



**September Breakfast
Sponsorship Information Packet**



Murrieta Temecula Area Alumnae Chapter Delta Sigma Theta Sorority Incorporated

4th Annual SEPTEMBER BREAKFAST

Staying Sane During the Campaign: The Intersection of Mental Health and Highly Politicized Elections.

The Murrieta-Temecula Area Alumnae Chapter (MTAAC) of Delta Sigma Theta Sorority, Inc., is hosting its signature event, the Annual September Breakfast and chapter fundraiser at the Pechanga Resort Casino in Temecula, California. The 24th National President of Delta Sigma Theta Sorority Inc., Dr. Cynthia M.A. Butler McIntyre, will serve as our guest speaker. She is a dynamic educator, motivator, and spiritual advocate and activist.

Once again, we will honor "Community Heroes" who demonstrate excellence in the areas of the sorority's Five-Point Programmatic Thrust: Economic Development, Educational Development, International Awareness & Involvement, Physical and Mental Health, and Political Awareness & Involvement. All proceeds from the event will support MTAAC scholarships and chapter programs. MTAAC scholarships are awarded annually to outstanding graduating high school students from the communities of Murrieta, Temecula, Canyon Lake, Hemet, Lake Elsinore, Lake Mathews, Menifee, Perris, San Jacinto, Wildomar, and Winchester. This year, we awarded five scholarships to deserving 2024 graduating seniors, totaling \$10,000!

In four short years, MTAAC, with the help of its community partners, has made a significant impact through events which include, but are not limited to; donations to the Circle of Care Food Bank, California Family Life Center, and local hospitals. Partnerships with Habitat for Humanity and Menifee Better Together to paint homes and beautify lawns in our community, and a monthly sock distribution for persons in need, in collaboration with Murrieta United Methodist Church. Our Delta DEARS host a bookmobile for the Julia Lee Performing Arts School in Lake Elsinore. MTAAC has provided community workshops on estate planning and financial literacy; involved the community in Physical and Mental Health initiatives; collaborated with the National Council of Negro Women and the Inland Empire Men's Club to provide hygiene products and haircuts for citizens of our community. Last, but not least, our organization hosts three youth programs for adolescents and young people in our community.

Our service to the community has earned MTAAC Regional recognition as the *2022 Farwest Small Chapter of the Year*, *Exemplary Program* awards for our Delta Academy and EMBODI programs (2023); and National Recognition for our Delta Academy program (First Place, Small Chapter, 2023).

We are here to serve our community! We invite you to join in our efforts by supporting the 4th Annual September Breakfast fundraiser! Please support our work with a sponsorship, donation, and/or advertisement.



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We are MTAAC - Making an IMPACT!

4th Annual September Breakfast Schedule of Activities

This year's event will take place at California's biggest & best, **Pechanga Resort Casino**, a AAA Four Diamond resort with 1090 luxurious guest rooms and meeting rooms. Pechanga is the perfect venue for our 4th Annual September Breakfast.

We have an amazing program planned, along with a unique opportunity for guests to join us for our early morning Sip and Shop experience featuring an exciting assortment of quality auction items.

8:00	AM	Sip and Shop (Silent Auction)
8:00	AM	Registration and Doors Open
9:00	AM	Program Begins





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Delta Sigma Theta Sorority Incorporated**

SPONSORSHIP BENEFITS

Sponsoring the September Breakfast has many benefits for you including:

- Positive positioning and direct exposure to your target market(s)
- Your organization's enhanced image in the local community
- Indirect publicity via media coverage of the event
- E-marketing campaign to previous participants leading up to the event
- Social Media campaign launched prior to the event with regular Facebook, Instagram and Twitter updates
- Advertising and editorial leads in local print media - press releases to Valley News, Press Enterprise, etc.

