



**MGM National Harbor / Oxon Hill, MD**  
**January 14, 2023**

**Charity Event**  
**Corporate & Community Partners**  
**Sponsorship Information**

Sponsored by DMV-area alumni chapters and foundations of Kappa Alpha Psi Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Alpha Kappa Alpha Sorority, Inc., and affiliated charitable foundations.

**Sponsorship Contact**

**Keeandra Hale / [Keeandra.hale.24@gmail.com](mailto:Keeandra.hale.24@gmail.com)**

Dear Corporate Partner,

We are delighted to share information and solicit your support our upcoming Winter Takeover charity event at MGM National Harbor in Oxon Hill, Maryland on January 14, 2023. This event will be hosted by a diverse coalition of nine Maryland-based alumni chapters of historically black Greek-letter organizations with a long, distinguished history of service to their communities. A partnership with the Winter Takeover charity event will allow you access to a highly respected and distinguished group of people with consumer buying power. Additionally, this partnership will provide a terrific opportunity to showcase your company, its products and/or services and build brand loyalty. Your partnership with the Winter Takeover charity event allows access to Political Members, Lobbyist, National level leaders from each represented Greek-lettered organization, their members, and the communities we serve.

Visibility at the Winter Takeover charity event provides businesses a unique opportunity to meet, network, and establish relationships with preeminent leaders and decision makers. Our Corporate Partners (depending on the sponsorship level) are affording benefits include speaking during designated host event, brand placement throughout the event space facility, company name and logo on signage, advertisements on the event website, Eventbrite page, email blasts with a link to the company homepage, and on social media posts.

Enclosed is a brochure detailing the partnership opportunities available for you to consider. These corporate packages are designed for you to enjoy broader recognition and participation before and during the Winter Takeover charity event. We look forward to your support and participation as a Winter Takeover charity event partner.

In closing, one of our Sponsorship Coordinator or Event Coordinators will contact you in the next few weeks to discuss this opportunity and answer any questions you may have regarding the charity event or the host organizations. For more information, please contact the Sponsorship Coordinator Keeandra Hale at [Keeandra.Hale.24@gmail.com](mailto:Keeandra.Hale.24@gmail.com) or Event Coordinator Jennifer Dickens at [jennigerr@gmail.com](mailto:jennigerr@gmail.com). Thanks in advance for your support and consideration of this request!

In Partnership,

Keeandra Hale, Sponsorship Coordinator

Jennifer Dickens, Event Coordinator

Angela Keye Williams, Event Coordinator



## Winter Takeover Host Organizations

**Winter Takeover** is a charity event that will take place January 14, 2023, at **MGM National Harbor in Oxon Hill, MD.**

The event will be produced and hosted by a **diverse coalition** of Maryland-based alumni chapters and foundations of **Historically Black Greek-letter Organizations** with a long, distinguished history of **service to their communities:**

### **Kappa Alpha Psi Fraternity, Inc.**

- ✓ [Kappa Community Development Foundation, Inc.](#) (Prince George's County, MD)
- ✓ [Kappa Foundation of Fort Washington, Inc.](#) (Prince George's County, MD)

### **Delta Sigma Theta Sorority, Inc.**

- ✓ [Montgomery County Alumnae](#) (Montgomery County, MD)
- ✓ [Prince George's County Alumnae](#) (Prince George's County, MD)

### **Alpha Kappa Alpha Sorority, Inc.**

- ✓ [Pearl Elegance Foundation](#) (Prince George's County, MD)
- ✓ [Pearl Foundation](#) (Howard County, MD)





## Key Members of the Winter Takeover Event Planning Team

### Event Co-Chairs

Jennifer Dickens / [jennngerr@gmail.com](mailto:jennngerr@gmail.com)

