



FASHION PLAY VII

Theme

LUCKY IN LUXE | THE 7TH EDITION

Kickoff
6:00pm

THURSDAY, MAY 7, 2026 |

MERCEDES-BENZ STADIUM

PRESENTED BY

ATLANTA
FALCONS



Get Ready For The 7th Annual Fashion Show Fundraiser -
Defending Potential Through Fashion, Football, & Mentorship

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!

Each year, Fashion Play continues to surpass expectations — not only in style and creativity but in the impact it makes on young lives. The funds raised through this event directly support our mentoring programs, helping us reach more youth and families across Metro Atlanta. None of this would be possible without the generosity and partnership of our sponsors. Your support fuels the mentorship connections that change lives every day.

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:

2025 Statistics

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

2649 YOUTH SERVED
1381 female | 1261 male | 7 gender diverse
total reflects all youth served with some participating in multiple programs

30%
Increase in number
of youth served

5
Middle schools in
Level Up program
serving 1505 students

6
Beyond School Walls
workplace mentoring
partnerships

19%
Increase in new matches

these are our kids

- 79%** come from low- or very low-income families
- 83%** qualify for free or reduced lunch programs at school
- 66%** live in single-parent households
- 16%** have one or more parents who have been incarcerated

littles' ethnicities

Black 88%
Hispanic 5%
Multi-Ethnic/
Other 7%



FASHION PLAY: THE TRENDSETTERS



ANGELA BLANK
Event Chair



CIARA GREEN
Event Co-Chair

We are thrilled to welcome you to the 7th annual Fashion Play Fundraiser — Lucky in Luxe! This year's theme celebrates the power of connection, confidence, and opportunity — reminding us that when mentorship meets generosity, true magic happens. As Co-Chairs, we're honored to help lead this signature event that blends fashion, purpose, and community in support of Big Brothers Big Sisters of Metro Atlanta. Together, we can make this "lucky seventh" year our most impactful yet — creating more matches, more mentorship moments, and more futures transformed.

TRENDSETTER COMMITTEE MEMBERS:

Brenda Banning (Auction Chair), Community Philanthropist

Tinika Blackmon, More Than Me, LLC

Nelson Boyce (Celebrity Outreach Chair), Google

Rita Breen, Georgia Power

Jennifer Burns, Equifax

Kate Coffey, Georgia Chamber of Commerce

Jewanna Gaither, Fifth Third Bank

Tiffany Jamison-Rand, D.D.S, Polish Dental Center

Vanessa Prempeh, Life Moments & Events

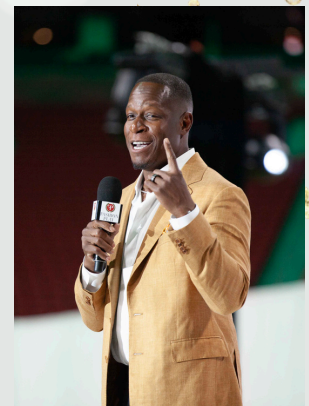
Danielle Scarborough, Warner Brothers Discovery

Lori Wittman Cox Automotive

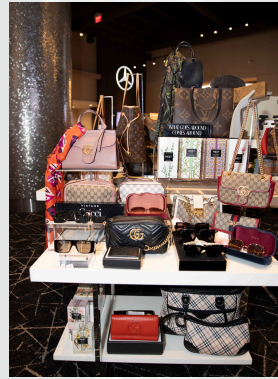


HARRY DOUGLAS
Event Host

ESPN Analyst & former
Wide Receiver for Atlanta Falcons



FASHION PLAY: THE EVENT



“THE ATLANTA FALCONS ARE PROUD TO SUPPORT THIS IMPACTFUL EVENT, STANDING ALONGSIDE BIG BROTHERS BIG SISTERS OF METRO ATLANTA, AND TO SUPPORT AND DEFEND THE POTENTIAL OF OUR CITY’S YOUTH. OUR PLAYERS ARE PASSIONATE ABOUT GIVING BACK, AND THIS EVENT OFFERS THE UNIQUE OPPORTUNITY TO ENGAGE WITH YOUNG PEOPLE IN OUR COMMUNITY WITH THE HOPE OF POSITIVELY IMPACTING THE LIVES OF THE CHILDREN SERVED BY THIS INCREDIBLE ORGANIZATION.”

