

# SPONSORSHIP KIT



# Purple Rhapsody™



## THE DETAILS WHAT, WHEN, WHO, WHY!

**Purple 22 Rhapsody™**

**Saturday  
September 17  
Gates open at 4pm**

*Vivian Green*

*Willie Bradley*

**Gritz & Jelly Butter**

**Host: Comedian  
Tony Tone**

**THE BOWL  
at Sugar Hill**

5039 W. Broad Street, Sugar Hill, GA  
For tickets and info go to [purplerhapsody.org](http://purplerhapsody.org)

**BUMPCITY**  
Music by Bump City

Purple Rhapsody, formerly Jazz on the Green, will take place in Sugar Hill, GA (Gwinnett County) September 17th of 2022, and is an annual event hosted by See It Through Foundation of Gwinnett (SITF) in partnership with Beta Lambda Lambda (BLL) Chapter of Omega Psi Phi Fraternity, Inc.

SITF is a 501 (c) (3) non-profit and the purpose of the event is to raise funds to support the chapter's annual scholarship fund and endowment and the various philanthropic endeavors supported throughout Gwinnett County and the adjacent communities.

The concert highlights both well-known local talent and nationally known artists, performing under the stars at the Bowl at Sugar Hill amphitheater. More than just music, the event will feature food vendors, wine, merchandise sales and cultural exhibits.

Purple Rhapsody is *THE* signature outdoor concert event in Gwinnett County – a musical and cultural experience.



# Purple Rhapsody™

## THE PURPLE RHAPSODY BUZZ

WHY SHOULD YOU BE A PART OF IT?

ANNUAL ATTENDANCE  
FIRST FIVE YEARS OF  
EVENT OVER 500;  
EXPECTING 1500+ IN  
2022



67% OF OUR CONCERT-  
GOERS ARE FIRST TIME  
GUESTS; 33% ARE  
RETURN GUESTS



AVERAGE BOWL @ SUGAR  
HILL CONCERT  
ATTENDANCE 1800+,  
WITH 5-7 CONCERTS IN  
ITS ANNUAL SERIES



GWINNETT COUNTY -  
2ND LARGEST IN GA  
WITH OVER 907,000  
RESIDENTS; SUGAR  
HILL IS HOME TO  
23,000 RESIDENTS



VENUE - THE BOWL @  
SUGAR HILL - IS A  
SIGNIFICANT FIXTURE  
IN THE COMMUNITY,  
DRAWING 60,000  
VISITORS ANNUALLY



### SPONSORSHIP KIT



Beta Lambda Lambda was founded December 6, 2000 as the Gwinnett Chapter of the international fraternity Omega Psi Phi, Fraternity, Inc. In 2014, the Chapter founded See It Through Foundation of Gwinnett, a 501 (c)(3) non-profit, as a means to amplify the efforts of the local chapter and to formalize a programmatic approach to philanthropy and education expansion in the communities of Gwinnett and adjacent counties. The Foundation's vision and mission is to educate, expand and empower minds to strengthen lives and community, and to unite youth, adults and seniors to promote strong families and build successful communities. Together, the organizations collectively commit over 2,600 hours annually to community service and invest in cause-based initiatives such as health education and screening, food and clothing drives, a national Science-Technology-Engineering-Math (STEM) program and youth mentoring. The two organizations also partner with civic and faith-based organizations such as Overcomers House, Inc., Division of Family and Children Services (DFACS), and New Mercies ministries to execute on the respective missions and positively impact the lives within the communities we are so privileged to serve. Strategic partnerships with organizations such as yours allow us to do more, give more and deepen the impact of the programs and initiatives we support.

As a brotherhood built on the principles of philanthropy and scholarly attainment, we are excited for the opportunity to partner with you. We are confident our service record within the community will prove us a worthy partner and form the basis for a relationship that will grow over time. Further, we trust this sponsorship brochure and outline of our strategy for success will move you to support the See It Through Foundation and Purple Rhapsody 2022. Inside you will find ways to not only grow your brand in the community, but to become an integral part of a growing mission. We encourage you to find a sponsorship level that best suits the needs of your business, but better yet, one that positions your brand to resonate within the communities that you serve as well.