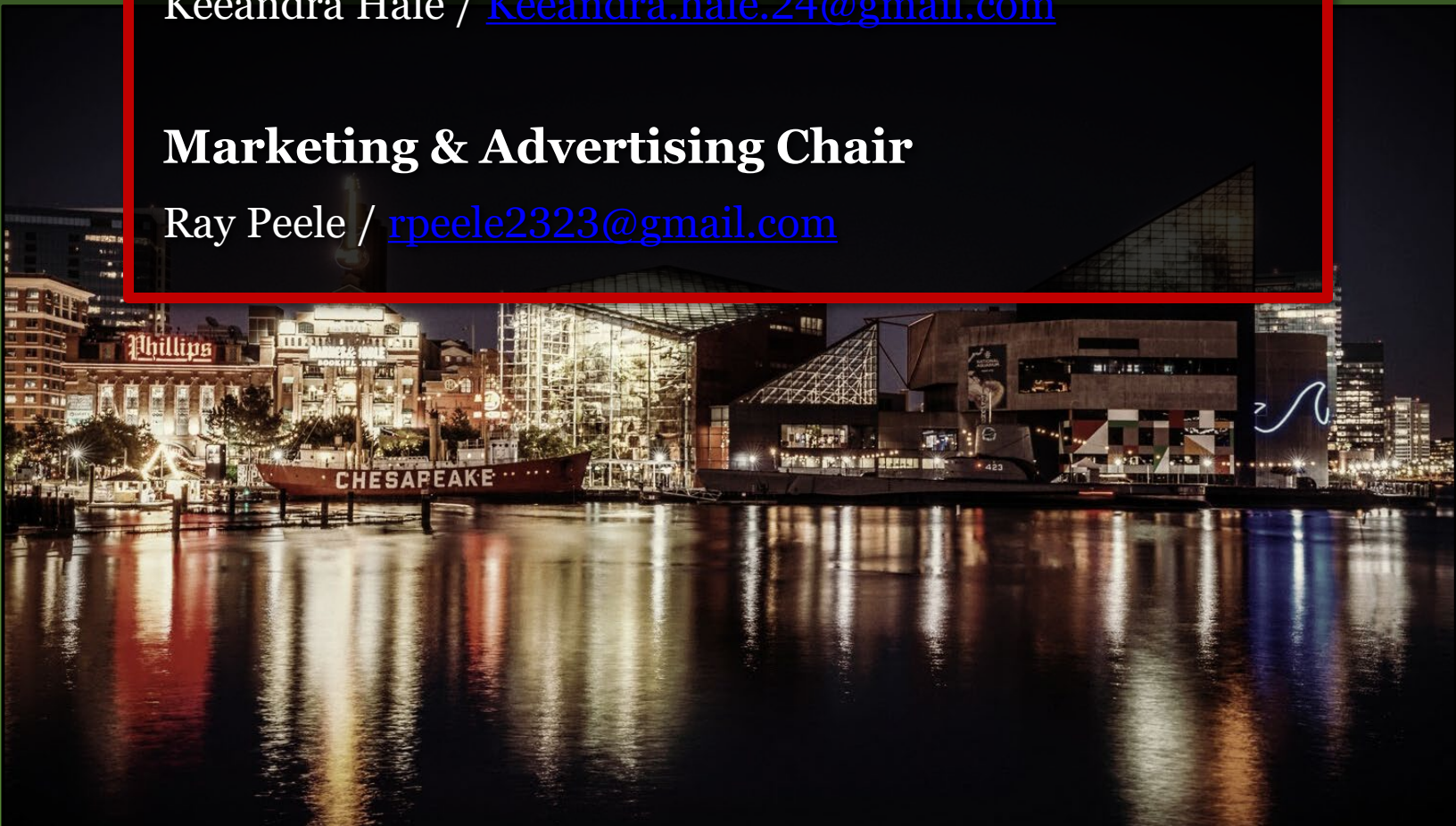
Angela Keye Williams / [akeye.williams@gmail.com](mailto:akeye.williams@gmail.com)

### Sponsorship Chair

Keeandra Hale / [Keeandra.hale.24@gmail.com](mailto:Keeandra.hale.24@gmail.com)

### Marketing & Advertising Chair

Ray Peele / [rpeelee2323@gmail.com](mailto:rpeelee2323@gmail.com)





## Our Charitable Purpose

The **charitable purpose** of Winter Takeover is to provide meaningful and impactful community service programs and initiatives while demonstrating our organization's collective commitment to public service and corporate social responsibility.

