



# FASHION PLAY VII

*Theme*

LUCKY IN LUXE | THE 7<sup>TH</sup> EDITION

Kickoff  
6:00pm

THURSDAY, MAY 7, 2026 |

**MERCEDES-BENZ STADIUM**

1 AMB Drive NW, Atlanta, GA 30313

PRESENTED BY



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](http://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

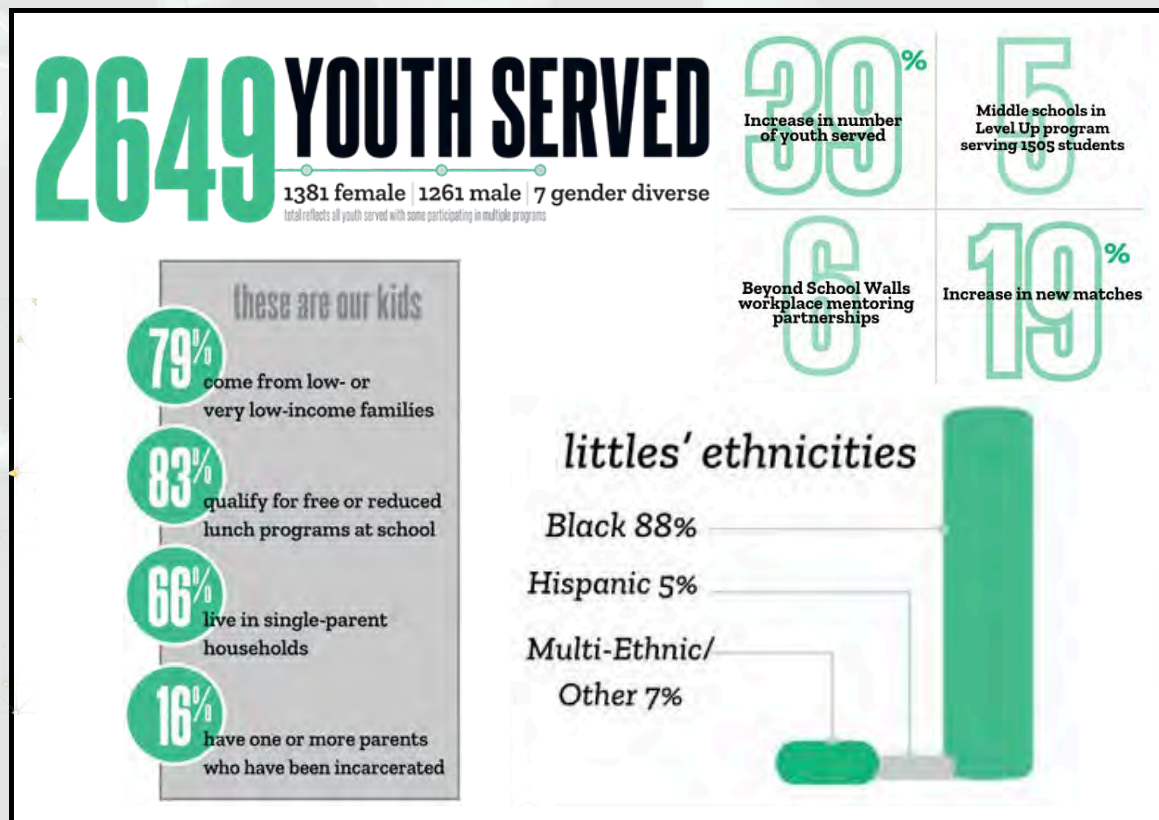
Graduated High School on time

**99%**  
of Littles

Were promoted to the next grade level

**99%**  
of Littles

Avoided the Juvenile Justice system



# 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

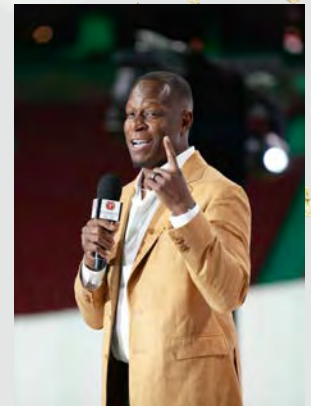
Danielle Scarborough, Warner Brothers Discovery

Lori Wittman Cox Automotive



HARRY DOUGLAS  
**Event Host**

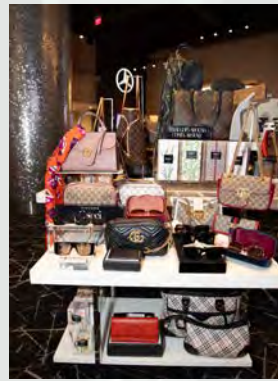
ESPN Analyst & former  
Wide Receiver for Atlanta Falcons



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# FASHION PLAY: THE EVENT



“ THE ATLANTA FALCONS ARE PROUD TO SUPPORT BIG BROTHERS BIG SISTERS OF METRO ATLANTA’S SEVENTH ANNUAL FASHION PLAY. WHETHER A FAMILY MEMBER, A TEACHER, A COACH OR A COMMUNITY LEADER, WE ALL HAVE MENTORS IN OUR LIVES WHO HAVE MADE AN IMPACT ON WHO WE ARE AS PEOPLE. THE IMPORTANCE OF MENTORSHIP AND DEFENDING THE POTENTIAL OF YOUNG PEOPLE IS AT THE CORE OF FASHION PLAY. OUR PLAYERS ARE PASSIONATE ABOUT GIVING BACK TO THE COMMUNITY, AND THIS EVENT PROVIDES A UNIQUE OPPORTUNITY FOR THEM TO ENGAGE WITH YOUNG PEOPLE AND HELP BUILD THEIR CONFIDENCE AS THEY WALK THE RUNWAY ALONGSIDE THEIR MENTORS. ”

**ATLANTA FALCONS PRESIDENT & CEO, GREG BEADLES,**

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

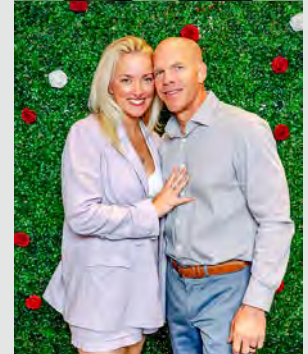
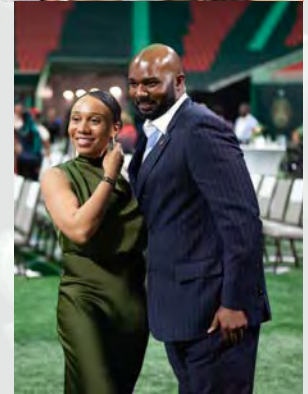


[WWW.BBBSATL.ORG/FASHIONPLAY](http://WWW.BBBSATL.ORG/FASHIONPLAY)



# 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



## 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



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

[WWW.BBBSATL.ORG/FASHIONPLAY](http://WWW.BBBSATL.ORG/FASHIONPLAY)



# 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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# FASHION PLAY: 2026 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 24, 2026**

### **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 24, 2026**

### **Swag Bag Products/Brochure**

Kindly prepare and arrange for delivery of 550 items by April 25.

### **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 24.

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

