

**Younts Conference Center, Furman University  
3 PM, January 8, 2012**

Gamma Gamma Lambda Chapter of Alpha Phi Alpha Fraternity, Inc.  
Greenville, South Carolina, [www.gglapa.org](http://www.gglapa.org)  
*Bro. Travis Polsey, Chairman, (864) 441-9067 or [MLKGala@gglapa.org](mailto:MLKGala@gglapa.org)*

PART OF THE 2012 EVENTS IN CELEBRATION OF DR. MARTIN LUTHER KING, JR.

**“Building the Beloved Community”**

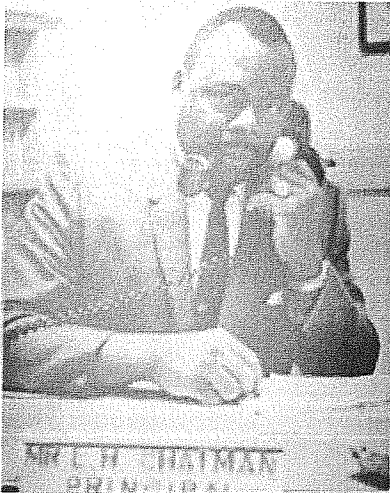
January 8-February 18, 2012

*In partnership with Furman University and City of Greenville*

Contains:

Biography & History  
Introductory Letter from our Chapter President  
2012 MLK Schedule of Events  
Sponsor Form  
Sponsorship Options  
Rev. 2011-11-28

## Biography of Brother Luke H. Chatman



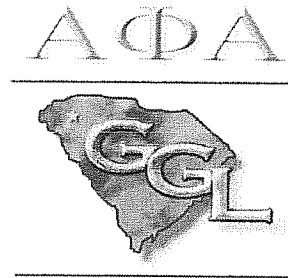
A Greenville native, Brother Luke Haze Chatman was born August 18, 1921. Having been reared in the public schools of Greenville County, Brother Chatman advanced his education by matriculating at South Carolina State University where he received his B.S. in Business and a M.S. in Education. A principal member of the Gamma Gamma Lambda Chapter, Brother Chatman served as President and Vice President as well as other chapter offices for many years.

In 1955, Brother Chatman became the first District Director for South Carolina. In 1968, he was elected Regional Vice President for the Southern Region of Alpha Phi Alpha Fraternity, Inc. A staunch defender of public education, Brother Chatman worked tirelessly to improve the educational system in Greenville County for more than 30 years.

Brother Chatman entered Omega Chapter (deceased) on June 20, 1985 and is survived by his wife Mrs. Janie Barksdale Chatman and three children, Mike (Alpha brother), Donna, and Glenda and two grandchildren.

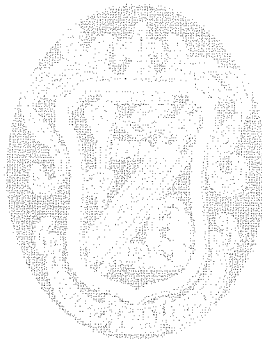
## History of Gamma Gamma Lambda Chapter

Gamma Gamma Lambda Chapter was chartered on August 24, 1941. From the ranks of the Chapter, have come several leaders in Alpha at the Area, Cluster, District, and Regional level. The Chapter is a proud member of the local National Pan Hellenic Council, Greenville Urban League, and makes contributions to the MLK Memorial Foundation, NAACP, Urban League, Phyllis Wheatley Community Center of Greenville, Multicultural Center of Greenville, United Negro College Fund, and March of Dimes.



GAMMA GAMMA LAMBDA CHAPTER  
*Alpha Phi Alpha, Fraternity, Inc.*  
Greenville, SC

For more view about the Chapter please visit our chapter web site at [www.gglapa.org](http://www.gglapa.org)



## History of Alpha Phi Alpha

Alpha Phi Alpha Fraternity, Inc. is the nation's first Greek-letter fraternity established by African-American college students. Established on December 4, 1906 on the campus of Cornell University, Alpha Phi Alpha has more than 750 chapters worldwide with over 100,000 members.

