



FASHION PLAY VI

Theme

POTENTIAL IN FULL BLOOM

Exclusive
Field
Access!

TUESDAY, MAY 6, 2025 | 6:00-9:30PM

MERCEDES-BENZ STADIUM

PRESENTED BY



**Touchdown! Join us for the 6th annual show of
Fashion, Football, & Mentorship on the Runway!**

OFFICIAL PARTNERS

Dillard's
The Style of Your Life.



WWW.BBBSATL.ORG/FASHIONPLAY



FASHION PLAY: THE CAUSE & IMPACT



Kwame Johnson

Kwame Johnson
BBBSMA President & CEO

Thank You!

"Every year, Fashion Play exceeds our expectations. The funds raised are essential for our mentoring programs, allowing us to reach more youth and families in Metro Atlanta. We couldn't do our necessary work without the support of our sponsors and partners."

Big Brothers Big Sisters of Metro Atlanta

annually serves over 1,900 youth aged 8-18 in Atlanta, fostering and backing mentoring relationships that inspire the potential and aspirations of young people. With a 43% rise in the number of youth benefiting from our services and a 68% increase in new matches, your sponsorship contributions enable us to extend our impact even further in Metro Atlanta.

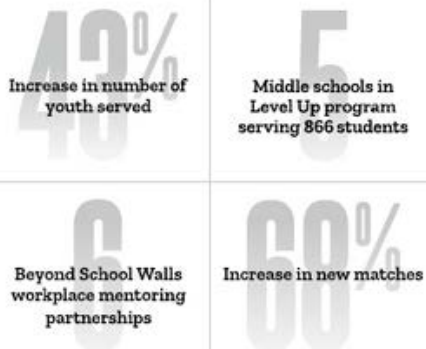
Your Impact:

2023 Statistics

1907 YOUTH SERVED

1001 female | 900 male | 6 gender diverse

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

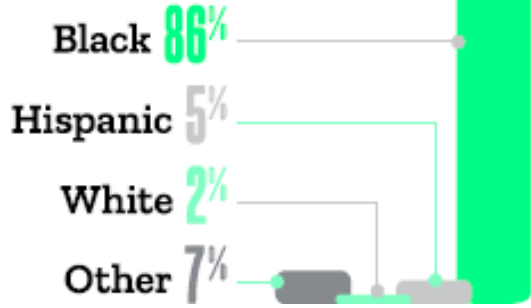


98%
of Seniors
Graduated High School on time

99%
of Littles
Were promoted to the next grade level

99%
of Littles
Avoided the Juvenile Justice system

littles ethnicity



- 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



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FASHION PLAY: THE TRENDSETTERS



ANGELA BLANK
Event Chair



JEWANNA GAITHER
Event Co-Chair

Welcome to the kickoff and countdown to the 6th annual Fashion Play, a fashion show fundraiser benefiting Big Brothers Big Sisters of Metro Atlanta. We are thrilled to reveal that this year's theme is "Potential in Full Bloom," and as a result, this event has expanded significantly. In a thrilling development, we are delighted to announce that we will be hosting the event with the Falcons right at home – the Mercedes-Benz Stadium! This promises to be an incredible show – grander, more daring, and exquisitely blossoming! Make sure not to miss out on this fantastic opportunity. Join us to defend the potential of Atlanta youth.

TRENDSETTER COMMITTEE MEMBERS:

Brenda Banning, *Community Philanthropist*

Tinika Blackmon, *More Than Me, LLC*

Nelson Boyce (Celebrity/Influencer Chair), *Google*

Rita Breen, *Georgia Power*

Tiffany Brown, *Tiffany Brown Designs*

Jennifer Burns, *Equifax*

Lashunda Campbell, *Brand 4 Impact*

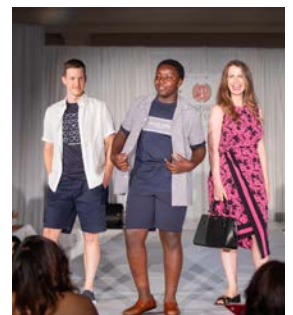
Tomeka Cherry, *Community Philanthropist*

Kate Coffey, *Georgia Chamber of Commerce*

Ciara Green (Auction Chair), *Family Ties Enterprises, Inc.*



HARRY DOUGLAS
Event Host
ESPN Analyst & former
Wide Receiver for Atlanta Falcons



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!

The 2024 star-studded event featured current Atlanta Falcons football heroes, including Grady Jarrett, Jessie Bates III, Bijan Robinson, Youghoe Koo, Barry Wesley, Donovan Mutin, KhaDarel Hodge, Liam McCullough, Matt Bergeron, Milo Eifler, Ray-Ray McCloud and Willington Previlon.