## Highlights | 2021-22 Community Efforts & Philanthropic Partnerships

- 4,500+ man-hours of community service
- Over \$32,000 awarded in college scholarships
- Gwinnett County student mentoring through our Brigadier General Charles Young youth mentoring program
- Over \$15,000 invested in caused-based initiatives (food, clothing, voter advocacy and protection, health screenings and other causes)
- Continuing strategic partnership with Overcomers House supporting needy families
- Cemented new community partnerships in Frontline Response and Second Helpings Atlanta in fight against food insecurities
- Sponsor Gwinnett County Schools STEM program
- Adopt-a-Highway clean-up
- Gwinnett County Division of Family and Children Services support and Christmas gifts program
- Member and active supporter of Gwinnett Chamber of Commerce



See It Through Foundation and the brothers of Beta Lambda Lambda have proven experience in organizing and executing on charitable events such as Purple Rhapsody. For the past five years this event has raised thousands of dollars for worthwhile causes and drawn in excess of 500 guests annually. Purple Rhapsody and our other chapter events are faithfully supported by individuals and organizations that identify with our causes and those whose lives we've positively impacted. In serving Gwinnett County since the chapter's founding in 2000, we've learned how to connect with our target audience and our efforts resonate throughout the communities. We believe partnering with you will enable us to broaden our reach and attract more diverse segments from the surrounding areas.

## Who we serve and the partnerships we seek

- › Philanthropic and faith-based organizations in Gwinnett County and adjacent communities that support those causes that align with our cardinal principles of Manhood, Scholarship, Perseverance and Uplift
- › Non-profit organizations with a core mission of serving the Least, Last and the Lost
- › Organizations built on educating and mentoring today's youth and championing the importance of math, sciences and the arts
- › Youth, adults and seniors of Gwinnett County and adjacent communities in need of uplift – food, clothing, shelter and financial support

## Our key buying segments

- *Secondary*
  - › Young adult professionals
  - › Age 30-34
  - › New family
  - › Active lifestyles, sports and fitness
  - › Interested in the arts, music and travel
  - › Plugged into social networking and tech/mobile savvy

## Our key buying segments

- *Primary*
  - › Gwinnett County females
  - › Age 35-54
  - › Youth in household
  - › Household income \$75-100K
  - › Saving for both kids college and retirement
  - › Involved in the community
  - › Belong to fraternal or civic-minded organizations
  - › Professional and management level, college educated, post-graduate studies
  - › Online and mobile user



# WHY SPONSOR

## VALUE OF A DEEPER PARTNERSHIP WITH US AND THE COMMUNITY

Our organization is well-respected and has a strong following in the Gwinnett and adjacent communities. Guests at our events, such as Purple Rhapsody, inform us they identify with the causes we invest in and benefit from them as well. A strategic partnership with See It Through Foundation and Beta Lambda Lambda Chapter will showcase your brand to a new set of influential decision makers as well as extend your reach in communities you already serve.

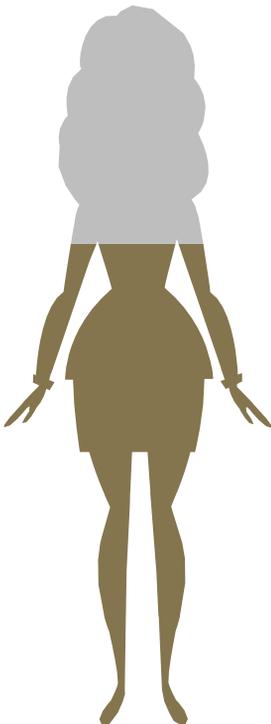
- Increase your visibility as a partner with a local non-profit
- Magnify public awareness and strengthen your brand impact using a unique platform
- Promote your brand, products and services to key decision makers, media outlets, and influential bloggers
- Connect with a targeted audience of consumers that aligns with your key buying segments
- Align your company with the positive social impact that See It Through Foundation creates for our communities

**PRIMARY**

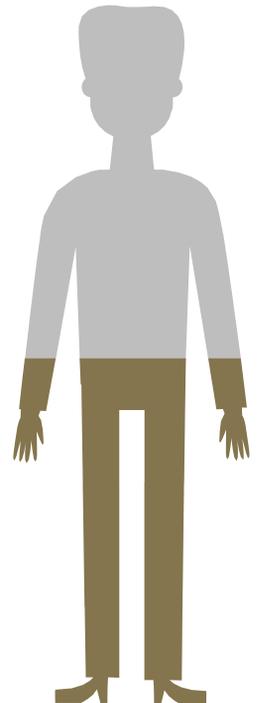
**75%**

**SECONDARY**

**25%**



- Event page on chapter's Facebook presence ~1,400 + followers
- Posted on chapter's Instagram presence ~ 1,200 + followers
- Event page on chapter's home website ~ 500 + monthly hits
- Gwinnett Chamber of Commerce
- Affiliations and partnerships with other Greek-letter organizations, Gwinnett National Pan-Hellenic Council, and other charities
- Event attendees include small business owners, C-level professionals, business membership associations, health professionals and more
- Media outlets to include Magic 107.5 / 97.5
- 5000 piece direct mail campaign with event sponsor mentions

