

2025 SPONSORSHIP PACKET



THE ORIGINAL
Sundresses
& SEERSUCKERS®
XIV
ATLANTA 2025



Atlanta's Signature Event

What began as a small gathering has since evolved into one of Atlanta's most anticipated annual traditions—the Original Sundresses & Seersuckers®. This signature event celebrates high fashion, vibrant music, and community engagement, drawing hundreds of attendees each year.

Sundresses & Seersuckers® offers an elegant outdoor experience, where women are encouraged to showcase their finest sundresses, and men are invited to don their sharpest seersucker suits. The event effortlessly blends sophistication with outdoor fun, creating an atmosphere where fashion and philanthropy converge, and where the Atlanta community unites to celebrate culture, style, and mutual support.

At its core, Sundresses & Seersuckers® is dedicated to giving back. Proceeds from the event directly benefit the Black Rhinos Mentoring Program, providing scholarships to help nurture the next generation of leaders within the community.

To date, Sundresses & Seersuckers® has raised over **\$500,000** in scholarship funds, positively impacting countless young individuals and ensuring the futures of these mentees—much like the endangered black rhinoceros—are protected and nurtured.

Proudly hosted by the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc., and produced by the 501(c)(3) organization, Commitment to Excellence, Inc., the event has garnered significant support from over 75 businesses each year. These partnerships are essential to the event's success, and the number of corporate sponsors continues to grow, with backing from major companies across the country.

As a corporate sponsor, involvement in Sundresses & Seersuckers® offers a unique opportunity to align a brand with a highly visible and celebrated event, while also making a tangible impact on the lives of young, African American youth in the metro Atlanta area.

This partnership stands as a testament to a company's commitment to corporate social responsibility and its dedication to enriching the future of the community.



The Weekend of Events



Meet & Greet **Thursday, June 5** Suite Lounge Atlanta

Chill, mingle and make new memories! Whether you're looking to meet new people, or just start your weekend right—this is the place to be.



The PreVue **Friday, June 6** Hyatt Regency Atlanta

A lively, mix of music, dancing, and socializing designed to warm up the weekend with high energy and great vibes.



MarketPlace **Friday, June 6** Hyatt Regency Atlanta

Ultimate shopping and wellness experience. Connect with our premium vendors and visit our health partners all at the Marketplace.



Sponsors Reception **Friday, June 6** Hyatt Regency Atlanta

An exclusive cocktail reception in appreciation of your invaluable support. Your partnership has played an essential role in our success.



The PreQuel **Friday, June 6** Southern Exchange

A final dress rehearsal to make sure everything is on track. Tweak your fit, and enjoy some music and dancing before the big day.



The Original Sundresses & Seersuckers® **Saturday, June 7** Home Depot Backyard

Atlanta's most anticipated annual traditions. A celebration of high fashion, vibrant music, and community.



The AfterGroove **Saturday, June 7** Hyatt Regency Atlanta

It's all about pacing yourself! Fully enjoy the more relaxed, free-spirited vibe that comes after the main festivities.



Day Party **Sunday, June 8** Suite Lounge Atlanta

A heartfelt celebration, to say goodbye to friends and colleagues. Mingling over light refreshments, music, and good conversations.



Media Highlights



20,000
Engaged Users



50,000
Engaged Users



100,000,000
Views



8,500
Subscribers



Credit: Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc.

Sundresses, Seersuckers and Ques

If you were driving around downtown Atlanta the weekend before last, you might have come across the festival of music and springtime fashion that is the [Original Sundresses and Seersuckers](#). This annual event, hosted by the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, was held at Centennial Olympic Park for the second year in a row, attracting more than 10,000 attendees.

If you ask me, the best part of S&S is the people-watching. You'll see men in classic three-piece suits or wearing bowties made of unexpected fabrics. Women show out in trendy dresses and jumpsuits with ruffles, cutouts or bodycon silhouettes. And when I say every shade, I don't just mean the colorful attire. This grown and sexy crowd is packed with melanin.

