



# Alpha Omicron

## Centennial Gala

Saturday, April 29, 2023 | Charlotte, N.C

**EXPERIENTIAL BRAND MARKETING & EXCLUSIVE SPONSORSHIP OPPORTUNITIES**

**\$15+ MILLION**

PROJECTED COLLECTIVE ANNUAL INCOME OF EVENT ATTENDEES

**BENEFITS**

EXCLUSIVE OPTIONS TO ACCESS & RESOURCES, BRAND LOGO PLACEMENT, DIGITAL ADVERTISING, MENTIONS IN MEDIA PITCHING + MUCH MORE



**Primary Contact: Rashad Smith**  
Alpha Omicron Centennial Gala  
Public Relations Chair



**EVENT PAGE:** [CLICK HERE](#)  
**CHAPTER SITE:** [www.AO1923.com](http://www.AO1923.com)



**Johnson C. Smith University**  
100 Beatties Ford Road  
Charlotte, NC 28216



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**585-615-0328**

# About **Alpha Omicron Centennial Gala**

**Charlotte, N.C. - Saturday, April 29, 2023:** An historic and exclusive celebration to be attended by 300 influencers with diverse backgrounds who are dedicated to supporting the culture and promotion of academic excellence at Historically Black Colleges & Universities (HBCU).

Members of Alpha Phi Alpha Fraternity, Inc. will travel from across the country to welcome the Charlotte metro community to Alpha Omicron Centennial Gala. The historic event will mark 100 years since the founding of Alpha Omicron, an undergraduate chapter of Alpha Phi Alpha Fraternity, Inc., while raising awareness and donations for the **Rufus P. Perry Endowment at Johnson C. Smith University**.

## **BLACK CARPET EXPERIENCE**

**6 0'CLOCK**



MEDIA INTERVIEWS  
ENTERTAINMENT  
PHOTOGRAPHS  
CASH BAR

## **DINNER & PROGRAM**

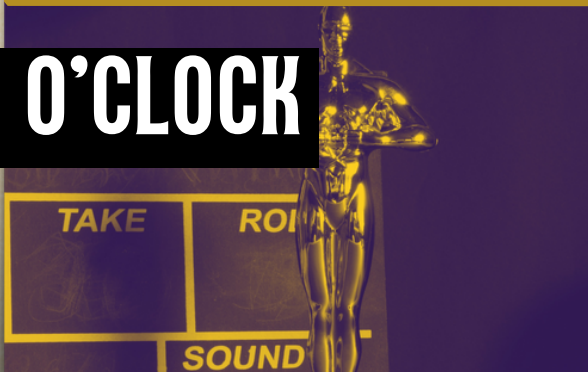
**7 0'CLOCK**



SPECIAL PRESENTATIONS  
SOUVENIR JOURNAL REVEAL

## **AWARDS & RECOGNITION**

**8 0'CLOCK**



AWARDS & RECOGNITION  
VIDEO PRESENTATIONS

## **ENTERTAINMENT & DANCE**

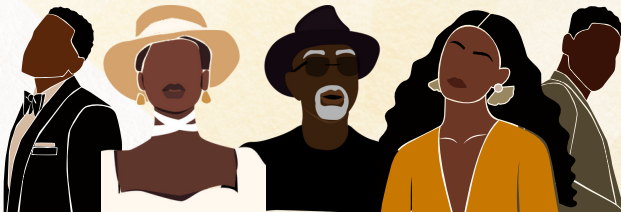
**8:30 - 11 PM**



BIG SCREEN VIDEOS  
LIVE DJ

## 300 PROFESSIONALS AND DECISION-MAKERS

Engage with an elite subgroup of your target audience! Event attendees are business executives, politicians, finance professionals, multi-media professionals, higher education administrators, educators, STEM leaders, attorneys, community advocates, real-estate agents, philanthropists, graduate members of international fraternities and sororities, some college students, a diverse group of entrepreneurs, creatives, and other non Black leaders from across the country.



## \$15+ MILLION

COLLECTIVE ANNUAL INCOME OF EVENT ATTENDEES

Attendees are mid to senior level executives and earn at least \$50K annually, thus a collective minimum annual income of \$15 million between 300 guests celebrating and supporting culture -- all in one night!