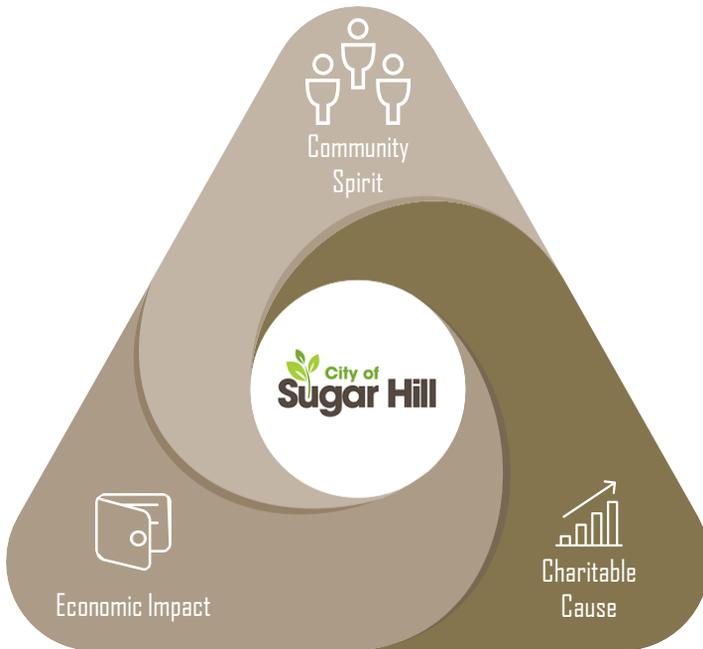


# YOUR CONTRIBUTIONS AT WORK

## THE EVENT, YOU, US – ENERGY BEHIND THE CAUSES WE SUPPORT

See It Through Foundation sponsored events such as Purple Rhapsody enable us to impact the communities we live, work and play in. With every event hosted by the Foundation and Beta Lambda Lambda Chapter, 100% of net proceeds are poured back into local communities, schools and civic-based organizations from Dacula to Sugar Hill, and every community in between. Since its inception, the Foundation has awarded over \$120 thousand dollars in scholarships to worthy students along with significant investments in Gwinnett County and adjacent communities by the local chapter. Because of our philanthropy and commitment to serve, we believe our communities are stronger and our brand has become stronger as well over the years through the diverse partnerships cemented in like causes.

We believe residents of Sugar Hill will be receptive to our proposed event Purple Rhapsody due to its diverse and eclectic vibe and the spirit of giving that permeates the community. Purple Rhapsody annually brings together individuals from all types of backgrounds to enjoy great music, food and friendship – all for a worthwhile cause in educating today’s youth. Based on prior concerts we’ve experienced at the Bowl and with similar music genres, we have great confidence that Purple Rhapsody will be a success and will grow over time with a partnership with the City of Sugar Hill and you as a sponsor.



### Community Spirit

Event will bring together individuals from diverse backgrounds; experience different cultures in the name of music

### Charitable Cause

Funds raised are directed back into the community in the form of scholarships and support of other philanthropic causes

### Economic Impact

Supporters of Purple Rhapsody come from all over metro Atlanta, and treat the event as a weekend experience and getaway (hotels, shopping, food and tourism)

# YOUR CONTRIBUTIONS SHAPING COMMUNITIES

## JUST A FEW CAUSES WE PUT IN WORK TO SUPPORT



Future Scholar  
**MS. JORDAN ROBINSON**  
Grayson High School

Annually the See It Through Foundation of Gwinnett and Beta Lambda Lambda Chapter of Omega Psi Phi host an Achievement Week Celebration where gifted students are recognized for their accomplishments both in the classroom and in the community. Also, Gwinnett County citizens are recognized through our Citizen of the Year Award for dedicated service, philanthropy and making a positive impact in the communities they live, work and play in.



