



Atlanta's Signature Event



THE ORIGINAL
Sundresses
& SEERSUCKERS®



2026 SPONSORSHIP PACKAGE



Widely known as Atlanta's Signature Event and the official kickoff to summer, Sundresses & Seersuckers® has become one of the city's most anticipated traditions. Blending fashion, music, philanthropy, and community pride, it attracts thousands each year and contributes significantly to Atlanta's economy.

Sundresses & Seersuckers® offers a refined outdoor experience where women showcase their best sundresses and men step out in classic seersucker. The event balances sophistication and fun, creating a space where culture, connection, and purpose meet.

At its heart, the event is driven by giving back. Proceeds support the Black Rhinos Mentoring and Scholarship Programs, providing essential resources to develop the next generation of leaders. To date, the event has raised over \$750,000 impacting countless young people across Metro Atlanta.

As a sponsor, you help sustain this mission. Aligning your brand with Sundresses & Seersuckers® offers visibility among a diverse, influential audience while investing directly in the community's future.

Hosted by Commitment to Excellence, Inc. (a 501(c)(3)) and produced by the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc., the event is backed by national brands and local businesses. Sponsorship continues to grow, giving companies a meaningful way to connect and make a measurable impact.

Join us in making 2026 the most impactful year yet—celebrating culture, connection, and community while continuing the work that defines this event.



Weekend of Events



THUR APR 9	Golf Outing A fun-filled Four-Man Scramble celebrating our returning sponsors, patrons, and welcoming new participants!	Fitness Bootcamp Powered by E.F.F.E.C.T. Fitness where style meets strength and energy powers excellence!	SAT APR 11
THUR APR 9	Meet & Greet Chill, mingle and make new memories! Whether you're looking to meet new people, or just start your weekend right—this is the	Ask a D9 Doctor Join leading Black doctors from the Divine Nine for a powerful, unfiltered conversation on the health issues that matter most to our community.	SAT APR 11
FRI APR 10	The PreVue A lively, mix of music, dancing, and socializing designed to warm up the weekend with high energy and great vibes	Sundresses & Seersuckers® Atlanta's most anticipated annual traditions — a dynamic celebration where high fashion meets vibrant music, culture, and community, creating an unforgettable summer experience of elegance, energy, and connection.	SAT APR 11
FRI • SAT APR 10-11	The MarketPlace Ultimate shopping and wellness experience. Connect with our premium vendors and visit our health partners all at the Marketplace.		
FRI APR 10	Sponsors Reception An exclusive cocktail reception in appreciation of your invaluable support. Your partnership has played an essential role in our success.	The AfterGroove It's all about pacing yourself! Fully enjoy the more relaxed, free-spirited vibe that comes after the main festivities.	SAT APR 11
FRI APR 10	The PreQuel 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 Day Party A heartfelt celebration, to say goodbye to friends and colleagues. Mingling over light refreshments, music, and good conversations.	SUN APR 12

Media Highlights

originalsns.com



50,000

Engaged Followers
@originalSNS



75,000

Engaged Followers
@originalSNS



150,000,000

Views



75,000

Engaged Followers
@originalsns404



10,000

Subscribers

**BLACK
ENTERPRISE**

REVOLT

AJC
Atlanta. News. Now.

Atlanta
MAGAZINE

rollingout

ATL+ MAGAZINE
THE WHO, WHAT, WHEN, WHERE, AND WHY OF ATLANTA

THE ATLANTAN
MODERN LUXURY

V-103
THE PEOPLE'S STATION

CBS 46

ALIVE

STREETZ 94.5
Atlanta's Number 1 Hip Hop Station in the Streets

WATCH THE YARD
BLACK GREEKDOM'S DIGITAL YARDSHOW

**HISTORICALLY
BLACK
SINCE**



VISTAS



Sundresses & Seersuckers: The Atlanta Festival That Funds Scholarships For Young Black Men

By Mitti Hicks, Black Enterprise.com

Sundresses & Seersuckers is a party with a purpose. For 2025, the Delta Mu Mu Chapter of Omega Psi Phi Fraternity, Inc. is expecting to draw its largest crowd yet for the Atlanta fundraiser, an estimated 15,000 people attendees. The historically Black fraternity hosts what has become a national celebration for professionals worldwide.

