22% having a parent who has been incarcerated.

Bigs and Littles from diverse backgrounds are paired in **professionally supported 1:1 matches** to meet a few times per month in their local community.

Your Impact: 2023 Statistics

1907 YOUTH SERVED
1001 female | 900 male | 6 gender diverse

average length of a match → **32.5 months**

43%
Increase in number of youth served

5
Middle schools in Level Up program serving 866 students

6
Beyond School Walls workplace mentoring partnerships

68%
Increase in new matches

97%

of Seniors

Graduated High School on time

99%

of Littles

Were promoted to the next grade level

99%

of Littles

Avoided the Juvenile Justice system

these are our kids

78%

come from low- or very low-income families

82%

qualify for free or reduced lunch programs at school

68%

live in single-parent households

22%

have one or more parents who have been incarcerated

littles ethnicity

Black **86%**

Hispanic **5%**

White **2%**

Other **7%**



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!

"AS THE 2023 PRESENTING SPONSOR, FIFTH THIRD BANK WAS HONORED TO BE PART OF SUCH AN IMPACTFUL EVENT TO RAISE THE FUNDS TO MOVE THE BBBS MISSION FORWARD. AS A TEAM WE WERE DOING GOOD AND HAVING FUN -- THERE IS NO OTHER EVENT QUITE LIKE THIS IN ATLANTA!"

- JEWANNA GAITHER, FIFTH THIRD BANK

”



ANGELA BLANK

Event Chairs

LOCATION:

Atlanta History Center,
130 West Paces Ferry Road NW, Atlanta

DATE:

Wednesday, May 8, 2024

SCHEDULE:

6:30PM | VIP Cocktail Reception

7:30PM | Fashion Show Begins

8:00PM | Halftime Show

9:00PM | Fashion Show Concludes



HOST

HARRY DOUGLAS

ESPN Analyst & former
Wide Receiver for Atlanta Falcons



JEWANNA GAITHER



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FASHION PLAY: PLAYERS & GUESTS FROM 2023

Rachel Russaw

Miss Georgia

Model and Ambassador



Arthur M. Blank

Owner, Atlanta Falcons, AMBFF



Angel McCaughtry

2x Olympic Gold Medalist,

WNBA Athlete



Younghoe Koo

Kicker, Atlanta Falcons



Gregg Ammon

Philanthropist



FASHION PLAY: 2023 RECAP

With overwhelming support from our partners and the community, we're celebrating the incredible success of Big Brothers Big Sisters of Metro Atlanta's (BBBSMA) 4th Annual Fashion Play event, held on May 3rd, 2023, at the magnificent Atlanta History Center. This year's extravaganza was an absolute blast, with nearly 300 enthusiastic attendees coming together to raise an astonishing \$240,000 for BBBSMA's life-changing youth mentoring programs!

The star-studded program featured none other than the current Atlanta Falcons' football heroes, including John Fitzpatrick, KhaDarel Hodge, Younghoe Koo, Chris Lindstrom, Liam McCullough, John Raine, Jonnu Smith, and Keith Smith. Legendary NFL Alums like event host Harry Douglas, Brian Finneran, Michael Jenkins, Jerious Norwood, and Roddy White came out to show their support for metro ATL's youth. The Atlanta Falcons Cheerleaders and the iconic Freddie Falcon joined the catwalk as well, alongside some of the inspiring Bigs and Littles from the BBBSMA program.

We appreciate the generosity of our partners -- Atlanta Falcons, Dillard's, and Fox 5 Atlanta -- who help make this event truly spectacular year after year! And a special shoutout to our Presenting Sponsor, Fifth Third Bank, whose crucial support made Fashion Play a resounding success!

Our Gold Sponsors, including The Arthur M. Blank Family Foundation, Cox Enterprises, Inc., Georgia Power Company, Norfolk Southern Corporation, Active Production & Design, Family Ties, Inc., and the Douglas J. Hertz Family Foundation, added their indispensable support to the fan-favorite fashion show. And let's not forget the remarkable contributions of our Silver Sponsors: First Horizon Bank, Forrest & Lori McClain, Christopher & Jessica Eachus, Ryan & Krystle Howard, and Southwire Company.

