

Sundresses AT Sunset



PEARL GROUP INC. & KAPPA IOTA, AN UNINCORPORATED CHAPTER OF OMEGA PSI PHI FRATERNITY, INC.

SPONSORSHIP PACKAGE

FIRST HORIZON PAVILLION | CHATTANOOGA, TN | JUNE 1, 2024

CHATTANOOGA'S PREMIER SUMMER CELEBRATION

“**Sundresses At Sunset**” had its humble beginnings as a summer gathering but has since blossomed into a standout event during Chattanooga’s summer season. Presented by The Pearl Group Inc., a registered 501(c)(3) nonprofit, in partnership with the Kappa Iota Chapter, an Unincorporated Chapter of Omega Psi Phi Fraternity, Inc., SAS has evolved into a must-attend affair. What’s more, every ticket purchase is eligible for tax deduction, with all proceeds going directly to support The Pearl Group’s valuable programs and initiatives.

SUNDRESSES AT SUNSET: ILLUMINATING DREAMS TOGETHER

Your contribution is an integral part to serving the community, including our scholarship program. In 2023, The Pearl Group, Inc. in collaboration with the Kappa Iota Chapter - an Unincorporated Chapter of Omega Psi Phi Fraternity, Inc. - joined hands to bestow over \$5,000 in scholarships.. One of the exceptional recipients is now attending Stanford University. Your presence at Sundresses At Sunset transcends mere enjoyment of a captivating event; it signifies your active engagement in our mission to illuminate aspirations and pave opportunities for deserving students. Together, we have the extraordinary capacity to craft a legacy that endures through the ages!



PATRON INFORMATION



FEMALE

MALE

58.1%

41.9%

AGE OF ATTENDEES

26-35 **9.3%** | 36-45 **39.5%** | 46-55 **34.9%** | 56+ **16.3%**

INCOME OF ATTENDEES

>\$200K: **4.7%**

\$175-\$199K: **2.3%**

\$150-\$174K: **9.3%**

\$125-\$149K: **14%**

\$100-\$124K: **7%**

\$75-99K: **27.9%**

\$50-\$74: **23.3%**

<50K: **11.6%**

CHATTANOOGA IS A GROWING CITY WITH GROWING ENTERTAINMENT NEEDS. EXPLORE THE POTENTIAL FOR A LONG-TERM PARTNERSHIP BEYOND THE EVENT, WITH BENEFITS EXTENDING TO FUTURE COLLABORATIONS AND MARKETING EFFORTS.

MEDIA HIGHLIGHTS



FACEBOOK

3.2K FOLLOWERS

INSTAGRAM



20K REACHED



SCHOLARSHIPS

\$25K REWARDED

VENDORS



\$25K EARNED FOR VENDORS



SCHOLARSHIPS



A FRESHMAN AT STANFORD UNIVERSITY, MARQUEZ IS AN EXCEPTIONAL STUDENT WHO HAS SET HIS SIGHTS ON BECOMING AN ATTORNEY AND A FUTURE FEDERAL JUDGE. HE HAS BEEN RECOGNIZED FOR HIS DEDICATION TO HIS STUDIES AND PASSION FOR SOCIAL JUSTICE.

**MARQUEZ
THOMPSON**
STANFORD UNIVERSITY '27

SOCIAL ACTION



THE PEARL GROUP, INC AND KAPPA IOTA PLAY AN ACTIVE ROLE IN SUPPORTING THE CHATTANOOGA COMMUNITY BY ACTIVELY ENGAGING IN THE PROMOTION OF THEIR MENTORING, VOTER REGISTRATION, AND HEALTH INITIATIVES.



SPONSORSHIP BENEFIT

PROMINENT BRAND VISIBILITY:

LOGO PLACEMENT: SPONSOR'S LOGO DISPLAYED PROMINENTLY ON ALL EVENT PROMOTIONAL MATERIALS, INCLUDING POSTERS, FLYERS, AND DIGITAL ADS.

EXCLUSIVE SPONSORSHIP CATEGORIES:

EXCLUSIVE RIGHTS TO A PARTICULAR ASPECT OF THE EVENT, SUCH AS "EXCLUSIVE BEVERAGE SPONSOR"

ON-SITE BRAND EXPOSURE:

BOOTH OR ACTIVATION SPACE: SPONSORS PROVIDED WITH A DEDICATED SPACE AT THE EVENT VENUE TO SHOWCASE THEIR PRODUCTS OR SERVICES.