Students Competing in S.T.E.M.

### Gwinnett County and area Middle Schools

In 2017, Omega Psi Phi's Gwinnett Chapter implemented the STEM/STEAM program as part of several initiatives aimed at supporting today's youth. The program focuses on providing students in middle school and high school opportunities to participate in national drone building and problem-solving competitions. The pilot program was implemented in Gwinnett County Schools, which have participated in the G3 Robotics competitions each year since 2017. In the program's inaugural year, several of our schools won various awards in the National Drone Competition. Omega Psi Phi's Gwinnett Chapter has sponsored over 300 kids and roughly 30 teams participating in various competitions since the program's inception.

Visit <https://www.blques.com/bl-omega-stem> for a great video on STEM!

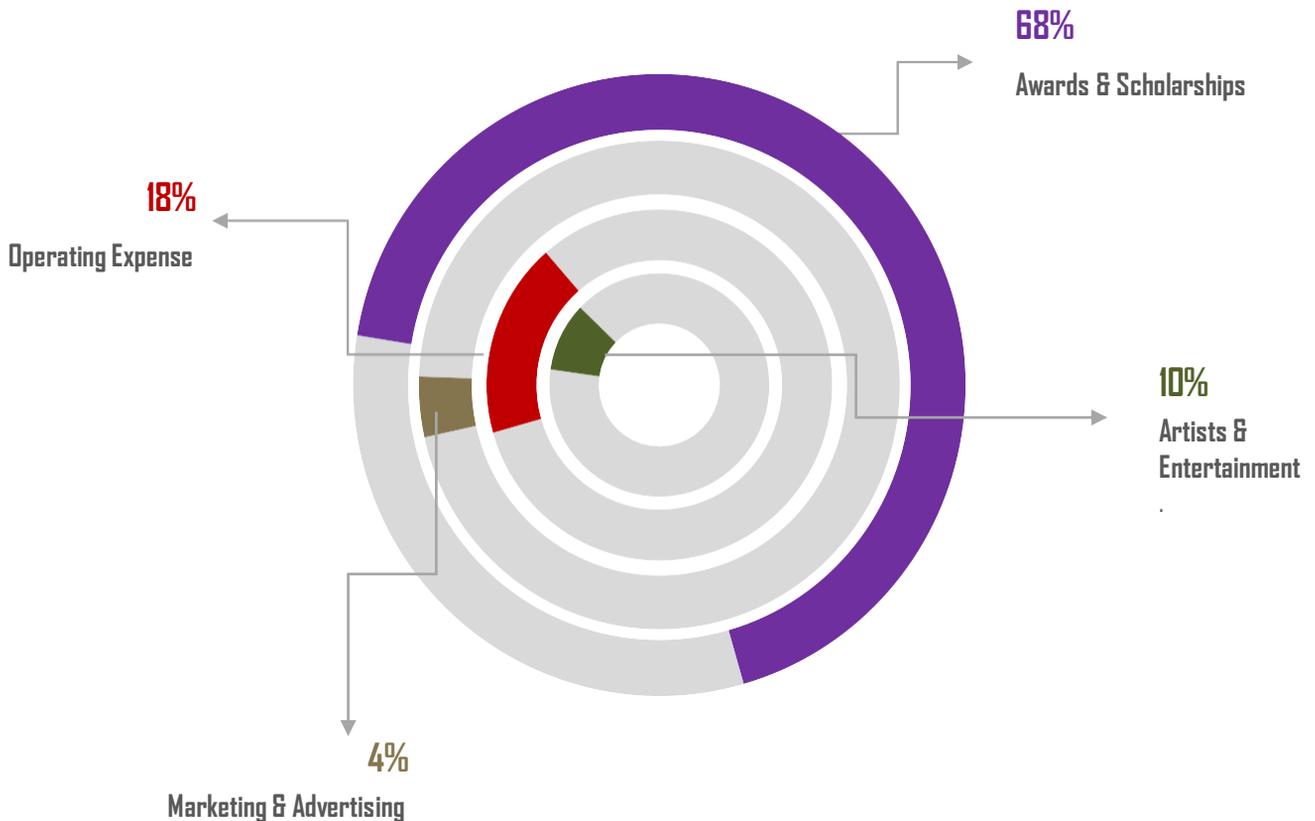


Brigadier General Charles Young Mentoring  
Gwinnett County and area Middle Schools

Honoring one of our most notable members and a significant figure in our country's military history, the Chapter founded the Colonel Charles Young Mentoring program where we mentor dozens of youth across Gwinnett each year. Our goal is to establish a formal program in every Gwinnett elementary school by 2023.