The icing on the cake? S&S helps DMM fund its Black Rhinos Mentoring Program serving Black boys in middle and high school, scholarships to graduating seniors and even a support program for the homeless and people with cancer. Check out the [rotating photo slideshow](#) above.

-Tia Mitchell, Washington Correspondent

Media Coverage:





Patron Information

Attendees



Men: **40%**
Women: **60%**

Age of Attendees



26-35: **5%**
36-45: **28%**
46-55: **52%**
56-65: **15%**

Attendees Annual Income



>\$200K: **20%**
\$175-\$199K: **8%**
\$150-\$174K: **10%**
\$125-\$149K: **12%**
\$100-\$124K: **20%**
\$75-\$99K: **18%**
\$50-\$74K: **10%**
<\$50K: **2%**

Scholarship Success



Aboubacar Barrie
Scholarship Recipient

One of the Four Cardinal Principles of Omega Psi Phi Fraternity, Inc. is Scholarship, and the Delta Mu Mu Chapter is committed to upholding this principle. Since its inception, the chapter has awarded over \$500,000 in scholarship funds to support the educational pursuits of our youth. In 2024, the Delta Mu Mu Chapter, through its Commitment to Excellence, Inc., awarded its largest scholarship to date—\$85,000. None of this would be possible without the generous support of our community.

As an early scholarship recipient, Aboubacar Barrie demonstrated academic excellence and dedication throughout his time at Georgia Tech, where he majored in Business and Engineering. As a first-generation college student, Aboubacar faced financial challenges, as his family's income was not sufficient to cover the full cost of his education. However, he was fortunate to receive scholarships, including two from the Delta Mu Mu Chapter, which played a crucial role in enabling him to pursue his degree without the burden of excessive student loans.

Aboubacar is a self-starter with a passion for both entrepreneurship and technology. From high school, he set a goal to finance his college education. As a May 2024 graduate of Georgia Tech, Aboubacar is proud to say he has achieved this goal without taking out a single student loan.



The Black Rhinos Mentoring Program was established in 2009 to address the daily academic, social, and community challenges young black men face.

Each participant is trained in leadership development, entrepreneurial skills and community service involvement. In addition, the program hosts an annual college tour that visits historically black colleges and universities (HBCUs) and other educational institutions in the southeast.

Since the program's inception the Black Rhinos Program has served over 1,000 young men and currently mentors 100 young men throughout Metro Atlanta grades 6 through 12.



**It is easier to
build strong
children than
it is to repair
broken men.**

-Fredrick Douglass



Main Event Sponsorship

Exclusive branding opportunities at Saturday's Sundresses & Seersuckers® main event.



1

5

2

3

4

- 1. Main Stage
- 2. House of Jazz
- 3. Chill Zone
- 4. VIP Experience
- 5. S&S Lounge

Main Event Sponsorship

Exclusive branding opportunities at Saturday's Sundresses & Seersuckers® main event.



Exclusive Sponsor \$350,000

- Co-branded name in event title.
- Industry exclusivity throughout event.
- S&S mobile app placements:..
- Co-branded areas: Main Stage, VIP, House of Jazz, Chill Zone, and S&S Lounge.
- Social media pre/post events
- Premium venue signage.
- Recognition on main stage.



Main Stage & VIP \$250,000

- Co-branded Main Stage & VIP area.
- Exclusive premium signage.
- S&S mobile app placements:..
- Social media visibility.



The Lounges \$150,000

- Co-branded House of Jazz, Chill Zone, and Lounge.
- Exclusive premium signage.
- S&S mobile app placements:..
- Social media visibility..

Co-Branding Opportunities

As a Co-Branding Partner, you'll receive:



Meet & Greet \$25,000

- Your logo featured on all event marketing materials.
- Exclusive space for your branding at the event.
- Deliver remarks and greetings during the event.
- Co-branded posts to boost visibility before and after the event.



