



2022 Scholarship
Gala Weekend
Sponsorship Packet

WWW.100BMOD.ORG



100 BLACK MEN OF DEKALB COUNTY, INC

WHO WE ARE

Founded in 1991, 100 Black Men of DeKalb, Inc. is a 501C(3) organization focused on mentorship, education and economic parity of youth in DeKalb County, GA. Operating as a certified chapter of 100 Black Men of America, Inc., 100 BMOD collaborates across an ecosystem of parents, educators, community and corporate sponsors to provide comprehensive mentoring to at-risk and underprivilege youth across DeKalb County.

Our Mission

To improve the quality of life in our communities and enhance education and economic opportunities for all African Americans and youth.

Our Vision

To serve as a beacon of leadership by utilizing our diverse talents to create environments where our children are motivated to achieve and to empower our people to become self-sufficient shareholders in the economic and social fabric of the communities we serve.

WHAT WE DO

- Mentorship
- Leadership
- Education and Training
- Health and Wellness
- Economic Empowerment

HOW WE DELIVER

- 100 BMOD Leadership Academy
- STEM/Drone Program
- International Cultural Research Program
- Community Outreach Program

HIGHLIGHTS AND IMPACT

- 30 years of academic service to youth
- 1500 graduates of Leadership Academy since inception
- Counseled and supported students with enrollment to colleges, universities, trade schools, and U.S. military
- 25-year partnership with DeKalb County Public Schools
- Scholarship provisions provided to graduating seniors for advanced education
- Hosted health and wellness clinics in community focused on top illnesses affecting African Americans
- Hosted holiday toy drives and food box giveaways
- Supported and donated Back to School backpacks and school supplies
- Co-sponsored Covid-19 testing and vaccine drives
- Collaborated with local civic organizations to deliver voter registrations drives

WAYS TO SUPPORT 100 BMOD

- Sponsorship of Scholarship Gala Weekend Fundraiser
- Donation to 100 BMOD Leadership Academy
- Resource commitments to academic programs
- Partnership in thought leadership, at varied levels, in academic and mentoring programs
- Donation to 100 BMOD Organization

100% HIGH SCHOOL GRADUATION RATE FOR STUDENTS ENROLLED IN LEADERSHIP ACADEMY

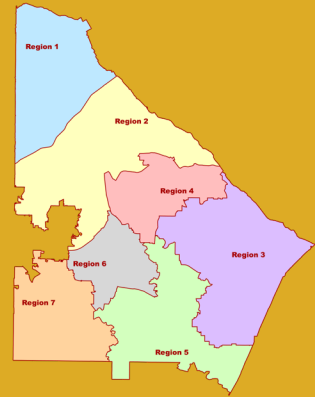
To explore contribution opportunities, please contact Reginald Fortson at reginald.fortson@100bmod.org.

DeKalb County School District & DeKalb County

Dekalb County School District (DSCD) is Georgia's 3rd largest school system, which includes 140+ schools and centers, 6,660 teachers, and 185+ languages represented by students and parents.

The District offers STEM curriculum accounting for 10 certified offerings and programs in more than 90 schools.

School District Geographic Regions Map 2019-2020



Total Student Population

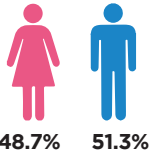
98,957

10.4% growth rate since 2010 census

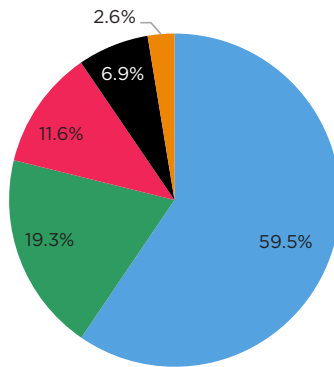
District Wide Stats

Groups	Students	Schools	FRL
Elementary School (PK-5)	46,306	76	32,443
Middle School (6-8)	19,924	19	13,544
High School (9-12)	26,524	22	15,809
Program School (PK-5)	1,898	14	217
Charter School (K-12)	4,305	8	2,048
Total	98,957	139	64,061

Male/Female

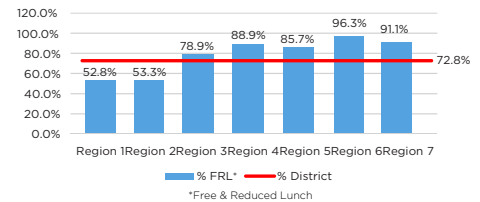


Racial Breakdown



■ Black: 58,912 (60%) ■ Asian: 6,872 (7%)
 ■ Hispanic: 19,114 (19%) ■ Other: 2,602 (3%)
 ■ White: 11,457 (12%)

Free & Reduced Lunch

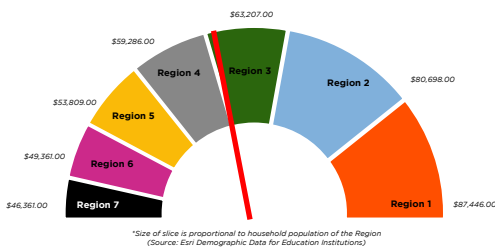


Racial Breakdown

79%

Percentage of Students on Free or Reduced Lunch (Regions 3 - 7)

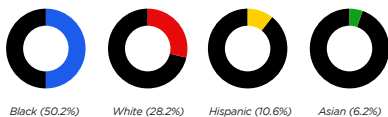
Median Household Income



DeKalb County population of

764,382

Population Breakdown By Race



Poverty Rate %

15.1

Black and Hispanic represented 17% and 25%, respectively

DeKalb County is the 4th most populated county in Georgia.

