



# **MGM National Harbor / Oxon Hill, MD**

## **January 14, 2023**

### **Charity Event**

### **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)**



## 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
- ✓ Pearl Foundation



## Key Members of the Winter Takeover Event Planning Team

### Event Co-Chairs

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

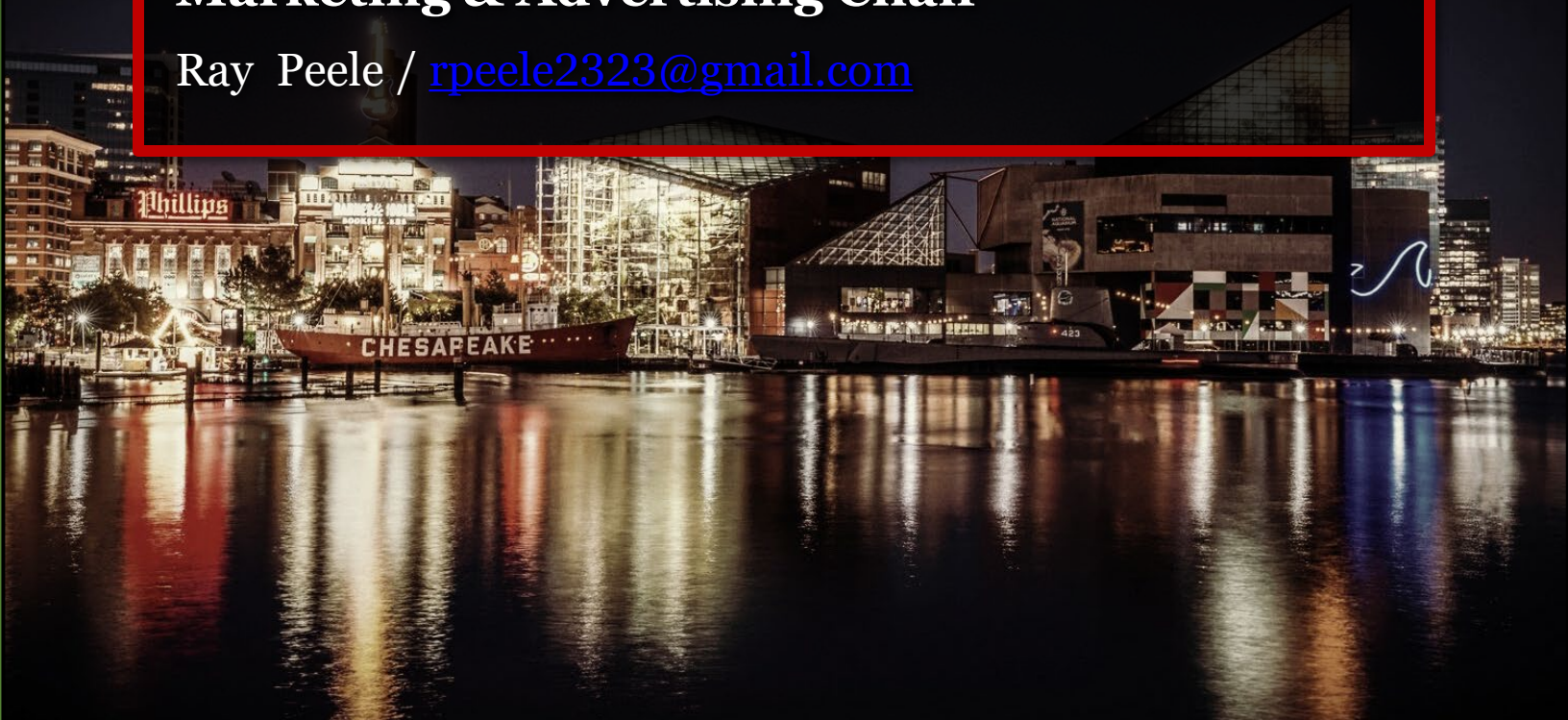
Angela Keye Williams / [akeye.williams@gmail.com](mailto:akeye.williams@gmail.com)

### 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.

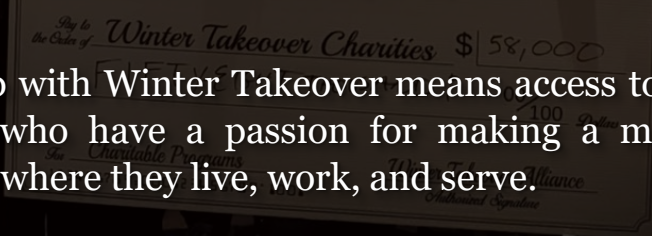
Winter Takeover Coalition Initiatives include, but not limited to:

- ✓ **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.





## Event Information

### Event Date

✓ January 14, 2023

### Event Time

✓ 8:00 PM – 2:00 AM EDT

### Event Location

✓ MGM National Harbor / 101 MGM National Ave,  
Oxon Hill, MD 20745

### Projected Attendance

✓ 2,000 to 3,000

### Entertainment

- ✓ Hosted by Vic Jagger (Majic 102.3)
- ✓ DJs: DJ Rod Madd Flava and DJ Kool
- ✓ Raheem DeVaughn
- ✓ Teddy Carpenter

### Dress Code

✓ All-Black Casual Chic/Dress to Impress



## 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*

**\$5,000**

**Gold Sponsor**

- ✓ Silver Sponsorship Level Benefits
  - ✓ Complimentary VIP tickets (2); Exclusive Access to intimate celebrity entertainment, hors d'oeuvres, and outdoor tent sections
  - ✓ Early Event Access at 7:30pm
  - ✓ Exclusive access to VIP Reception
- 

**\$1,000**

**Silver Sponsor**

- ✓ Bronze Sponsorship Level Benefits.
  - ✓ Complimentary VIP tickets (1); Exclusive Access to intimate celebrity entertainment, hors d'oeuvres, and outdoor tent sections
  - ✓ Early Event Access at 7:30pm
  - ✓ Exclusive Access to VIP Reception
- 

**\$500**

**Bronze 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.





## 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)*







## Community Initiatives At Work

