



THE ORIGINAL

# Sundresses & SEERSUCKERS®

A large, stylized letter 'W' in a dark purple color. Inside the negative space of the 'W', there is a silhouette of a city skyline with several buildings of varying heights.

2026 VENDOR 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.



# 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.

# Weekend of Events



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

# Market Place Vendor Opportunity

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

Friday April 10 | 9AM – 5PM and Saturday April 11 | 9AM – 4PM

**\$600** Standard Booth

**\$800** Corner Booth

## Booth Space Includes:

- 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 April 10 event date showing an expiration date of April 12, 2026.

**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)

Application continued on next page

# 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, cross0claims, 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 and 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 bother 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 on 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 | D | ate |
| Signed and accepted by Authorized Agent of Commitment to Excellence (CTE) |           |   |     |