GREG BEADLES, ATLANTA FALCONS PRESIDENT

The 2025 star-studded event featured current Atlanta Falcons football heroes, including, Bijan Robinson, Chris Lindstrom, Bradley Pinion, Josh Woods, Zach Harrison, Liam McCullough, Mike Ford, Matthew Bergeron, and Coach Raheem Morris.



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



Artis Stevens
President & CEO, Big
Brothers Big Sisters of
America



Kenya Moore
Reality Television Star
& Businesswoman



Lindsay Jones
Miss Greater
Atlanta

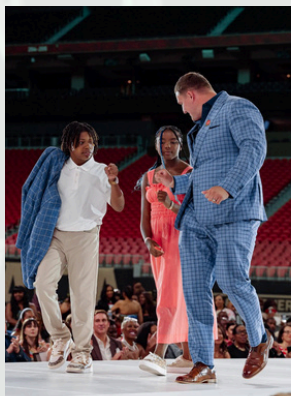


Bijan Robinson
Atlanta Falcons
Running Back



FASHION PLAY: 2025 PHOTOS

Don't miss out on the action! Head to <https://bbbsatl.org/fashionplay2025/> to catch a glimpse of the photo gallery and discover how you can be part of the upcoming Fashion Play in 2026 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 | \$100,000

- Name as part of the event logo - 'Presented by'
- Leader/representative honored 'Honorary Chair'
- Prominent logo recognition on all print materials
- 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 & sponsorship document
- Social media recognition
- Recognition during event
- Post-event promotion
- 2-page advertisement in event program
- Promotional items included in swag bag
- Priority front-row seats allocation



TICKETS: 25 TOTAL

HALF-TIME SPONSOR | \$50,000 (EXCLUSIVE)

- Name as part of the half-time Presentation - 'Presented by'
- Leader/representative to introduce artist/performer
- Meet and Greet photo op with artist/performer
- Logo displayed on stadium Halo board
- Opportunity to present a corporate video during half-time show
- Logo included on event website & social media recognition
- Post-event promotion
- 1-page advertisement in event program
- Promotional items included in swag bag
- Priority front-row seats allocation



TICKETS: 20 TOTAL

CHAMP DIAMOND SPONSOR | \$25,000

- Prominent logo recognition on all print materials
- Logo displayed on the stadium Halo board
- Logo included on event invitation
- Logo included on event website
- Listing as sponsor in press materials & Sponsorship document
- 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 seats allocation



TICKETS: 16 TOTAL

2026 OFFICIAL SPONSORS



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

WWW.BBBSATL.ORG/FASHIONPLAY

PLAYERS' CLUB GOLD SPONSOR | \$15,000

- Logo recognition on all print materials
- 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 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
- champagne and served platter

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



FASHION PLAY: SPONSORSHIP RESPONSE FORM

MAY 7, 2026 | 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**

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 | \$100,000

☐ HALF-TIME SHOW 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

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

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 17

will have their company name spelled
out on all sponsored signage

All sponsor guest lists are also due on
this date.

“FASHION PLAY IS MORE THAN A FUNDRAISING EVENT –
IT'S AN EXPERIENCE THAT CELEBRATES STYLE,
PURPOSE, AND THE INCREDIBLE IMPACT OF
MENTORSHIP. SUPPORTING BIG BROTHERS BIG
SISTERS THROUGH THIS EVENT REMINDS US THAT
WHEN THE COMMUNITY COMES TOGETHER,
EVERYONE WINS.
- RITA BREEN, GEORGIA POWER
EXECUTIVE DIRECTOR, CORPORATE RESPONSIBILITY.”

2026 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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