BBBSMA President and CEO, Kwame Johnson, expressed his gratitude, "This event just gets better every year. These funds provide our mentoring services to youth throughout Metro Atlanta and allow us to grow our programs."

Harry Douglas, ESPN Analyst & former Atlanta Falcons Wide Receiver, served as the event's host for the third consecutive year. The talented Event Chairs, Amy Agami and Angela Blank, returned once again adding their magic touch for the fourth consecutive year!



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FASHION PLAY: 2023 RECAP (CONT'D)

DON'T MISS OUT ON THE ACTION! HEAD TO [HTTPS://BBBSATL.ORG/FASHIONPLAY2023/](https://bbbsatl.org/fashionplay2023/) TO CATCH A GLIMPSE OF THE DAZZLING PHOTO GALLERY AND DISCOVER HOW YOU CAN BE PART OF THE UPCOMING FASHION PLAY IN 2024 OR ANOTHER EXHILARATING EVENT! LET'S CONTINUE TO MAKE A DIFFERENCE IN THE LIVES OF OUR YOUTH AND BUILD A BRIGHTER FUTURE TOGETHER!



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: 20 TOTAL

- 10 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
- 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

- 6 front-row seats at the show
- 10 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
- 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

SWAG BAG SPONSOR | \$1,500



TICKETS: 2 TOTAL

- 2 seats at the show
- Social Media Recognition
- Promotional items included in swag bag

PATRON TICKET | \$399



TICKET: 1 TOTAL

- 1 seat at the show

2023 OFFICIAL SPONSORS



Limited individual tickets available; to purchase please visit our website at

WWW.BBBSATL.ORG/FASHIONPLAY



FASHION PLAY: SPONSORSHIP RESPONSE FORM

MAY 8, 2024 | 6:30-9:30PM | 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 | \$2,000
- ☐ SWAG BAG SPONSOR | \$1,500
- ☐ PATRON TICKET | \$399

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.



WWW.BBBSATL.ORG/FASHIONPLAY

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

Marketing & Communications Manager

404.601.7066

John.Mangan@bbbsatl.org

Please note:

Sponsors who do not submit a logo by
APRIL 26
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



2024 SPONSORSHIP AGREEMENT

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

Signature: _____

Printed Name: _____

Date: _____





FASHION PLAY

BENEFITING BIG BROTHERS BIG SISTERS OF METRO ATLANTA

WWW.BBBSATL.ORG/FASHIONPLAY



FASHION PLAY: 2024 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

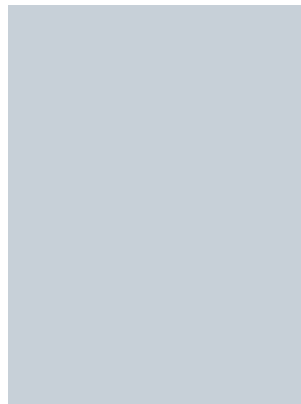
APRIL 19, 2024

Advertisement

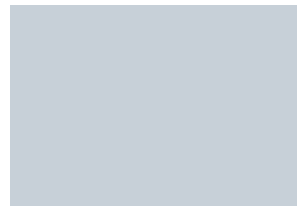
The printed event program size is 5.5" width x 8.5" length
Full-page advert size 5.5" width by 8.5" length

2 Page / 1 Page

1/2 Page



live area
8.5" x 5.5"



live area
4.25" x 5.5"

APRIL 26, 2024

Swag Bag Products/Brochure

Kindly prepare and arrange for delivery of 350 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 19.
We can arrange for the item to be picked-up.

For more information on marketing, please contact:

John Mangan
Marketing & Communications Manager
John.Mangan@bbbsatl.org / 404.601.7066

