

ALPHA PHI ALPHA FRATERNITY, INC.

Gamma Gamma Lambda Chapter
P.O. Box 5244
Greenville, South Carolina 29607
<http://www.gglapa.org>



December 9, 2010

Dear Supporter:

Gamma Gamma Lambda is again sponsoring with Furman University our 2011 Martin Luther King, Jr. Scholarship Gala. Since its inception, the Luke H. Chatman Scholarship Fund has awarded over \$55,000 in scholarships to local students, aiding in our fraternity's mission to help young people improve themselves and their community by pursuing their dreams through attending college. The success of this program depends on our sponsors who provide financial assistance and voluntarily participate with the event.

We are asking for you to become a sponsor of our event. We have set the goal of collecting up to \$5,000 for the Luke H. Chatman Scholarship Fund through this event. We have several Sponsorship options for your consideration as we seek to assist High School Student to pursue College and make our final push to raise funds for the MLK Memorial. The Memorial is due to be completed in Washington, DC on August 28, 2010.

We have categorized sponsorship packages for organizations and individuals who participate in this fundraising campaign. Detailed documentation and sponsorship forms are enclosed with this letter. It is our hope that you will choose the best option for your sponsorship and give many young, high school students in this area the opportunity to receive additional Luke H. Chatman Scholarships for 2011.

We appreciate you for considering our proposal of sponsorship. Please do not hesitate to call us for more information about the program.

Yours truly,

John Middleton

John W. Middleton, Jr.
President
Gamma Gamma Lambda Chapter
Alpha Phi Alpha Fraternity, Inc.
Mobile: (864) 441-9067
E-mail: MLKGala@gglapa.org

Chapter Founders

Robert. W. Anderson | Jiles. R. Edwards | Douglass. W. Greene | L. W. Long | Roscoe Singleton | H. S. Smiley | C. A. Williams, Jr.

BUILDING

the Beloved Community

In Celebration of Martin Luther King, Jr.
January 14–February 19, 2011
Furman University

All events are free with the exception of the Scholarship Gala and MLK 5K Unity Race.
For more information, call 864.294.2503 or e-mail chandra.dillard@furman.edu

Jan. 14 Youth Empowerment Day

Freetown Community Center
200 Alice Ave., Greenville, SC | 4–7 p.m.
Contact: Idella Glenn, idella.glenn@furman.edu or 294.3104

Jan. 15 MLK 5K Unity Race & One-Mile Walk

Proceeds benefit the Lupus Foundation
Amphitheater, Furman University | 9–11 a.m.
Contact: Jabecca Banks, jbfit4thekingdom@aol.com or 313.7943

Jan. 16 The 2011 MLK Scholarship Gala

Sponsored by Gamma Gamma Lambda Chapter
of Alpha Phi Alpha Fraternity
Younts Conference Center, Furman University | 3 p.m.
Contact: John Middleton, mlkgala@gglapa.org or 888.7741
Website: www.gglapa.org

Jan. 17 MLK Holiday

All university offices closed.

Jan. 19 Day of Service Blood Drive

Watkins Room, Furman University Center | 11 a.m.–4 p.m.
Contact: Idella Glenn, idella.glenn@furman.edu or 294.3104

Feb. 5 MLK Youth Program and College Fair

Burgiss Theater and Watkins Room,
Furman University Center | 9 a.m.–2 p.m.
Contact: Edward Young, 294.3037 or edward.young@furman.edu

Feb. 11 Lunch Lecture: The Reverend James Hall CLP

Godfather of Greenville's Civil Rights movement
Watkins Room, Furman University Center | noon–1:30 p.m.
Please R.S.V.P. by Friday, February 4, 2011
Call 294.3777 or e-mail RSVP@furman.edu

Feb. 19 Oratorical Contest (in partnership with City of Greenville)

Burgiss Theater, Furman University Center | 10 a.m.
Contact: Idella Glenn, idella.glenn@furman.edu or 294.3104



The 2011 Dr. Martin Luther King Jr. Celebration

Building the Beloved Community

Sponsorship Options

Luke H. Chatman Youth Scholarship Levels

Corporate Platinum Sponsorship

\$5,000

- Full Ad Page at Program
- Company's name on event program
- Recognition as a sponsor at Gala & Youth Day Program
- 2 reserved tables at the MLK Dinner Gala (16 people)

Corporate Gold Sponsorship

\$3,000

- Full Ad Page at Program
- Recognition as a sponsor at Gala
- 1 reserved table at the MLK Dinner Gala (8 people)

Corporate Sliver Sponsorship

\$1,500

- Full Ad Page at Program
- Recognition as a sponsor at Gala
- ½ Table MLK Dinner Gala (4 people)

Sponsorship of Past Scholarship Recipients Table

1 table for returning recipients\$500

Sponsorship of Performers' Tables

1 table for Program Entertainment.....\$500

Youth Program Sponsorship Saturday, February 5, 2011

Recognition at Youth Awards and on website/as a sponsor of the event.....\$1500

ADVERTISEMENT PRICES (at Program)

Includes listing on chapter website

Full Screen.....\$125

1/2 Screen\$75

1/4 Screen\$50

Send photos and captions via email to mlkgala@gglapa.org or, with payment, to chapter address listed on the following page

DEADLINE for SUBMISSION: January 13, 2011

The 2011 Martin Luther King, Jr. Celebration

Sponsorship Form

Organization _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Please check the category(s) of sponsorship that you are willing to do. We appreciate your support.

CORPORATE PLATINUM SPONSORSHIP

Luke H. Chatman Youth Scholarship \$5,000 _____

CORPORATE GOLD SPONSORSHIP \$3,000 _____

CORPORATE SILVER SPONSORSHIP \$1,500 _____

PAST SCHOLARSHIP RECIPIENTS TABLE - 1 - table (8 tickets) \$500 _____

GALA ENTERTAINMENT TABLE - 1 Full table (8 tickets) \$500 _____

YOUTH PROGRAM SPONSORSHIP \$1500 _____

BANQUET TICKETS \$40 _____

1 per person

ADVERTISEMENTS

Rotating Advertisement at Gala and Listing on Chapter Website

(Full Screen) \$125 _____

(1/2 Screen) \$75 _____

(1/4 Screen) \$50 _____

Please return by January 13th:

Gamma Gamma Lambda

P.O. Box 5244

Greenville, SC 29606

If you have any questions, please contact:

John W. Middleton, Jr. or Bobby Clark

(864) 441-9067

mlkgala@gglapa.org

Visit us online at www.gglapa.org