



Alpha Phi Alpha  
Fraternity, Inc.

## *Project ALPHA/ Project AKA*

P.O. Box 42107 · Philadelphia, PA 19101  
project-alpha-aka@odlchapter.com



Alpha Kappa Alpha  
Sorority, Inc.

Date: 30 March 2010

To:

From: Project ALPHA/AKA Committee 2010

**RE: Corporate Sponsorship**

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Project Alpha/Project AKA is a yearly program designed to educate Philadelphia area youth on sexual health awareness, prevention and abstinence issues, self-esteem and responsible decision-making. This year, Project Alpha/Project AKA will be held on Saturday, April 17, 2010 at the Community College of Philadelphia (CCP) - North West Regional Campus, Philadelphia, PA. We are expecting over 250 students and parents to be in attendance.

According to the Pennsylvania Department of Health's Biannual Summary on incidents of HIV/AIDS among adolescents, there were over 6,050 reported cases of HIV/AIDS between 2001-2005. This alarming rate is growing everyday. The most powerful prevention against the spread of HIV/AIDS and other sexually transmitted diseases is education. Project Alpha/AKA strives to provide education on these topics as well as other issues that are important to teens today.

Alpha Phi Alpha Fraternity, Inc and Alpha Kappa Alpha Sorority, Inc are not for profit organizations that rely on external support to successfully deliver various services to the community. Over the years the success of Project Alpha/ Project AKA has heavily depended upon the corporate sponsorship from local companies. Contributions such as **in-kind items/products, food donations, and/or monetary support** are needed to help us reach our goal of educating hundreds of adolescents about sexual health issues.

For your consideration, a list of in-kind items/products needed for this year's program is enclosed. Everything that is donated will be acknowledged at this event. In addition, we invite you to send a representative, banner and/or posters for advertisement of your good will. We hope you will be a contributor to this positive and enlightening event.

Should you need any additional information please contact **Rasheena Vincent** at **(215) 200-2667**.

Thank you in advance for your support of this very important program.

Sincerely,

Ryan C. McLeod, Chapter President  
Alpha Phi Alpha Fraternity, Inc.  
Omicron Delta Lambda Chapter

Marcia Shepherd Baker, Chapter President  
Alpha Kappa Alpha Sorority, Inc  
Rho Theta Omega Chapter

**Project Alpha / Project AKA**

Sponsored by

**Alpha Phi Alpha Fraternity, Inc**  
Omicron Delta Lambda Chapter

&

**Alpha Kappa Alpha Sorority, Inc**  
Rho Theta Omega Chapter

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**DONOR FORM**

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**ORGANIZATION/COMPANY NAME:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**Representative or Employee name:** \_\_\_\_\_

**Telephone Number/Email:** \_\_\_\_\_

**PLEASE SELECT WHAT KIND OF DONATION YOU WOULD LIKE TO SPONSOR**

Below you will find some of the items that we need provided. Please specify the item you are donating or an amount you will contribute for an item below. Your contribution at one of the following levels will be greatly appreciated:

- |  |                |   |                 |
|--|----------------|---|-----------------|
| <input type="checkbox"/> <b>Platinum Sponsorship</b> | <b>\$1,500</b> | <input type="checkbox"/> <b>Diamond Sponsorship</b> | <b>\$1,000</b>  |
| <input type="checkbox"/> <b>Gold Sponsorship</b>     | <b>\$500</b>   | <input type="checkbox"/> <b>Sliver Sponsorship</b>  | <b>\$250</b>    |
| <input type="checkbox"/> <b>Bronze Sponsorship</b>   | <b>\$100</b>   | <b>Other Amount:</b>                                | <b>\$ _____</b> |

**ITEM SPONSORING:**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Breakfast/Luncheon            | <input type="checkbox"/> Printing Programs/Graphic Design Services | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Refreshments/Snacks/Beverages | <input type="checkbox"/> Speakers/Presenters                       | <input type="checkbox"/> T-Shirts      |

**IN – KIND DONATIONS:**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Pens / writing instruments  | <input type="checkbox"/> Totes / Gift bags        | <input type="checkbox"/> Water Bottles        |
| <input type="checkbox"/> Note Pads   | <input type="checkbox"/> Key chains               | <input type="checkbox"/> Brochures/ Pamphlets |
| <input type="checkbox"/> Paper Goods (i.e. cups, napkins, table clothes, plates, utensils) | <input type="checkbox"/> Grocery store gift cards | <input type="checkbox"/> Fruit Tray           |
| <input type="checkbox"/> Other (please specify) _____                                      |   |   |

All items/donations should be mailed to:

Project ALPHA/ Project AKA  
c/o Corporate Sponsorship  
P.O. Box 42107  
Philadelphia, PA 19101

Or you should contact, Rasheena Vincent at (215) 200-2667 to arrange pick-up.