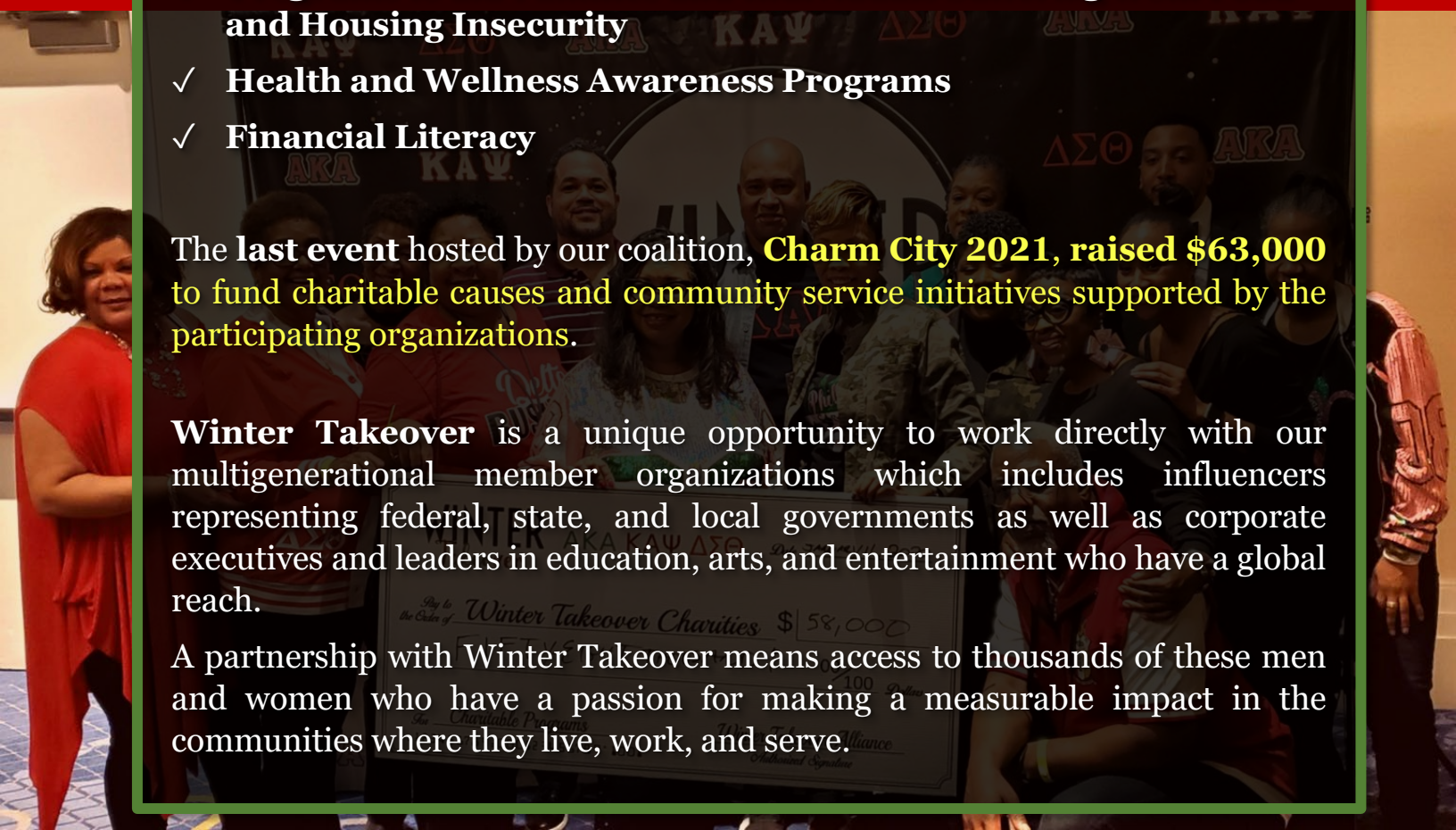
Winter Takeover Coalition Initiatives include, but not limited to:

