



**PARTNERSHIP
OPPORTUNITIES**



BBA
ALPHA PHI ALPHA
FRATERNITY, INC.
BETA BETA LAMBDA CHAPTER
EST. 1987

BETA BETA LAMBDA EDUCATION FOUNDATION
BETA BETA LAMBDA Chapter of
Alpha Phi Alpha Fraternity, Inc.

BLACK & GOLD
BALL



P.O. Box 12447
Miami, Florida 33101
betabetalambda.org

November 3, 2011

As the nation celebrates the birthday of Dr. Martin Luther King, Jr, Alpha Phi Alpha Fraternity, Inc. has continued to carry the torch of freedom, justice and equality for all mankind. On January 15, 2012, Beta Beta Lambda Education Foundation and the Beta Beta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc will be hosting a gala to commemorate the life and legacy of Dr. Martin Luther King, Jr. Dr. King was a member of Alpha Phi Alpha Fraternity, Incorporated.

The Beta Beta Lambda Chapter’s annual Black and Gold Ball purposed to raise funds to provide scholarships for deserving young male students in the Greater Miami Area. Too many of our boys and young men of color are, or have been, incarcerated, and our purpose is to provide our young brothers with an opportunity to better themselves and their community through education. The Beta Beta Lambda Chapter/Beta Beta Lambda Education Foundation provides scholarships for young men in need to obtain a college degree. Once given an opportunity, these young men can become focused, intuned, and therefore on the road to “Living the Dream”

Trever Wade, President of Beta Beta Lambda Chapter in Miami, along with past president and Education Foundation chair Maurice Hurry, are leading the local campaign, challenging local companies, corporations and foundations to make contributions to this wonderful cause.

We hope that you will find an interest in supporting this event and will help make it one of Miami’s most momentous affairs. If you would like to make a tax-deductible contribution to the Beta Beta Lambda Education Foundation please call (954) 636-8298 or (954) 612-3659, email us at web@betabetalambda.org or mail donations to the Beta Beta Lambda Education Foundation, PO Box 12447, Miami, Fl 33101.

Thank you very much for your consideration and look forward in hearing from you soon.

Sincerely,

Trever Wade Sr.
Trever Wade, Sr.
President, Beta Beta Lambda

Larnell Vickers
Larnell Vickers
Black and Gold Committee Chair

Maurice Hurry
Maurice Hurry
Education Foundation Chair

Alpha Phi Alpha Fraternity, Incorporated
Beta Beta Lambda Chapter • Miami, Florida


Dr. Felix E. Butler · Dr. Nathaniel H. Colston · Dr. Ira P. Davis · Dr. Aaron W. Goodman
Frederick J. Johnson · Dr. Samuel H. Johnson · Leo A. Lucas · Dr. William H. Murrell

Black & Gold Prime Partner

\$15000

- (2) Two reserved tables of 10 in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company brand on event banner and stage recognition, including a table display at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal. (Inside Cover)
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

LONG-TERM BENEFITS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 1 year.
- Inclusion on all Beta Beta Lambda networking events including Alphasidac, and the Onward and Upward community town hall forums (minimum of 10 events)
- Listed as Black and Gold Partner at Annual Legend Luncheon and 75th Anniversary
- Full inclusion of company's brand in marketing, PR and outreach initiatives, including press releases, event signage and advertising, in conjunction with ALL 2012 Beta Beta Lambda Chapter events.
- Complementary tickets (2) to additional Beta Beta Lambda Chapter Events (2).
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

Gold Prime Partner

\$10000

- (1) One reserved table of 10 in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company brand on event banner and stage recognition, including a table display at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

LONG-TERM BENEFITS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 1 year.
- Inclusion on all Beta Beta Lambda networking events including Alphasidac, and the Onward and Upward community town hall forums (minimum of 7 events)
- Listed as Gold Partner at Annual Legend Luncheon and 75th Anniversary.
- Full inclusion of company's brand in marketing, PR and outreach initiatives, including press releases, event signage and advertising, in conjunction with ALL 2012 Beta Beta Lambda Chapter events.
- Complementary tickets (2) to additional Beta Beta Lambda Chapter Event.
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

Black Prime Partner

\$7000

- 7 tickets in prime location at the event and seating with honored guests.
- Brand inclusion on all printed materials and marketing collateral including electronic mail blast and radio advertisements.
- Company logo on display sign at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

LONG-TERM BENEFITS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 1 year.
- Inclusion on all Beta Beta Lambda networking events including Alphadisiac, and the Onward and Upward community town hall forums (minimum of 5 events)
- Listed as Black Partner at Annual Legend Luncheon and 75th Anniversary.
- Complementary tickets (2) to additional Beta Beta Lambda Chapter Event.
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

Community Partner

\$5000

- 7 tickets in prime location at the event and seating with honored guests.
- Company logo on display sign at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

LONG-TERM BENEFITS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 6 months.
- Inclusion on all Beta Beta Lambda networking events including Alphadisiac, and the Onward and Upward community town hall forums (minimum of 5 events)
- Listed as Community Partner at Annual Legend Luncheon and 75th Anniversary.
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

Patron Partner

\$2500

- 3 tickets in prime location at the event and seating with honored guests.
- Company logo on display sign at entrance of event.
- Full Page color advertisement in the Event Souvenir Journal.
- Thank you letter and picture of the scholarship recipient and update from the first collegiate year.

LONG-TERM BENEFITS

- Company logo prominently displayed on Beta Beta Lambda's web site with hyperlink to company web site, including the Community Partners page for 6 months.
- Inclusion on all Beta Beta Lambda networking events including Alphasdiac, and the Onward and Upward community town hall forums (minimum of 3 events)
- Listed as Parton Partner at Annual Legend Luncheon.
- Company brand placed on Beta Beta Lambda Chapter's social media outlets including Facebook and Twitter.

Contributing Partner

LEVEL 1 - \$1000

- 2 tickets in prime location at the event and seating with honored guests.
- Full Page color advertisement in the Event Souvenir Journal.

LEVEL 2 - \$500

- 2 tickets in prime location at the event and seating with honored guests.
- Half Page color advertisement in the Event Souvenir Journal.

LEVEL 3 - \$250

- 2 tickets in prime location at the event and seating with honored guests.
- Quarter Page color advertisement in the Event Souvenir Journal.

BETA BETA LAMBDA CHAPTER

est. 1937



ADVERTISING OPPORTUNITIES



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BLACK & GOLD
BALL

Advertisement Opportunities

The Souvenir Journal is an excellent marketing tool to enhance your company's image by making it an integral and visible part of the Black and Gold Ball. Advertising placement rates and sizes are as follows:

Full Page (8.5" x 11") Or **Full Bleed** (9" x 11 ½")
Half Page Horizontal Ads Only (8.5" x 5.5")
Quarter Page Ad (4.25" x 5.5")

_____ **Back Outside Cover** • \$1,000
_____ **Front Inside Cover** • \$750
_____ **Back Inside Cover** • \$500

_____ **Full Page** • \$200
_____ **Half Page** • \$100
_____ **Quarter Page** • \$50

All Ads and Artwork should be submitted in the following formats: High resolution PDF, JPG, or TIF (300 dpi and up). Ads should be submitted electronically to web@betabetalambda.org by **December 20, 2011**.

Please return with Check or Money Order payable to:

Beta Beta Lambda Education Foundation
P.O. Box 12447 • Miami, Florida 33101

Advertisement Contract

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____

Signature: _____ Date: _____

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