

A silhouette of the Atlanta skyline against a dark purple background, with the city's signature skyscrapers like the Bank of America Plaza and the Georgia Dome visible.

THE ORIGINAL

Sundresses
& SEERSUCKERS®

ATLANTA 2025

VENDOR PACKET

@ORIGINALSNS





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

Media Coverage:



Atlanta. News. Now.



Credit: Delta Mu Mu Chapter of Omega Psi 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 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



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%

Market Place Vendor Opportunity

Hyatt Regency Atlanta • Centennial Ballroom • 265 Peachtree St NE, Atlanta, GA 30303

Friday June 6 | 9AM – 5PM and Saturday June 7 | 9AM – 4PM

\$600 Standard Booth
\$800 Corner Booth

Booth Space Includes:

- 2 Saturday Day Passes
- One 8' x 10' (80 sq. ft.) booth
- One 6ft. Table
- 2 Chairs

Vendor Requirements:

All vendors must **submit an application** for approval by Commitment to Excellence, Inc.(CTE).

An online payment link will be emailed upon approval with full payment due upon receipt.

Selling, vending or promoting of ANY ITEM or services with any part of the name Sundresses & Seersuckers® is strictly prohibited.

Omega Psi Phi Fraternity, Incorporated paraphernalia can only be sold by an official licensed vendor. Such vendors must provide proof of license agreement.

Vendors must submit a photo of your booth setup and provide proof of current \$1,000,000 liability insurance. CTE must be added as additional insured on the Certificate of Insurance.

The COI must also be submitted via email to vendorsands@gmail.com no later than 30 days prior to the June 5 event date showing an expiration date after June 8, 2025.

ONE VENDOR PER BOOTH. SUBLetting OR SHARING OF BOOTH SPACE IS STRICTLY PROHIBITED.



Vendor Application

All Lines Required

This application is an agreement between Commitment to Excellence (CTE) and the vendor listed within.

Company Name

Address

Contact Person

Email

Phone

Website

Social Media

Company Description

List main merchandise (Items illegal in the State of Georgia are not allowed)

Is your business part of Multilevel Marketing (MLM) company?

Yes

No

If so, what is the name of company? (i.e. Pure Romance, Paparazzi Jewelry)

Vendor Application

All Lines Required

General Terms and Conditions

Contract Acceptance

This contract shall become binding and effective only when it has been signed on the facing page by Exhibitor and countersigned on the facing page by a duly authorized representative of Commitment to Excellence (CTE)

Assumption of Risk; Releases

Vendors expressly assumes all risks associated with, resulting from or arising in connection with vendor's participation or presence at the Event, including, without limitation, all risk of theft, loss, harm, damage or injury to the person (including death), property, business or profits. Vendors, whether caused by negligence, intentional act, accident, act of God or otherwise. Vendor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area, including without limitation any subrogation claims by its insurer). Neither organizer nor the vendor facility accepts responsibility, nor is a bailment created, for property delivered by or to vendor. Neither organizer nor the vendor facility shall be liable for, and vendor hereby fully and forever release and discharge the organizer and the vendor facility, individually and collectively, and their present and former officers from all claims, actions, causes of action, demands, cross-claims, counter-claims, obligations, contracts, indemnities, contributions suits, debts, sums, accounts, demands whatsoever, in law relating to or arising out of vendors participation and/or presence in the event.

Indemnification

Vendor shall on a current basis, indemnify, defend (with legal counsel satisfactory to Commitment to Excellence (CTE) in its sole discretion) and hold Organizer and the Vendor Facility harmless from any and all claims, demands, suits, liabilities, damages, losses, cost, reasonable attorneys' fees and expenses, which result from or arise out of or in connection with (a) Vendor's participation or presence at the event; (b) any breach by vendor of any agreements, covenants, promise or other obligations under this contract; (c) any matter for which vendor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim or violation or infringement) of any law or ordinance or the right of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of vendor (f) harm or injury (including death) to vendor and (g) loss or damage to property or the business or profits of vendor, whether caused by negligence, intentional act, act of God, theft, mysterious disappearance or otherwise. Vendor shall not settle or compromise any claims against organizer without organizer's prior written consent.