Events such as Purple Rhapsody that benefit scholarships, our national STEM program and other philanthropy are funded through the chapter's operating budget, which is highly dependent upon member dues. To the degree that member dues does not cover events, the chapter relies on gifts and donations. These gifts and donations enable us to maximize on the awards placed back into the community and better position each event for success. Below is a typical breakdown of how the money is allocated.

## WHERE'S THE MONEY GOING? HOW WILL IT BE SPENT?





## Title Sponsor - TBD

Official name brand sponsor of the event, including exclusivity of your product on site. This is a uniquely customized sponsorship and brand opportunity for one company only. Please inquire with us to find out more about how to become our name sponsor.

## Platinum Sponsor - \$7,000

### RADIO:

- Campaign dates – August 11 – September 17, 2022
- STATIONS: ***WALR-FM/KISS 104.1 & WAMJ-FM/MAJIC 107.5 / 97.5***
- Campaign will consist of a mixture of :15 & :30 :spots.
- Frequency will vary between (4) to (10) paid spots per day depending on station..

### DIGITAL

- Logo inclusion on all Event associated websites with clickable ad
- Inclusion in all social media platforms associated with the Event
- Social media spotlight on the Foundation's Facebook and Instagram pages and email blasts promoting event

### ON-SITE

- Logo on marquee at The Bowl (approx. 9' x 6') during event
- Grand entry logo and signage
- 31" x 80" pop-up banner in VIP area
- Select Artist Meet & Greet access
- (1) VIP Suite named/branded for your company with up to (8) guests.
- (8) VIP seating, tables or a close equivalent can be offered
- Complimentary food and 16 beverage tickets
- Table at Foundation's Annual Achievement Week Banquet
- Live acknowledgement from stage during concert event
- Branded marketing material included in the event's SWAG bag
- Sponsor booth or ability to display products/service offering



## Pearl - 3,500

- Logo inclusion on all relevant websites with clickable ad
- Logo on LED screen at The Bowl (approx. 9' x 6') during event
- Logo on 8 ft. sponsor banner in premium location
- 31" x 80" pop-up banner in VIP area
- VIP suite named/branded for your company with up to 8 guests
  - › 8 of these unique opportunities until sold-out; Similar VIP seating, tables or a close equivalent can be offered
- Live acknowledgement from stage during concert event
- Social media spotlight on the Foundation's Facebook and Instagram pages and email blasts promoting event
- Branded marketing material included in the event's SWAG bag
- 6 Complimentary tickets to Foundation's Annual Scholarship Banquet
- 6 VIP All Access, complimentary food and 12 beverage tickets
- Sponsor booth or ability to display products/service offering

## Royal Purple - \$2,500

- Logo on 8 ft. sponsor banner in premium location
- Logo inclusion on all relevant websites with clickable ad
- Social media spotlight on the Foundation's Facebook and Instagram pages and email blasts promoting event
- Branded marketing material included in the event's SWAG bag
- 4 Complimentary tickets to Foundation's Annual Scholarship Banquet
- 4 VIP All Access, complimentary food and 8 beverage tickets
- Sponsor booth or ability to display products/service offering

# HOW DO WE SIGN UP?

THIS SOUNDS LIKE A GREAT OPPORTUNITY TO PARTNER!



PLEASE SEND US AN EMAIL OR GIVE US A CALL TO DISCUSS SPONSORSHIP OPPORTUNITIES. WE LOOK FORWARD TO WORKING WITH YOU. ALL REQUESTS CAN BE SENT TO OUR MARKETING MAILBOX AT: [thevalcopelandgroup@gmail.com](mailto:thevalcopelandgroup@gmail.com)  
VISIT US ON THE WEB AT <https://www.PurpleRhapsody.org/>



**OR CONTACT THE FOLLOWING:**

**Val Copeland**  
**The Val Copeland Group**  
**Event Promoter**  
P | 678.517.1045

**Chris Hankins**  
**CO-Chair, Purple Rhapsody 2022**  
P | 678.230.4563

Purple Rhapsody | 'A musical and cultural experience'