## AGE & HABITS

21+ WITH A SELECT NUMBER OF INVITED COLLEGE STUDENTS

A range between the ages of 21 and 72 years old who often interact with luxury brands and tend to inquire about opportunities for collaboration with businesses and initiatives that promote diversity, equity, inclusion and belonging.

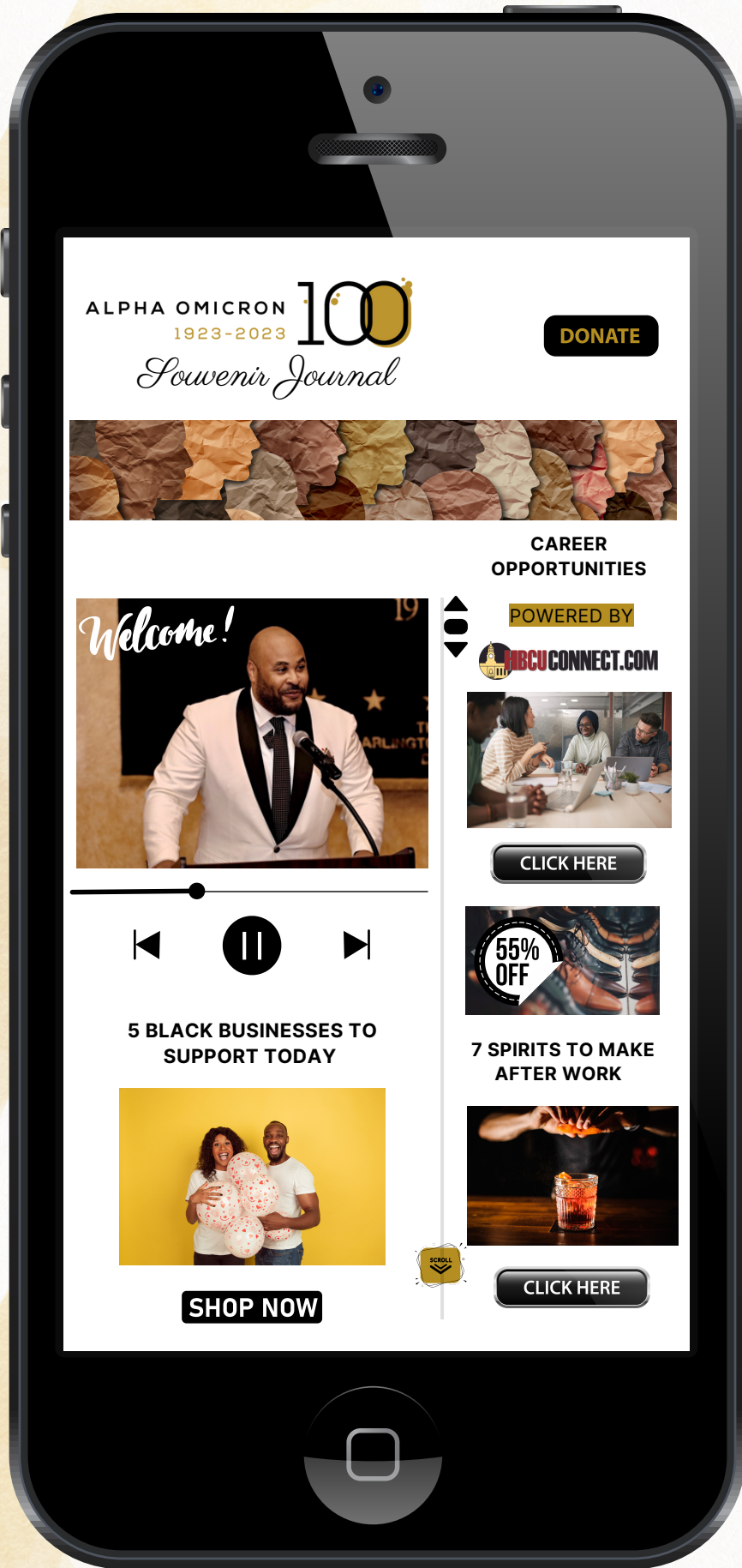
## PROFESSIONAL CURIOSITIES

Companies that value relationship building with corporate and community influencers. Brands demonstrating a commitment to corporate social responsibility.