Limitation of Liability

UNDER NO CIRCUMSTANCES SHALL ORGANIZER OR THE EXHIBIT FACILITY BE LIABLE FOR ANY LOST PROFITS OR ANY INCIDENTAL, SPECIAL, INDIRECT, PUNITIVE OR CONSEQUENTIAL DAMAGES WHATSOEVER FOR ANY OF THE ACTS OR OMISSIONS WHETHER OR NOT APPRISED OF THE POSSIBILITY OF ANY SUCH LOST PROFITS OR DAMAGES, IN NO EVENT SHALL ORGANIZERS MAZIMUM LIABILITY UNDER ANY CIRCUMSTANCE EXCEED THE AMOUNT ACTUALLY PAID TO COMMITMENT TO EXCELLENCE (CTE) BY VENDOR FOR EXHIBIT SPACE RENTAL PURSUANT TO THIS CONTRACT. Organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the event or regarding any other matter.

Qualification of Vendor

Commitment to Excellence (CTE), in its sole discretion, shall have the right to determine whether a prospective exhibitor is eligible to participate in the Event. Applicants who have not previously vended at a prior event held by Organizer similar to that of the Event may be required to submit a description of the nature of their business and the items intended to be vendors. Commitment to Excellence (CTE) reserves the right to restrict or remove any vendor which Commitment to Excellence (CTE), in its sole discretion, believes is objectionable or inappropriate

Assignment of Space

Vendor space shall be assigned by Commitment to Excellence (CTE) in its sole discretion for the event and for the event dates only. Any such assignment does not imply that similar space will be assigned for future events held by Organizer. Commitment to Excellence (CTE) reserves the right to change the floor plan or to move a vendor to another booth location prior to or during the Event if Commitment to Excellence (CTE) in its sole discretion determines that to do so is in the best interest of the Event. NO SUBLET OR SHARING OF VENDOR BOOTH. ONLY ONE VENDOR PER BOOTH IS ALLOWED.

Vendor Application

All Lines Required

Cancellation by Vendor

Cancellation: Generally, partial cancellation of booth space is not permitted, any partial cancellation must have the prior written consent of Commitment to Excellence (CTE) , which consent shall be in Commitment to Excellence (CTE) absolute discretion. There will be no refunds for cancellations made less than 30 days prior to the opening day of the Event. Vendor payment will be required.

Cancellation by Commitment to Excellence (CTE)

If vendor fails to make a payment required by this contract in a timely manner, Commitment to Excellence (CTE) may terminate this contract immediately (and vendor's participation in the Event) without further notice and without obligation to refund monies previously paid. Commitment to Excellence (CTE) reserves the right at its discretion to refuse vendor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Commitment to Excellence (CTE). Commitment to Excellence (CTE) is expressly authorized (but has no obligation, expressed or implied) to occupy or dispose of any space vacated or made available by reason of action taken under this paragraph in such manner as it may deem best, and without releasing vendor from any liability hereunder. Commitment to Excellence (CTE) may also terminate this contract effective upon written notice of termination if vendor breaches any of its obligations under the contract without any obligations, expressed or implied, on Commitment to Excellence (CTE) part to refund any payments previously made and without releasing Commitment to Excellence (CTE) from any liability arising as a result of or in connection with such breach. If Commitment to Excellence (CTE) removes or restricts vendor which Commitment to Excellence (CTE) considers to be objectionable or inappropriate, no refund will be due to the vendor.

Acknowledgement (REQUIRED)

I have read and understand the general terms and conditions and understand that filling this application is not a guarantee of space.

Authorized Signature (Required | Read, Sign & Print Name)

By signing below, I hereby acknowledge that I have read, understand and agree to be bound by both the General Terms and Conditions set forth by this application and attached Rules and Regulations for Exhibitors. I further acknowledge that failure to abide by the Commitment to Excellence (CTE) Vendor Rules may result in the loss of my vendor privileges without recourse or refund. **Contracted exhibit space that is not fully set-up by one hour before the vendor hall opens will be released.** Completing and submitting this application is not a guarantee of space or placement. Neither acceptance of this application nor acceptance or negotiation of payments by Commitment to Excellence (CTE) shall be construed as payment or guarantee of space. **This application shall not be a binding contract until the application has been signed by both the vendor and an authorized representative of Commitment to Excellence (CTE).**

Print Name

Signature

Date

Signed and accepted by Authorized Agent of Commitment to Excellence (CTE)