The PreQuel \$100,000

- Your logo featured on all event marketing materials.
- Exclusive space for your branding at the event.
- Deliver remarks and greetings during the event.
- Co-branded posts to boost visibility before and after the event.



Market Place \$30,000

- Your logo featured on venue marquee & marketing materials.
- Exclusive booth space for your branding at the event.
- Deliver remarks during the event, with Reserved VIP seating
- Co-branded posts to boost visibility before and after the event.



The After Groove \$50,000

- Your logo featured on all event marketing materials.
- Exclusive space for your branding at the event.
- Deliver remarks and greetings during the event.
- Co-branded posts to boost visibility before and after the event.



PreVue Day Party \$20,000

- Your logo featured on all event marketing materials.
- Exclusive space for your branding at the event.
- Deliver remarks and greetings during the event.
- Co-branded posts to boost visibility before and after the event.



Day Party \$25,000

- Your logo featured on all event marketing materials.
- Exclusive space for your branding at the event.
- Deliver remarks and greetings during the event.
- Co-branded posts to boost visibility before and after the event.

Sponsorship Levels



\$20,000

- 16 weekend sponsor experience passes • Grand entry signage
- Custom pop-up banner in main entry walk way at main event
- Social media post & business advertainment • Signage on sponsor banner
- Bring greetings from S&S main stage • Remarks at Friday's sponsor reception
- 10 passes to sponsors reception

\$15,000

- 12 weekend sponsor experience passes • Grand entry signage
- Custom pop-up banner in main entry walk way at main event
- Social media post & business advertainment • Signage on sponsor banner
- Bring greetings from S&S main stage • Remarks at Friday's sponsor reception
- 8 passes to sponsors reception

\$10,000

- 8 weekend sponsor experience passes
- Custom pop-up banner in main entry walk way at main event
- Social media post & business advertainment
- Signage on sponsor banner
- Bring greetings from S&S main stage
- 6 passes to sponsors reception

\$5,000

- 6 weekend sponsor experience passes
- Custom pop-up banner in main entry walk way at main event
- Social media post & business advertainment
- Signage on sponsor banner
- 4 passes to sponsors reception

\$2,500

- 2 weekend sponsor experience passes
- Signage on sponsor banner
- 2 passes to sponsors reception

\$1,000

- 2 Saturday sponsor day passes
- Signage on sponsor banner
- 2 passes to sponsors reception

\$20,000

\$15,000

\$10,000

\$5,000

\$2,500

\$1,000

Mobile App*

The Sundresses & Seersuckers® Mobile App will be used by thousands of attendees, providing event updates and navigation. Sponsorship opportunities include:

Home Screen Sponsor (*Exclusive Sponsor*): Prime placement visible to all users, linking to the sponsor's webpage.

Navigation Sponsor (*Exclusive Sponsor*): Logo in the slide-out menu, enhancing the Home Screen Sponsor's visibility.

Splash Screen Sponsor (*Exclusive Sponsor*): Appears briefly on iOS devices as the app loads (not available on Android).

Sponsors Screen: Interactive list of logos linking directly to sponsor pages, with messaging and offers.

Sponsored Push Notifications: Targeted notifications to users, driving them to specific actions or places.

Banner Ads: Visible across the app, offering broad exposure on nearly every page.

Sponsored Signup Forms (*Limited inventory*): Maximize engagement with sweepstakes entries, with data shared directly with the sponsor.

Official Rideshare Partner (*Exclusive*): Promote a rideshare partner in the app, with push notifications and promo codes for added value.

Camera Branded Photo Frames (*Limited inventory*): Custom photo frames for users to share on social media, promoting your brand.



* The Mobile App is available as an add-on for sponsorship levels of \$5,000 or more. Contact Sponsorship Chairman for more details.



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