## SOCIAL INTERESTS

- TRAVELING
- NIGHT LIFE
- EXERCISING
- COOKING
- READING
- MUSIC
- FAMILY
- HEALTH
- BEAUTY & FASHION
- SPORTING EVENTS
- COMMUNITY SERVICE
- ALUMNI ASSOCIATIONS
- NEWS & POLITICS
- ONLINE SHOPPING
- CONTINUED EDUCATION
- CHARITABLE SUPPORT



ALPHAOMICRON  
1923-2023 **100**  
*Souvenir Journal*

**DONATE**



**CAREER OPPORTUNITIES**



POWERED BY



**CLICK HERE**



**5 BLACK BUSINESSES TO SUPPORT TODAY**



**SHOP NOW**



**7 SPIRITS TO MAKE AFTER WORK**



**CLICK HERE**

# SUPPORT THROUGH ADVERTISING

Brand placement inside the Alpha Omicron Centennial Gala Digital Souvenir Journal will enhance your brand's favorability amongst an elite audience.

When you support through our digital advertising fundraising efforts, you'll deliver a more tailored message to a defined audience with resources and connections to networks across the country.

\*\*Video and graphic advertising spots are available.

## BENEFITS

- **Global Reach**
- **Defined Targeting**
- **Lower Costs**
- **Re-marketing**
- **Quality Leads**
- **Supporting a Cause**

**SECURE YOUR AD SPOT NEXT PAGE**



## ADVERTISEMENT EXAMPLES

- CAREER & INTERNSHIP OPPORTUNITIES
- DIVERSITY, EQUITY & INCLUSION PROGRESS
- CONGRATULATORY STATEMENTS
- ANNIVERSARIES AND RETIREMENT
- PRODUCT LAUNCHES
- SALES & DISCOUNTS