The go-to summer social event offers community and connection with a curated blend of upscale events, networking opportunities, and educational engagement. Amid the unforgettable fun and excitement, the festival is a critical charitable event. Sundresses & Seersuckers is the fraternity's largest fundraiser, directly supporting Commitment to Excellence, Inc. (CTE) and its Black Rhinos Mentoring Program.

"The Black Rhinos Program helps young men meet the challenges and deal with problems they come across every day," Peter Simmons tells BLACK ENTERPRISE, adding that the fraternity serves more than 100 young Black male students each school term through the program. "We mentor and provide workshops on etiquette, business, dating, activities such as changing a tire and tying a tie." The program's name is inspired by the Black rhinoceros in Africa—an endangered species.

"We feel like our young men all are endangered, and the Black rhino village is designed to protect them," Simmons adds. The money raised from Sundresses & Seersuckers helps with the programming for young men between grades eight and 12. The funding doesn't stop at funding the Black Rhinos Mentoring Program. It provides 15 young men from the Atlanta area with a \$5,000 scholarship for college, another space with fewer Black men.

Patron Information

Stylish Black professionals who dress up for a classy summer vibe. An inclusive buzz—perfect for mingling, networking.



Attendees Annual Income

>\$200K: **20%**
\$175-\$199K: **8%**
\$125-\$174K: **22%**
\$75-\$124K: **38%**
\$50-\$74K: **12%**



Age of Attendees

26-35: **8%**
36-45: **31%**
46-55: **49%**
56-65: **12%**



Our Attendees

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



Travel Method

Ground: **60%**
Flight: **40%**



Lodging Options

Hotel: **93%**
AirBnB: **7%**

Mentorship Success

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



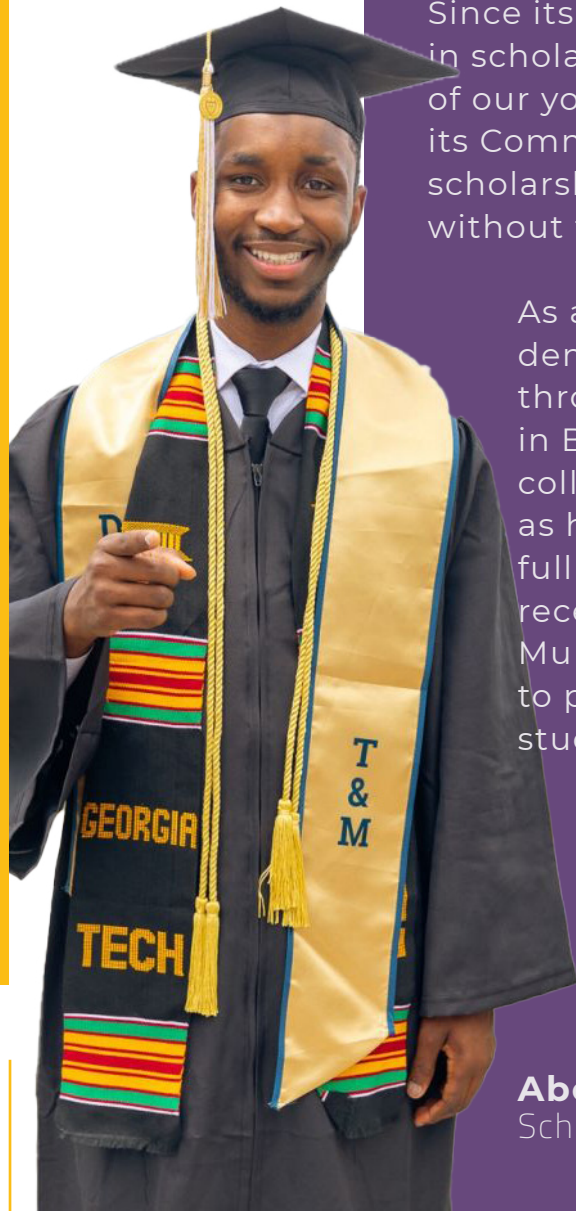
Scholarship Success

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.

