

ALPHA PHI ALPHA FRATERNITY, INC.
Gamma Gamma Lambda Chapter
P.O. Box 5244
Greenville, SC 29606

October 7, 2003

Dear Valued Supporter,

We the brothers of the Gamma Gamma Lambda chapter of Alpha Phi Alpha Fraternity, Inc. would first like to thank you for your support that you have given our organization in the past. Thanks to you, we have been able to provide the Greenville community with such valued programs as Project Alpha, a mentoring program to young, urban men, A Voteless People is a Hopeless People, an annual campaign to register voters, and Dr. Martin Luther King Jr. Commemorative Celebration.

We are asking for your support for next year's Dr. Martin Luther King Jr. Commemorative Celebration. This will be the 24th year of our Dr. Martin Luther King Jr. Commemorative Celebration. All proceeds raised during this event are devoted to scholarship, and over the past 24 years we have given out **over \$50,000 in scholarships** to Greenville high graduates continuing their education on the college level. We also recognize a Greenville citizen with our annual Citizenship award. Last year we awarded three \$1,000 scholarships and awarded the citizenship award to Lillian Brock-Fleming.

Our 24th Annual Dr. Martin Luther King Jr. Commemorative Celebration Banquet will be held on Monday, January 20, 2003 at 7:00 PM at the Hilton Hotel on Haywood Road in Greenville. Our guest speaker this year is Reginald Campbell, a proven motivational speaker and past toastmasters award winner. There will be a reception preceding the event in the ballroom foyer. We experienced considerable growth of this event in the last year. **Not only did attendance to the event grow, but advertising was expanded to include billboard placement, television and newspaper coverage as well as radio advertisement.** We expect to build on all these things this upcoming year.

On the Saturday, January 18, 2003, we will be holding our **Youth Day Program** at Southside High School in Greenville from 10:00 AM to 2:00 PM. This event recognizes youth in the Greenville area with awards in several areas of excellence. There also will be a college fair for juniors and seniors to get valuable college information and talk to college representatives about financial aid, admissions, and other topics of concern. Finally, there will be several forums of discussion focusing on college for question and answer. **Last year, we had 108 students attend which was an increase from the year before.**

We are asking that you purchase an advertisement in our souvenir booklet. Prices for our advertisements are printed on the attached page. If you would like to contribute more, there are sponsorship levels listed for you. One new item in which we are adding is sponsorship of youth to the banquet. Last year, 20 youth attended the banquet and the experience proved to be very enlightening. If you have any questions, please feel free to call me at (864) 422-8512. Thank you for your attention and support.

Sincerely,

Charles Beasley
MLK Committee Chairman

Martin Luther King Jr. 2003 Celebration Solicitation Sheet

Theme: The Dream Versus Our Focus; How Do They Fit Together Today

Sponsorship Levels:

GOLD

\$3000

- Company's name on event marquee and associated with event in all advertisements (TV, radio, billboard, and correspondence)
- Sponsorship of 2 scholarships given to designated high school graduates
- Recognition as a Gold sponsor at both the MLK Youth Day Program and the MLK Dinner Banquet (plaque at banquet)
- 1 reserved table at the MLK Dinner Banquet (10 people)
- Sponsorship of 4 youth to attend the MLK Dinner Banquet
- 1 full page advertisement in the program booklet

SILVER

\$2000

- Sponsorship of a scholarship given to a designated high school graduate
- Recognition as a Silver sponsor at the MLK Dinner Banquet
- 5 tickets to the MLK Dinner Banquet
- Sponsorship of 2 youth to attend the MLK Dinner Banquet
- 1 full page advertisement in the program booklet

BRONZE

\$1000

- Recognition as a Bronze sponsor at the MLK Dinner Banquet
- 2 tickets to the MLK Dinner Banquet
- Sponsorship of 2 youth to attend the MLK Dinner Banquet
- 1 full page advertisement in the program booklet

Sponsorship of Youth to Banquet

Half table (5 youth).....\$125
Full table (10 youth).....\$250

YOUTH Program Sponsorship

\$1500

ADVERTISEMENT PRICES

Back Cover.....\$250
Inside Cover.....\$200
Full Page.....\$150
Half Page.....\$75
Quarter Page.....\$50
Banquet Tickets.....\$25

Martin Luther King Jr. 2003 Celebration Sponsorship Sheet

Theme: The Dream Versus Our Focus; How Do They Fit Together Today

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone () _____

Please check the category(s) of sponsorship that you are interested in.

SPONSORSHIPS

GOLD	\$3000	_____
SILVER	\$2000	_____
BRONZE	\$1000	_____

SPONSORSHIP OF YOUTH TO BANQUET

Half table (5 youth)	\$125	_____
Full table (10 youth)	\$250	_____

<u>YOUTH SPONSORSHIP</u>	\$1500	_____
---------------------------------	--------	-------

SOUVENIR BOOKLET ADS

Back Cover	\$250	_____
Inside Cover	\$200	_____
Full Page	\$150	_____
Half Page	\$75	_____
Quarter Page	\$50	_____
BANQUET TICKETS (per person)	\$25	_____

Please return to: P.O. Box 5244 Greenville, SC 29606
If you have any questions, please contact Charles Beasley at (864) 422-8512.