## VIDEO ADVERTISING

- VIDEO AD: 30-SECONDS: \$500
- VIDEO AD: 15-SECONDS: \$250

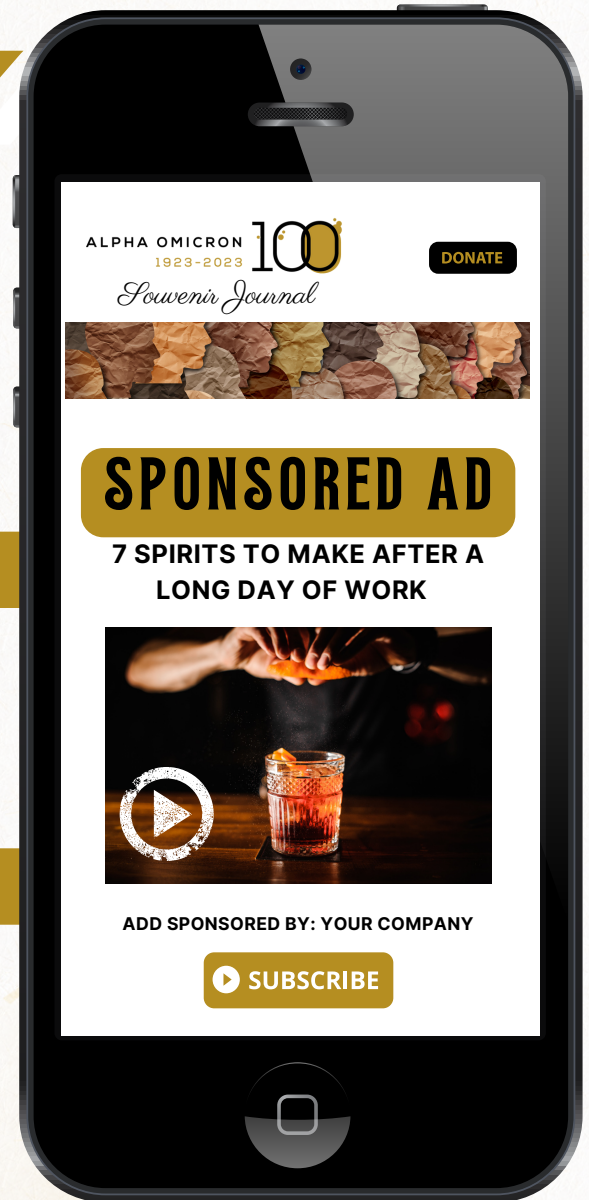
## GRAPHIC ADVERTISING

- FULL PAGE COLOR (2250 X 3000 PX) \$200
- FULL PAGE BLK&WHT (2250 X 3000 PX) \$150
- HALF PAGE BLK&WHT (2250 X 1500 PX) \$100
- 1/4 PAGE BLK&WHT (1500 X 1125 PX) \$75

**DEADLINE: FRIDAY, APRIL 21, 2023 at 11:59 PM**  
**CLICK OR SCAN TO SUBMIT YOUR AD**



 **CLICK OR SCAN**



ALPHA OMICRON 100  
1923-2023  
*Centennial Gala*

**4 EXCLUSIVE SPONSORSHIPS REMAINING**

Top sponsorship benefits include: Prominent brand placement, option to bring greetings from main stage, digital advertising, on-campus event marketing, reserved seating, mentions in media pitching + more.

**SPONSORSHIP DEADLINE: FRIDAY, APRIL 21, 2023 at 11:59 PM**

**BLACK CARPET EXPERIENCE PRESENTING SPONSOR**



**MAIN STAGE SPONSOR**



**ELITE SPONSORS**



**WINE & SPIRITS SPONSOR**



**ENTERTAINMENT / DJ**



**VIDEO PRODUCTION**



**EVENT PHOTOGRAPHY**



SECURE SPONSORSHIP



CLICK OR SCAN

LIST OF  
BENEFITS  
NEXT PAGE





# EXCLUSIVE SPONSORSHIP BENEFITS

## Black Carpet Experience

**PRESENTING SPONSOR**

**STILL AVAILABLE**

### \$20K INVESTMENT

- ONE PROMINENT TABLE RESERVED FOR 10 GUESTS
- BRAND LOGO ON STEP & REPEAT BACKDROP DURING BLACK CARPET EXPERIENCE
- OPTION TO HAVE SENIOR LEVEL EXECUTIVE BRING 2-MINUTE GREETINGS FROM EVENT STAGE OR MAIN STAGE BIG SCREEN
- RIGHT TO 60-SECOND VIDEO AD INSIDE DIGITAL SOUVENIR JOURNAL
- ONE FULL PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL
- BANNER AD IN DIGITAL ROTATION ON BIG SCREEN DURING THE EVENT
- EXCLUSIVE RIGHT AS TABLE VENDOR DURING RED CARPET EXPERIENCE
- FEATURED SPONSOR OF 2 JCSU CAMPUS EVENTS
- MASS DISTRIBUTION OF CAREER AND INTERNSHIP OPPORTUNITIES
- BRAND LOGO ON EVENT RECAP COMMERCIAL
- COMPANY MENTIONS IN TV, RADIO, AND PRINT MEDIA PITCHING
- RIGHT TO BRAND LOGO ON RETRACTABLE BANNERS AT ONE PRE-GALA SOCIAL EVENT
- 2X MASS DISTRIBUTION OF APPROVED MARKETING ASSETS TO STUDENTS AND ALUMNI DURING HOMECOMING 2023 (OCTOBER)
- 2X MASS DISTRIBUTION OF ADDITIONAL DIGITAL AD
- FLEXIBILITY TO ADJUST SOME BENEFITS ACCORDING TO MARKETING GOALS

## MAIN STAGE SPONSOR

**STILL AVAILABLE**

### \$10K INVESTMENT

- SIX TICKETS RESERVED FOR 6 GUESTS
- OPTION TO HAVE SENIOR LEVEL EXECUTIVE BRING 2-MINUTE GREETINGS FROM EVENT STAGE OR MAIN STAGE BIG SCREEN
- RIGHT TO 60-SECOND VIDEO AD INSIDE DIGITAL SOUVENIR JOURNAL
- ONE FULL PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL
- BANNER AD IN DIGITAL ROTATION ON BIG SCREEN DURING THE EVENT
- FEATURED SPONSOR OF ONE JCSU ON-CAMPUS EVENT
- BRAND LOGO ON EVENT RECAP COMMERCIAL
- 1X MASS DISTRIBUTION OF ADDITIONAL DIGITAL ADS