- ✓ **College Scholarships**
- ✓ **Youth Mentoring Programs**
- ✓ **Public / Private Partnerships to aid Victims of Domestic Violence, Sexual Abuse, and Elder Abuse**
- ✓ **Programs to aid Families and Individuals Suffering from Food and Housing Insecurity**
- ✓ **Health and Wellness Awareness Programs**
- ✓ **Financial Literacy**

The **last event** hosted by our coalition, **Charm City 2021, raised \$63,000 to fund charitable causes and community service initiatives supported by the participating organizations.**

**Winter Takeover** is a unique opportunity to work directly with our multigenerational member organizations which includes influencers representing federal, state, and local governments as well as corporate executives and leaders in education, arts, and entertainment who have a global reach.

A partnership with Winter Takeover means access to thousands of these men and women who have a passion for making a measurable impact in the communities where they live, work, and serve.







## Community Initiatives At Work





## Winter Takeover Audience

*Highly Educated / Affluent / Influential / Mature*

**95%**

with college  
degrees

**80%**

\$100K+ annual  
household income

**95%**

35 years  
or older

## Winter Takeover Marketing Reach

*Social Media / Email / Grassroots / Earned Media*

**200K+**

social media  
impressions

**100K+**

social media  
reach

**5K+**

email address  
database







## Sponsorship Opportunities

*A portion of your sponsorship gift may be tax deductible*

**\$25,000**



### **Diamond Sponsor**

- ✓ Platinum Sponsorship Level Benefits
- ✓ Company Rep can speak on stage during the event
- ✓ An event hallway entitled as, "sponsored by" the company
- ✓ Complimentary VIP tickets (6); Exclusive Access to intimate celebrity entertainment, hors d'oeuvres, and outdoor tent sections
- ✓ Early Event Access at 7:30pm
- ✓ Exclusive Access to VIP Reception

**\$10,000**

### **Platinum Sponsor**

- ✓ Gold Sponsorship Level Benefits
- ✓ Complimentary VIP tickets (4); Exclusive Access to intimate celebrity entertainment, hors d'oeuvres, and outdoor tent sections
- ✓ Banner posted in event space
- ✓ An event room will be entitled as, "sponsored by" the company
- ✓ Company Rep acknowledged on stage during the event
- ✓ Early Event Access at 7:30
- ✓ Exclusive Access to VIP Reception

**\$5,000**

### **Gold Sponsor**

- ✓ Company listed as a sponsor on the event website, Eventbrite page, email blasts, and social media posts with link to company homepage.
- ✓ Company acknowledged as a sponsor during the event.
- ✓ Complimentary VIP tickets (2)
- ✓ Early Event Access at 7:30pm
- ✓ Exclusive access to VIP Reception





## Additional Sponsorship Opportunities

*A portion of your sponsorship gift may be tax deductible*

- ✓ **Catering and Alcohol Exclusive Sponsor**  
*Same sponsorship recognition as the **Platinum** Sponsorship*
- ✓ **Marketing and Advertising Exclusive Sponsor**  
*Same sponsorship recognition as the **Gold** Sponsorship*
- ✓ **Event Decor Exclusive Sponsor**  
*Same sponsorship recognition as the **Silver** Sponsorship*
- ✓ **Customized Sponsorship Opportunity**  
*Contact Keeandra Hale / [keeandra.hale.24@gmail.com](mailto:keeandra.hale.24@gmail.com)*

