

# ***KAPPA TAKEOVER 2023***



***June 17, 2023***  
***MGM National Harbor***

***CHARITY EVENT***  
***SPONSORSHIP PACKAGE***



**Presented by five Washington, DC area alumni  
chapters of Kappa Alpha Psi Fraternity, Inc.  
and their affiliated charitable foundations**

# ***KAPPA TAKEOVER 2023***

## ***About Us***

**Kappa Takeover (KT) is an annual charity event that will take place June 17, 2023 at MGM National Harbor MD**

**Our 5<sup>th</sup> annual event is hosted by five Washington, DC area alumni chapters of Kappa Alpha Psi Fraternity, Inc., each with a long, distinguished history of service to the community:**

- ✓ **Bowie - Mitchellville (MD) Alumni – [www.bmdf.bmackapsi.org](http://www.bmdf.bmackapsi.org)**
- ✓ **College Park-Sandy Spring (MD) Alumni – [www.kappacommunity.org](http://www.kappacommunity.org)**
- ✓ **Fort Washington (MD) Alumni – [www.kappafoundationfortwashington.org](http://www.kappafoundationfortwashington.org)**
- ✓ **Silver Spring (MD) Alumni – [www.mkkyf.org](http://www.mkkyf.org)**
- ✓ **Washington (DC) Alumni – [www.ksef-inc.org](http://www.ksef-inc.org)**





# ***KAPPA TAKEOVER 2023***

## ***Philanthropic Mission***

**Our philanthropic mission is to raise money to fund charitable causes and community service initiatives supported by the participating organizations, including:**

- ✓ **Educating and Empowering Underserved Youth**
- ✓ **Youth Mentoring and College Scholarships**
- ✓ **Health & Wellness Programs**
- ✓ **Student Supplies, Food and Clothing Collection Campaigns**
- ✓ **Public & Private Partnerships to Aid Victims of Domestic Violence, Sexual Abuse, and Elder Abuse.**

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



# ***KAPPA TAKEOVER 2023***

## ***Our Impact***

Learn how programs and initiatives funded by our foundations have made a difference in the lives of young people and families in the Mid-Atlantic area.

“ As a student who must work two – three jobs to afford to go to school, words cannot describe how grateful I am to receive \$4,000 in scholarship money. It will be of great use in helping me with continuing my education while also relieving my stress about finances. ”

**AaNiah Ahlia Natera Sanders**

**WINNER - Miss Unity Scholarship Pageant**  
University of Maryland

“ I'm grateful my chapter received funds for us to experience awesome guest speakers like Mr. Hardge. He taught us that "life is what you make it, information is what you know, application is what you do, and manifestation is what you get". I apply those words to my life daily. Thank you for funding these kind of opportunities for us. It matters! ”

**Arman Thomas**

**Vice President – Ft Washington Kappa League**  
Ballou Senior High School

“ It is imperative for my son to be surrounded by groups of other like-minded young men who share his outlook on life. Now we are here in the CPSS Guide Right Kappa League surrounded by like-minded young men, who are all striving to become the brightest and the best. Forming bonds and creating a network of brotherhood that will go way beyond their time in Kappa League. And this bond, this nurturing of love, education, and walk into manhood, that comes from the students and mentors came right on time. ”

**Kappa League Mom**

**College Park – Sandy Spring Kappa League**  
College Park, MD





# ***KAPPA TAKEOVER 2023***

## ***Event Information***

**Over its 4 year history, Kappa Takeover has become the premier social network of African American professionals in the Mid-Atlantic Region and beyond.**

### **Event Date / Time**

- ✓ **June 17, 2023**
- ✓ **4:00 PM – 2:00 AM EST**

### **Event Location**

- ✓ **MGM National Harbor Resort  
Oxon Hill, MD**

### **Projected 2023 Attendance**

- ✓ **2,000**

### **Historical Attendance**

- ✓ **1,600 – 1,800**

**975**

**tickets sold  
In the first  
10 days**

**VIP**

**SOLD OUT  
in 24hrs**



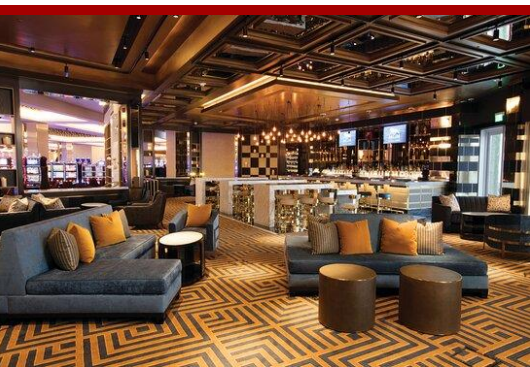
# ***KAPPA TAKEOVER 2023***

## ***Event Features***

**Our reach includes an expansive network of 7000k+ professionals from every industry who come together to network, give back and celebrate!**