SECURE SPONSORSHIP



CLICK OR SCAN



# SPONSORSHIP BENEFITS

## \$5,000 - ELITE SPONSORS

2 PACKAGES LEFT

- FOUR RESERVED GUESTS TICKETS
- RIGHT TO 15-SECOND VIDEO AD
- RIGHT TO ONE FULL PAGE COLOR AD
- BANNER AD IN DIGITAL ROTATION ON BIG SCREEN DURING THE EVENT
- BRAND LOGO ON EVENT RECAP COMMERCIAL
- 1X MASS DISTRIBUTION OF ADDITIONAL DIGITAL AD

## \$4,000 | EXCLUSIVE WINE & SPIRITS SPONSOR

STILL AVAILABLE

- TWO RESERVED GUESTS TICKETS
- BRANDED BAR NAPKINS
- RIGHT TO 15-SECOND VIDEO AD INSIDE DIGITAL SOUVENIR JOURNAL
- RIGHT TO ONE HALF PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL
- BRAND LOGO ON EVENT RECAP COMMERCIAL
- 1X MASS DISTRIBUTION OF ADDITIONAL DIGITAL AD

## \$3,000 VALUE | VIDEO PRODUCTION SPONSOR

**SOLD OUT**

- BRANDED VENDOR AREA FOR VIDEO INTERVIEWS WITH EVENT GUESTS
- RIGHT TO 30 SECOND VIDEO AD INSIDE DIGITAL SOUVENIR JOURNAL
- BANNER AD IN DIGITAL ROTATION ON BIG SCREEN DURING THE EVENT
- BRAND LOGO ON EVENT RECAP COMMERCIAL

## \$2,500 VALUE | ENTERTAINMENT / DJ SPONSOR

**SOLD OUT**

- RIGHT TO ONE 30-SECOND VIDEO INSIDE DIGITAL SOUVENIR JOURNAL
- RIGHT TO ONE FULL PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL

## \$1,500 VALUE | EVENT PHOTOGRAPHER SPONSOR

**SOLD OUT**

- RIGHT TO ONE FULL PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL
- BRAND LOGO ON EVENT RECAP COMMERCIAL

## \$500 - FRIENDS OF AO SPONSOR

5 PACKAGES LEFT

- TWO RESERVED GUESTS TICKETS
- RIGHT TO ONE 30-SECOND VIDEO AD
- **OR** ONE FULL PAGE COLOR AD INSIDE DIGITAL SOUVENIR JOURNAL





# Alpha Omicron

## Centennial Gala

Benefiting fundraising efforts for Rufus P. Perry Endowment at Johnson C. Smith University



**Saturday, April 29, 2023 | Charlotte, N.C**

### Thank you for your consideration!

Your sponsorship and advertising support will help promote academic achievement, innovation, as well as access to education and resources through fundraising efforts for Rufus P. Perry Endowment at Johnson C. Smith University in Charlotte, North Carolina. To secure a sponsorship or digital advertising spot, please follow the links below. You may also email or call the primary contact with additional questions.

#### **PAYMENT INFORMATION**

**CLICK OR SCAN THE QR CODE TO SECURE YOUR SPONSORSHIP OR DIGITAL ADVERTISEMENT SPOT.**



**Primary Contact: Rashad Smith**  
Alpha Omicron Centennial Gala  
Public Relations Chair



**EVENT PAGE: [CLICK HERE](http://www.AO1923.com)**  
PRIMARY: [www.AO1923.com](http://www.AO1923.com)



**Johnson C. Smith University**  
100 Beatties Ford Road  
Charlotte, NC 28216



**[RashadJSmithPR@gmail.com](mailto:RashadJSmithPR@gmail.com)**



**585-615-0328**

# Historical Background

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## About Johnson C. Smith University

Founded in 1867 and located in Biddleville, the oldest surviving Black neighborhood in Charlotte, North Carolina, Johnson C. Smith University (JCSU) equips students to be global citizens who develop a compelling sense of social and civic responsibility for leadership and service.