Aboubacar Barrie
Scholarship Recipient



Golf Sponsorship

\$5,000 – 19th Hole Experience Sponsor

- (2) 4-person team
- Exhibit
- Hole sign
- Custom signage at the 19th Experience
- Exclusively customized sponsor area

\$2,500 – Purple Sponsor

- Exhibit
- Hole Sign
- 4-person team
- Signage

\$1,000 – Gold Sponsor

- Exhibit
- Hole Sign
- 2 Individual Player

\$500 – Exhibitor Sponsor

- 6ft Table with 2 chairs
- Promote & Market products and services

\$200 – Hole Sponsor

- 24x18 Sign positioned prominently
- Brand Exposure



\$10,000

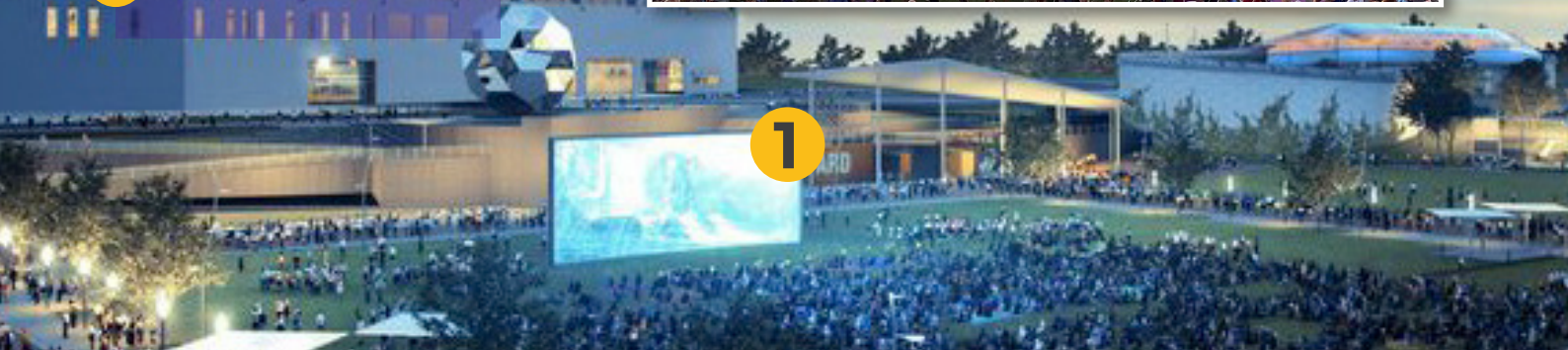
Golf Outing Title Sponsor

Your brand will stand at the forefront of one of Atlanta's most iconic summer celebrations.

From high-profile branding across all event platforms to VIP access and curated engagement opportunities, exclusive sponsorship places your brand at the heart of Atlanta's vibrant cultural scene.

Main Event Sponsorship

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



\$350,000

Exclusive Sponsor

- Co-branded name in event title
- Industry exclusivity
- 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

\$250,000

Main Stage and VIP Areas

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

\$150,000

Specialty Tents

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

“Exclusive branding opportunities”

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 advertisement • 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 advertisement • 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 advertisement • Signage on sponsor banner
- Bring greetings from S&S main stage • 6 passes to sponsors reception