VIP ACCESS:

VIP TICKETS: SPONSORS PROVIDED WITH A CERTAIN NUMBER OF VIP TICKETS FOR THEIR TEAM OR CLIENTS.

MEDIA COVERAGE:

INTERVIEWS AND FEATURES: ARRANGED FOR SPONSORS TO BE FEATURED IN INTERVIEWS WITH LOCAL MEDIA.

NAMING SPONSORSHIP



- 1 MAIN ENTRANCE
- 2 CIGAR LOUNGE
- 3 DRINK AREA
- 4 MAIN STAGE
- 5 DRINK AREA
- 6 FOOD/VENDORS

PRESENTING SPONSOR \$20,000

- PRIME LOGO PLACEMENT ON ALL PROMOTIONAL MATERIALS, INCLUDING EVENT BANNERS, AND MARKETING COLLATERAL.
- DEDICATED SPONSOR SPOTLIGHT VIA OUR SOCIAL MEDIA PLATFORMS.
- PREMIER EXHIBITION SPACE OR BOOTH AT THE EVENT.
- PREMIER VIP ACCESS

ENTERTAINMENT SPONSOR \$15,000

- PROMINENT LOGO PLACEMENT ON EVENT MATERIALS, INCLUDING WEBSITES, BANNERS, AND SELECT MARKETING COLLATERAL.
- RECOGNITION ON SOCIAL MEDIA PROMOTIONS.
- HIGH-TRAFFIC EXHIBITION SPACE OR BOOTH AT THE EVENT.
- PREMIER VIP ACCESS
- CUSTOMIZED BRANDING OPPORTUNITIES

SUPPORTING SPONSOR \$10,000

- LOGO PLACEMENT ON EVENT MATERIALS AND SELECT MARKETING COLLATERAL.
- RECOGNITION ON SOCIAL MEDIA PLATFORMS.
- STANDARD EXHIBITION SPACE OR BOOTH AT THE EVENT.
- SOME BRANDING OPPORTUNITIES AND SHARED PROMOTIONAL ACTIVITIES.
- PREMIER VIP ACCESS

ASSOCIATE SPONSOR \$6,000

- LOGO INCLUSION ON EVENT MATERIALS AND BASIC MARKETING COLLATERAL.
- BASIC RECOGNITION ON SOCIAL MEDIA PLATFORMS.
- STANDARD EXHIBITION SPACE OR BOOTH AT THE EVENT, WITH FEWER CUSTOMIZATION OPTIONS.
- PREMIER VIP ACCESS
- MINIMAL BRANDING OPPORTUNITIES AND SHARED PROMOTIONAL ACTIVITIES.

PLATINUM SPONSOR

TWO TABLES WITH PRIORITY PLACEMENT (SEATS 10 EACH) AND RESERVED PARKING PASSES

VIP EXPERIENCE

\$5,000

COMPANY LOGO DISPLAYED AS "VIP SPONSOR" ON VIDEO MONITORS THROUGHOUT THE VENUE

GOLD SPONSOR

TWO TABLES WITH PRIORITY PLACEMENT (SEATS 10 EACH) AND RESERVED PARKING PASSES

BAR

\$3,000

COMPANY'S NAME DISPLAYED AS "BAR SPONSOR" ON VIDEO MONITORS THROUGHOUT THE VENUE

SILVER SPONSOR

ONE TABLE WITH PRIORITY PLACEMENT (SEATS 10 EACH) -CORPORATE PARTNER

COMMEMORATIVE FAN

\$2,000

-LOGO PRINTED ON EACH OF 500 PERSONAL FANS GIVEN TO EVENT ATTENDEES -COMPANY'S NAME DISPLAYED AS "COMMEMORATIVE FAN SPONSOR" ON VIDEO MONITORS

PARKING

\$2,500

-COMPANY SIGNAGE DISPLAYED NEAR THE VIP PARKING - COMPANY LOGO DISPLAYED NEAR THE VENUE - SPONSOR CAN DISPLAY

BRONZE SPONSOR

ONE TABLE WITH PRIORITY PLACEMENT (SEATS 10 EACH)

EVENT

\$1,000

COMPANY LOGO DISPLAYED ON VIDEO MONITORS THROUGHOUT THE VENUE

TABLE AND CHAIR

\$1,500

SPONSORS THE TABLE DISPLAYS AND CENTERPIECES -COMPANY LOGO DISPLAYED AS "TABLE AND CHAIR SPONSOR" THROUGHOUT THE VENUE

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CONTACT INFORMATION

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The Pearl Group is a 501(c)(3) nonprofit organization