**ALPHA PHI ALPHA FRATERNITY, INC.**

Gamma Gamma Lambda Chapter

P.O. Box 5244

Greenville, South Carolina 29607

<http://www.gglapa.org>



November 16, 2011

Dear Parton:

It is my pleasure to offer your organization a great opportunity to become a valuable sponsor of the 2012 Martin Luther King, Jr. Scholarship Gala. Since its inception, the Luke H. Chatman Scholarship Fund has awarded over \$62,000 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 have set the goal of collecting up to \$20,000 for the Luke H. Chatman Scholarship Fund through this event. As a valuable sponsor of the program your company will get great media exposure throughout the 2012 campaign. We will place your organization's signage during the gala, provide tickets to attend our gala at Furman University, and your organization logo and message will be listed in the pamphlets and video presentations for this event and our other major events throughout the year. By donating to the Luke H. Chatman Scholarship, your organization will be able to reach a large number of high school students effectively within a short period.

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 2012.

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

Yours truly,

*Travis Smith*

Travis Smith

President

Gamma Gamma Lambda Chapter

Alpha Phi Alpha Fraternity, Inc.

(864) 441-9067

E-mail: [MLKGala@gglapa.org](mailto:MLKGala@gglapa.org)

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*Chapter Founders*

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

2012 MARTIN LUTHER KING, JR. EVENT SCHEDULE

## **“Building the Beloved Community”**

IN CELEBRATION OF DR. MARTIN LUTHER KING, JR.

January 8-February 18, 2012

Furman University

*In partnership with Gamma Gamma Lambda Chapter of  
Alpha Phi Alpha Fraternity and City of Greenville*



**Sunday, January 8**  
**3 PM**

### **Martin Luther King, Jr. Scholarship Gala**

Sponsored by Gamma Gamma Lambda of Alpha Phi Alpha Fraternity, Inc.  
Younts Conference Center, Tickets: \$40 per person

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Contact: Travis Posley  
[mlkgala@gglapa.org](mailto:mlkgala@gglapa.org) or (864) 441-9067; website: [www.gglapa.org](http://www.gglapa.org)

**Friday, January 13**  
**4 PM – 7 PM**

### **Youth Empowerment Day**

Freetown Community Center, 200 Alice Avenue, Greenville, SC

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Contact: Idella Glenn - [Idella.glenn@furman.edu](mailto:Idella.glenn@furman.edu) or (864) 294-3104

**Monday, January 16**  
**9 AM - Noon**

### **MLK Holiday Day of Service**

Heller Service Corps and Shucker Leadership Program

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Contact: Nancy Cooper- [nancy.cooper@furman.edu](mailto:nancy.cooper@furman.edu) or (864) 294-2900

**Tuesday, January 17**  
**10 AM – 4PM**

### **Day of Service Blood Drive**

Furman University, Watkins Room (University Center)

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Contact: Idella Glenn - [Idella.glenn@furman.edu](mailto:Idella.glenn@furman.edu) or (864) 294-3104

**Thursday, January 19**  
**7 PM**

### **MLK Commemoration Speaker: Judge Glenda Hatchett**

*“Dare to Take Charge: How to Live and Lead with Purpose”*  
Younts Conference Center

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Contact: Chandra Dillard - [Chandra.dillard@furman.edu](mailto:Chandra.dillard@furman.edu) or (864) 294-2503

**Saturday, February 4**  
**9 AM – 2 PM**

### **MLK Youth Program and College Fair**

Furman University, Burgiss Theater and Watkins Room (University Center)

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College: Edward Young - [Edward.young@furman.edu](mailto:Edward.young@furman.edu) or (864) 294-3037  
Nominations: Bobby Clark- [MLKFair@gglapa.org](mailto:MLKFair@gglapa.org) or (864) 441-9067

**Saturday, February 18**  
**10 AM**

### **“I Have More than A Dream” Oratorical Competition**

(in Partnership with City of Greenville)  
Furman University, Burgiss Theater (University Center)

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Contact: Idella Glenn- [Idella.glenn@furman.edu](mailto:Idella.glenn@furman.edu) or (864) 294-3104

*All events are free with the exception of the Scholarship Gala. For more information, call (864) 294-2503 or email [Chandra.dillard@furman.edu](mailto:Chandra.dillard@furman.edu)*

# The 2012 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 3rd:*

**Gamma Gamma Lambda**

**P.O. Box 5244**

**Greenville, SC 29606**

*If you have any questions, please contact:*

**Travis Smith or Bobby Clark**

**(864) 441-9067**

**mlkgala@gglapa.org**

Visit us online at [www.gglapa.org](http://www.gglapa.org)

# The 2012 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 Silver 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 4, 2012**

Recognition at Youth Awards and on website/as a sponsor of the event..... \$1,500

### **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](mailto:mlkgala@gglapa.org) or, with payment, to chapter address listed on the following page

**DEADLINE for SUBMISSION: December 30, 2011**