\$5,000

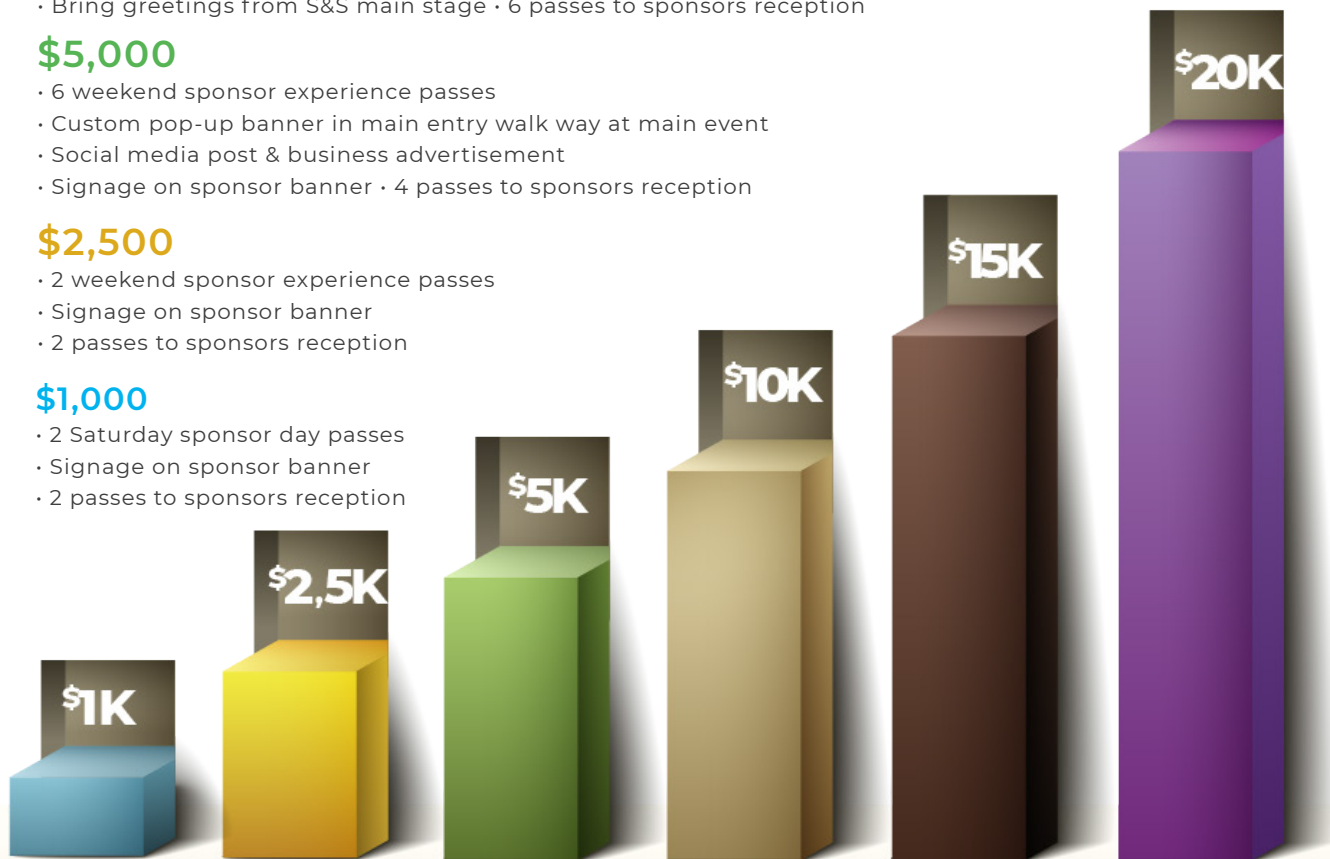
- 6 weekend sponsor experience passes
- Custom pop-up banner in main entry walk way at main event
- Social media post & business advertisement
- Signage on sponsor banner • 4 passes to sponsors reception

\$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



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.

A photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. Several skyscrapers are visible, with their windows glowing with interior lights. The buildings are silhouetted against the bright sky.

THE ORIGINAL *Sundresses* & SEERSUCKERS®

Ray Johnson
Sponsorship Co-Chairman

Email: rjohnson@bccfirm.com
Phone: 404-782-2713

Justin Valentine
Sponsorship Co-Chairman

Email: jvalentine02@gmail.com
Phone: 404-804-5059