Legendary NFL Alums included event host Harry Douglas, Emcee DJ Shockley, John Abraham, Michael Jenkins, and Roddy White.

VIP Spotlight

D.J. Shockley
Fox 5 Anchor &
Former Falcons QB

Dave Archer
'Voice of the Falcons' &
Former Falcons QB

Pookie & Jett Puckett
Social Media Sensations

Rita Breen
Executive Director,
Georgia Power
Foundation

Grady Jarrett
Atlanta Falcons Defensive
Tackle



FASHION PLAY: 2024 PHOTOS

Don't miss out on the action! Head to <https://bbbsatl.org/fashionplay2024/> to catch a glimpse of the photo gallery and discover how you can be part of the upcoming Fashion Play in 2025 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 | \$50,000

- Name as part of the event logo - 'Presented by'
- Leader/representative honored 'Honorary Chair'
- Prominent logo recognition on all print materials
- Logo included in the half-time show presentation (primary mention)
- Logo displayed on stadium Halo board
- Opportunity to present a corporate video during half-time show
- 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
- Priority front-row seat allocation



TICKETS: 25 TOTAL

CHAMP DIAMOND SPONSOR | \$25,000

- Prominent logo recognition on all print materials
- Logo included in the half-time show presentation
- Logo displayed on the stadium Halo board
- 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
- Front-row seat allocation



TICKETS: 16 TOTAL

PLAYERS' CLUB GOLD SPONSOR | \$15,000

- Logo recognition on all print materials
- Logo included in the half-time show presentation
- Logo displayed on the stadium Halo board
- 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
- Reserved seats



TICKETS: 12 TOTAL

GAME DAY SILVER SPONSOR | \$7,000

- 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
- Reserved seats



TICKETS: 7 TOTAL

TEAM PLAYER BRONZE SPONSOR | \$5,000

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



TICKETS: 5 TOTAL

PATRON TABLE | \$2,500



TICKETS: 4 TOTAL

- 4 seats at a private reserved table at the show

PATRON TICKET | \$500



TICKET: 1 TOTAL

- General admission ticket
- No sponsorship or recognition is included



IT IS OUR HONOR TO SUPPORT FASHION PLAY AND THE BBBS MISSION TO DEFEND THE POTENTIAL OF ATLANTA'S YOUTH. WE'RE EXCITED THAT NEXT YEAR'S SHOW WILL BE HOSTED AT THE MERCEDES BENZ STADIUM. AND, WE LOOK FORWARD TO SEEING THE BBBS YOUTH AND PLAYERS ON THE STAGE AGAIN
-ALEXANDRA DILLARD LUCIE, DILLARD'S



2024 OFFICIAL SPONSORS



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

WWW.BBBSATL.ORG/FASHIONPLAY



FASHION PLAY: SPONSORSHIP RESPONSE FORM

MAY 6, 2025 | 6:00-9:30PM | MERCEDES BENZ STADIUM

Please complete and return this form to:
Big Brothers Big Sisters of Metro Atlanta
680 Murphy Avenue SW, Suite 1090
Atlanta, Georgia 30310
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 | \$50,000
- CHAMP DIAMOND SPONSOR | \$25,000
- PLAYERS' CLUB GOLD SPONSOR | \$15,000
- GAME DAY SILVER SPONSOR | \$7,000
- TEAM PLAYER BRONZE SPONSOR | \$5,000
- PATRON TABLE | \$2,500
- PATRON TICKET (GENERAL) | \$500



WE LOVE SUPPORTING THIS EVENT EACH YEAR.
IT'S A FUN AND UNIQUE FASHION SHOW THAT HAS
A HUGE IMPACT ON THE YOUTH OF ATLANTA.
FORREST MCCLAIN, CEO, GEORGIA MUSEUMS, INC.



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.

2025 SPONSORSHIP AGREEMENT

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

Signature: _____

Printed Name: _____

Date: _____

Questions?

Please contact:

VERONICA OLADEJI

Snr. 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 21
will have their company name spelled
out on all sponsored signage
All sponsor guest lists are also due on
this date.



WWW.BBBSATL.ORG/FASHIONPLAY





FASHION PLAY VI

Theme

POTENTIAL IN FULL BLOOM

**Secure
your seats
today!**

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PRESENTED BY



Thank you for defending the potential of Atlanta youth!

OFFICIAL PARTNERS

Dillard's
The Style of Your Life.



#FashionPlay2025



FASHION PLAY: 2025 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 21, 2025

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 21, 2025

Swag Bag Products/Brochure

Kindly prepare and arrange for delivery of 500 items by April 21.

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 21.

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