Get Involved

There are several ways your organization can be involved in the 4th Annual September Breakfast

- Financial support or donation – sponsorship of the overall event
- Supply products and/or services for recognition and leadership awards
- Passing on marketing materials and promoting participation
- Goods – value in-kind



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LEVEL SPONSORSHIP OPPORTUNITIES

There are numerous levels of event sponsorship opportunities to best meet your organization's budget, marketing needs and desire to reach the community with your message.

As a Sponsor, your company will receive:

Crimson Sponsorship Level

\$5,000.00

Identification as Sponsor on local campaign collateral materials, including:

- Company name, information and logo listed as the Crimson level sponsor
- Company name highlighted and displayed during **announcements** as the September Breakfast Crimson Sponsor
- Prominent logo and/or **company name on all promotions and publicity** including print ads, press releases, flyers, posters, and program
- Company recognition on **social media outlets** (i.e. MTAAC Facebook, Instagram and Twitter Page)
- Company name included in all **electronic communications** to all participants
- **8 tickets** in the sponsorship section at the September Breakfast



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Cream Sponsorship Level

\$2,500.00

Identification as Sponsor on local campaign collateral materials, including:

- Company name, information and logo listed as the Cream level sponsor
- Company name highlighted and displayed during **announcements** as the September Breakfast Cream Sponsor
- Prominent logo and/or **company name on all promotions and publicity** including print ads, press releases, flyers, posters, and program
- Company recognition on **social media outlets** (i.e. MTAAC Facebook, Instagram and Twitter Page)
- Company name included in all **electronic communications** to all participants
- **6 tickets** in the sponsorship section at the September Breakfast

Pearl Sponsorship Level

\$1,250.00

Identification as Sponsor on local campaign collateral materials, including:

- Company name, information and logo listed as Pearl Level Sponsor
- **4 tickets** in the sponsorship section at the September Breakfast

Violet Sponsorship Level

\$500.00

Identification as Sponsor on local campaign collateral materials, including:

- Company name listed as Violet Level Sponsor
- **2 tickets** in the sponsorship section at the September Breakfast



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Program Ads

Program Ads are an avenue to get your product or information directly into the hands of each participant. Each attendee will receive a link to the virtual ad booklet which they can access anytime throughout the year to patronize your business.

\$300 (Back Inside/ Back Outside)

\$200 full page

\$125 half page

\$75 quarter page

In-Kind Sponsor

In-kind donations are donated commodities and are not cash. With that in mind, we welcome and will recognize any and every contribution made to help us serve our community. Below are a list of our events needs:

- o Green Room Decoration, Refreshment and Speaker Gifts
- o Awards and Plaques
- o Flowers/Decorations

SPONSORSHIP AGREEMENT

SPONSORSHIP AGREEMENT: Please print or type the requested information below as it should appear in the program

Business Name: _____

Primary Contact: _____

Address: _____

Telephone: _____ Email _____

Alternative Contact Information: _____

Select sponsorship level below. Enter the event you wish to sponsor:

Crimson Sponsor \$5,000 Cream Sponsor \$2,500

Pearl Sponsor \$1,250 Violet Sponsor \$500

Program Ad:

\$300 (Back Inside) \$300 (Back Outside) \$200 full page \$125 half page \$75 quarter page

In-Kind Sponsor _____

Total Amount: \$ _____

Form of Payment: Cash Check Money Order Cashiers Check

Payments and files must be received on or before August 20, 2024.

Artwork and logos for sponsorship should be submitted to mtaacfunddev@gmail.com as follows:

- Logos should be submitted as hi-res (300 dpi) JPEG or EPS files.
- Logos for signage should be submitted as hi-res (300 dpi) JPEG or EPS files.
- Logos for web sites should be submitted as 72 dpi JPEG or PNG files.

Signature of Authorized Representative

Date

SEND COMPLETED APPLICATION AND PAYMENT TO:

Delta Sigma Theta Sorority, Inc.

(Please make checks payable to Delta Sigma Theta Sorority, Inc.)

Murrieta Temecula Area Alumnae Chapter (MTAAC)

29910 Murrieta Hot Springs Road, G224

Murrieta, CA 92563