

KAPPA TAKEOVER '22



June 18, 2022
MGM National Harbor
CHARITY EVENT
SPONSORSHIP PACKAGE



Sponsored by four DMV-area alumni chapters of
Kappa Alpha Psi Fraternity, Inc. and
affiliated charitable foundations.

Sponsorship Contact
Jennifer Dickens / jenngerr@gmail.com

KAPPA TAKEOVER '22

About Kappa Takeover

Kappa Takeover is a charity event that will take place June 18, 2022 at **MGM National Harbor**.

The event will be produced and hosted by three Maryland-based alumni chapters of **Kappa Alpha Psi Fraternity, Inc.**, each with a long, distinguished history of **service to their communities**:

- ✓ **Bowie-Mitchellville (MD) Alumni**
- ✓ **College Park – Sandy Spring (MD) Alumni**
- ✓ **Silver Spring (MD) Alumni**



KAPPA TAKEOVER '22

Key Team Members

Event Chair

Vernon Marrow

vernonjmarrow@aol.com

Sponsorship Chair

Jennifer Dickens

jenngerr@gmail.com

Marketing Chair

Nelson Grillo

kappatakeover.social@gmail.com



KAPPA TAKEOVER '22

Our Charitable Purpose

The **charitable purpose** of Kappa Takeover is to raise money to **fund charitable causes and community service initiatives** supported by the participating organizations, including:

- ✓ **College scholarships**
- ✓ **Youth mentoring programs**
- ✓ **Public / private partnerships to aid victims of domestic violence, sexual abuse, and elder abuse.**

Kappa Takeover is a unique opportunity for your company to partner with our coalition to **demonstrate your commitment to the DMV-area community and reach an affluent, highly educated, and influential audience** through digital marketing and direct engagement at the event.



KAPPA TAKEOVER '22

Event Information

Event Date / Time

- ✓ June 18, 2022
- ✓ 4:00 PM – 2:00 AM EDT

Event Location

- ✓ MGM National Harbor Resort & Casino (Oxon Hill, MD)

Projected Attendance

- ✓ 1,250 to 2,000

Entertainment

- ✓ DJs: DJ Spinderella, DJ Flava (93.9 WKYS / MAJIC 102.3), DJ Rod Madd Flava, DJ Spinrillo
- ✓ MC: Ulysses “Stretch” Garrett (96.3 WHUR)

Dress Code

- ✓ All-white, summer casual chic



KAPPA TAKEOVER '22

Kappa Takeover Audience

Highly Educated / Affluent / Influential / Mature

90%

with college
degrees

80%

\$100K+ annual
household income

95%

35 years
or older

Kappa Takeover Marketing Reach

Social Media / Email / Grassroots / Earned Media

250K+

social media
impressions

100K+

social media
reach

5K+

email address
database



KAPPA TAKEOVER '22

Sponsorship Opportunities

A portion of your sponsorship gift may be tax deductible

\$10,000

Platinum Sponsor

EXCLUSIVE
one sponsor

- ✓ Event co-branding: "sponsored by" credit on the event website, all social media posts and ads and email blasts. Company tagged in social media posts and ads.
- ✓ Company logo displayed on the event website, Eventbrite page and all advertising with a link to the company home page.
- ✓ Complimentary VIP tickets (10).
- ✓ Company representative can speak on stage during the event.

\$5,000

Gold Sponsor

EXCLUSIVE
up to three sponsors

- ✓ Company logo displayed on the event website, Eventbrite page and email blasts with a link to the company home page. Company tagged as a sponsor in social media posts and ads.
- ✓ Complimentary VIP tickets (5).
- ✓ Company representative acknowledged on stage during the event.

\$1,000

Silver Sponsor

- ✓ Company listed as a sponsor on the event website, Eventbrite page and email blasts.
- ✓ Complimentary VIP tickets (2).
- ✓ Company acknowledged as a sponsor during the event.

\$500

Bronze Sponsor

- ✓ Company listed as a patron on the event website and Eventbrite page.
- ✓ Complimentary VIP ticket (1).

KAPPA TAKEOVER '22

In-Kind Sponsorship Opportunities

A portion of your sponsorship gift may be tax deductible

- ✓ **Catering and Alcohol Exclusive Sponsor**
*Same sponsorship recognition as the **Platinum** Sponsorship*
- ✓ **Marketing and Advertising Exclusive Sponsor**
*Same sponsorship recognition as the **Gold** Sponsorship*
- ✓ **Event Decor Exclusive Sponsor**
*Same sponsorship recognition as the **Silver** Sponsorship*
- ✓ **Customized Sponsorship Opportunity**
Contact Jennifer Dickens / jenngerr@gmail.com