- ✓ **2000+ attendees**
- ✓ **Video Marquee**
- ✓ **Celebrity guest DJs**
- ✓ **Large social media presence pre-event and post-event**
- ✓ **Invited celebrity guests**
- ✓ **Numerous branding and product placement opportunities**
- ✓ **Professional videography and photography for promotional use**
- ✓ **Custom themed décor**

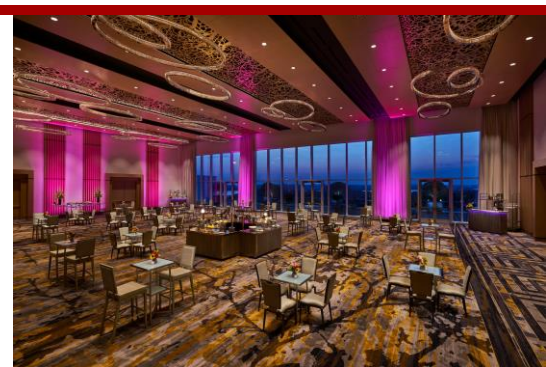
***MGM Felt Lounge  
VIP Pre-Party  
Event***



***MGM Potomac  
Plaza  
Main Event***



***MGM Ballroom  
Post-Party Event***





# ***KAPPA TAKEOVER 2023***

## ***Demographics***

Over 6500+ guests have attended Kappa Takeover the past 4 years, representing 34 different states and Washington DC\*

### **Kappa Takeover Audience**

***Highly Educated / Affluent / Influential / Mature***

**90%**

with college  
degrees

**80%**

\$100k+ annual  
HH income

**95%**

35 years  
or older

### **Kappa Takeover Marketing Reach**

***Social Media / Email / Grassroots / Earned Media***

**900K+**

social media  
impressions

**300K+**

social media  
reach

**7K+**

email address  
database

\* Combined attendance over multiple events



# **KAPPA TAKEOVER 2023**

## **Sponsorship Opportunities**

We are actively seeking sponsors and pursuing relationships with organizations who have shared values and will extend KT's positive community impact further. Sponsorship levels are designed to afford maximum value and opportunity for sponsors to engage and interact with KT host committee members and our extended network. A representative sample of prior year sponsors include; Keller Williams, Coca-Cola, Diggs Boys and Hennessy.

**\$20,000**

**Diamond Sponsor**

**EXCLUSIVE**  
**One Sponsor**

- ✓ Event co-branding: "sponsored by" credit on all event marketing collateral and digital platforms.
- ✓ Company logo displayed on the event website, Eventbrite page, and email blasts with a link to the company home page.
- ✓ Complimentary VIP tickets (10).
- ✓ Company video played on the main marquee throughout the event.
- ✓ Company representative can speak on stage during the event.

**\$10,000**

**Platinum Sponsor**

**EXCLUSIVE**  
**One Sponsor**

- ✓ Company listed as a sponsor on all event marketing collateral.
- ✓ Company logo displayed on the event website, Eventbrite page, and email blasts with a link to the company home page.
- ✓ Complimentary VIP tickets (6).
- ✓ Company logo displayed on the main marquee throughout the event.
- ✓ Company representative can speak on stage during the event.

**\$5,000**

**Gold Sponsor**

- ✓ Company logo displayed on the event website, Eventbrite page, and email blasts with a link to the company home page.
- ✓ Complimentary VIP tickets (2).
- ✓ Company listed as a sponsor on the main marquee throughout the event.
- ✓ Company announced as a sponsor on-stage during the event.

**\$1,000**

**Silver Sponsor**

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

**\$500**

**Bronze Sponsor**

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