Sources: 2020 US census data including 2019 ACS 5 - year survey Tables S1101, S1901. DeKalb County School District demographics 2019-2020 school year report.

SPONSORSHIP LEVELS

All sponsors receive the following benefits regardless of level:

- Company logo, link and blurb on Scholarship Gala Weekend website
- Company logo on select event signage
- Post event recap report
- Sponsor logo included on post event note to attendees acknowledgement advertisement on social media platform and to attendee distribution list



Presenting Sponsor \$50,000

- Two VIP reserved tables for 20 guests at Scholarship Gala
- Four tickets at reserved table at Jazz Brunch
- On stage presentation to high school graduates during Scholarship Gala
- Full-page advertisement in Scholarship Gala souvenir program booklet
- Full screen sponsor loop ad with company name and logo during Scholarship Gala
- Acknowledgment during Scholarship Gala
- Brand recognition on 100BMOD website
- Brand recognition in print, electronic, and social media advertisements
- Scholarship Gala event attendees distribution list
- Company included in radio and media outlets
- Other opportunities negotiable



Gold Sponsor \$10,000

- Four (4) tickets with premium seating at the Scholarship Gala
- 1/2 page advertisement in souvenir program booklet
- Shared screen with company name listed on sponsor loop advertisement during Scholarship Gala
- Brand recognition in print, electronic, and social media advertisements



Silver Sponsor \$5,000

- Two (2) tickets with premium seating at the Scholarship Gala
- Company name listed as sponsor in souvenir program
- Shared screen with company name listed on sponsor loop advertisement during Scholarship Gala



Bronze Sponsor \$2,500

- Company name listed as sponsor in souvenir program booklet
- Shared screen with company name listed on sponsor loop advertisement during Scholarship Gala

Weekend Events

100 BMOD largest fundraising events which also highlights graduating seniors and students of the Leadership Academy.

- **Friday, August 5th**
Welcome Reception and Kickoff
- **Saturday, August 6th**
Formal Cocktail Reception, Gala Dinner and Program
- **Sunday, August 7th**
Jazz Brunch and Weekend Closing



Title Sponsor \$25,000

- One VIP reserved table for 10 guests at Scholarship Gala
- Two tickets at reserved table at Jazz Brunch
- Full-page advertisement in Scholarship Gala souvenir program booklet
- Full-screen sponsor loop ad with company name and logo during Scholarship Gala
- Acknowledgment during Scholarship Gala
- Company included in radio and media outlets
- Brand recognition in print, electronic, and social media advertisements



Platinum Sponsor \$15,000

- One general reserved table for 10 guests at Scholarship Gala
- 1/2 page advertisement in souvenir program booklet
- Shared screen with company name and logo on sponsor loop advertisement during Scholarship Gala
- Brand recognition in print, electronic, and social media advertisements



A LA CARTE SPONSORSHIPS

Opportunities for additional brand exposure.

☆ **Gala Weekend Social Kickoff**
\$3,000 - \$6,000

This is the welcome event held Friday, August 5th for 100 BMOD members and guests at host hotel. Games, cocktails, and cigars will be featured during this lively event.

☆ **Gala Evening Cocktail Hour**
\$15,000

Cocktail Hour held Saturday, August 6th will be a highlight for arriving guests for the scholarship gala. This is an extremely high-profile sponsorship opportunity.

☆ **Entertainment**
\$10,000 - \$20,000

Entertainment will be featured acts throughout the Scholarship Gala Weekend including performers and DJs. This provides an opportunity to highlight your company as the presenting sponsor for one or more of the entertainment acts during the weekend of gala events.

☆ **Jazz Brunch**
\$7,500 - \$15,000

Brunch held Sunday, August 7th honoring selected trailblazing Women of DeKalb County. This is the closing event of the Scholarship Gala Weekend and the lasting impression for attendees.

☆ **Souvenir Program Booklet**
\$4,000 - \$8,000

Booklet provided to each attendee of the Scholarship Gala event held Saturday, August 6th. Booklet features highlights of 100 BMOD Leadership Academy and 2022 Graduates of the program. In addition, letters from 100 BMOD Leaders and civic leaders of DeKalb County and Georgia will be included. The booklet is viewed by many as a collector's item.

To explore contribution opportunities,
please contact Reginald Fortson at reginald.fortson@100bmod.org.

100
BLACK
MEN[®]
OF DEKALB COUNTY, INC.



Designed by TK Consulting & Design, LLC
www.tkconsultingdesign.com

www.100BMOD.org