Accredited by the Southern Association of Colleges and Schools (SACS), JCSU is the number one private HBCU in North Carolina.

JCSU connects Charlotte and the world to the next generation of bold innovators and leaders who are shaped by our strong traditions, vibrant campus spirit and thriving student-led atmosphere.

JCSU offers a progressive curriculum with 23 degree-seeking programs to more than 1,040 students who come from a variety of ethnic, socioeconomic and geographic backgrounds. For more information about JCSU visit [www.jcsu.edu](http://www.jcsu.edu).



The historic Biddle Memorial Hall on the campus of Johnson C. Smith University

## About Bro. Dr. Rufus Patterson Perry | Endowment



Dr. Rufus P. Perry  
Photo: Johnson C. Smith University

Dr. Rufus P. Perry, one of 17 charter members of the Alpha Omicron chapter of Alpha Phi Alpha Fraternity, Inc., was a prominent African American businessman and philanthropist who made significant contributions to education and civil rights in the United States.

In 1957, Dr. Perry returned to his alma-mater as the newly elected President of Johnson C. Smith University. During his tenure, he added \$7 million in new buildings, doubled student enrollment to 1,490 and increased faculty members from 55 to 120. An incredible fundraiser, Dr. Perry increased scholarships from \$50K in 1957 to \$800K in 1958.

Up until his death in 1984 at the age of 81, Dr. Perry was a strong advocate for education and believed that access to higher education was critical for social and economic mobility for African Americans. His legacy continues through the Rufus P. Perry Endowment, a fund designated to provide long-term support to Johnson C. Smith University.

## About Alpha Phi Alpha Fraternity, Inc. and the Alpha Omicron Chapter

Alpha Phi Alpha™, the first intercollegiate Greek-letter fraternity established for African American men, was founded on December 4, 1906™ at Cornell University in Ithaca, New York by seven college men who recognized the need for a strong bond of brotherhood among African descendants in this country.



The fraternity initially served as a study and support group for minority students who faced racial prejudice, both educationally and socially, at Cornell. The Jewel founders and early leaders of the fraternity succeeded in laying a firm foundation for Alpha Phi Alpha's principles of scholarship, fellowship, good character, and the uplifting of humanity.

Alpha Phi Alpha chapters were established at other colleges and universities, many of them historically Black institutions, soon after the founding at Cornell. While continuing to stress academic excellence among its members, Alpha also recognized the need to help correct the educational, economic, political, and social injustices faced by African Americans.

### **Alpha Omicron Chapter**

The Alpha Omicron (AO) Chapter of Alpha Phi Alpha was established on May 4, 1923 at Johnson C. Smith University in Charlotte, NC as the 36th Chapter of the Fraternity by 17 charter members. The College Brothers of AO administer the Fraternity's national programs and host other events sponsored by the chapter from the campus of JCSU. Alumni of Alpha Omicron Chapter are servant leaders in their fields and industries across the country.

### **Notable Members**

Alpha Phi Alpha has long stood at the forefront of the African-American community's fight for civil rights through leaders such as W.E.B. DuBois, Adam Clayton Powell, Jr., Edward Brooke, Martin Luther King, Jr., Thurgood Marshall, Andrew Young, William Gray, Paul Robeson, and many others.

Since its founding on December 4, 1906™, Alpha Phi Alpha Fraternity, Inc. has supplied voice and vision to the struggle of African Americans and people of color around the world.

The seven visionary founders, known as the "Jewels" of the fraternity are Henry Arthur Callis, Charles Henry Chapman, Eugene Kinckle Jones, George Biddle Kelley, Nathaniel Allison Murray, Robert Harold Ogle, and Vertner Woodson Tandy.

Read more about the Jewels and the global impact of Alpha Phi Alpha Fraternity, Inc.: Visit [www.apa1906.net](http://www.apa1906.net).