**Thank You For Your Sponsorship!**

----- **DO NOT WRITE BELOW THIS LINE** -----

Amount Paid \_\_\_\_\_ Postmark date \_\_\_\_\_ Date Received \_\_\_\_\_

Form of payment:     Company Check     Certified Check     Personal Check     M.O.

## Sponsorship Levels

# Project ALPHA/ AKA

**LIVE YOUR LIFE**

**PROJECT ALPHA /  
PROJECT AKA  
2010**

An exciting and ground breaking  
Program on sexual health awareness  
for teens ages 13-17,  
with concurrent Parent Workshops

PREGNANCY PREVENTION  
ABSTINENCE | SELF ESTEEM  
GENDER ROLES | STD'S  
RULES OF DATING | HIV/AIDS

date **saturday, april 17, 2010**  
(deadline for registration is april 3, 2010)

place **community college of philadelphia  
north west regional campus**

time **8:30am - 3:00pm**  
(registration begins at 8:30am)

TO REQUEST MORE INFORMATION OR TO REGISTER FOR THIS EVENT:  
e-mail [project-alpha-aka@odlchapter.com](mailto:project-alpha-aka@odlchapter.com)  
call **215-871-4147** or **215-745-1922**  
website [www.odlchapter.com](http://www.odlchapter.com) or [www.rhohetaomega.com](http://www.rhohetaomega.com)

### Bronze Level - \$100

- Individual/Company name is mentioned as a sponsor in the event program.

### Silver Level - \$250

- Individual/Company name is mentioned as a sponsor in the event program.
- Individual/Company name & Logo shown on sponsorship poster.

### Gold Level - \$500

- Individual/Company gets a full page ad in the event program.
- Individual/Company name is mentioned as a sponsor in the event program.
- Individual/Company name & Logo shown on sponsorship poster.

### Diamond Level - \$1000

- Individual/Company gets to hang their company banner or have a table at the program.
- Individual/Company gets a full page ad in the event program.
- Individual/Company name is mentioned as a sponsor in the event program.
- Individual/Company name & Logo shown on sponsorship poster.

### Platinum Level - \$1500

- Individual/Company name or logo is used to brand one of the following (chosen on first come, first served basis), i.e. "Company A" Luncheon:
  - Breakfast
  - Luncheon
  - Printing Programs/Graphic Design Services
  - Entertainment
  - Refreshments/Snacks/Beverages
  - Speakers/Presenters
  - T-Shirts
- Individual/Company gets to hang their company banner or have a table at the program.
- Individual/Company gets a full page ad in the event program.
- Individual/Company name is mentioned as a sponsor in the event program.
- Individual/Company name & Logo shown on sponsorship poster.

**PLEASE NOTE:** If you have any additional questions about Sponsorship levels or additional details about the benefits of each level please contact Rasheena Vincent at 215-200-2667.

Enclosed below is the budget for this year to show you how much we appreciate and depend upon the kindness of corporations and organizations such as yours. Once again, if you have any questions, comments, or concerns feel free to contact our Corporate Sponsorship representative: Rasheena Vincent at 215-200-2667.

**Estimated # of Students** 200  
**Estimated # of Parents/Guardians** 50  
**Estimated # of Volunteers** 50

	Qty	Cost Per Item	Item Cost	
<b>VENUE</b>				<b>\$203.00</b>
Security	1	\$0.00	\$0.00	
AV Equipment/Management Costs	1	\$0.00	\$0.00	
Facility Rental/Janitorial Services	1	\$203.00	\$203.00	
<b>PUBLICITY</b>				<b>\$165.40</b>
Flyers(color)	300	\$0.49	\$147.00	
Posters(color)	5	\$2.00	\$10.00	
Pre-Postage stamps	20	\$0.42	\$8.40	
Program Banner	1	\$0.00	\$0.00	
<b>RECRUITMENT/SPONSORSHIP</b>				<b>\$28.02</b>
Pre-Postage stamps	30	\$0.42	\$12.60	
Envelopes (boxes)	1	\$15.42	\$15.42	
<b>REGISTRATION</b>				<b>\$160.90</b>
Pre-postage stamps	20	\$0.42	\$8.40	
Evaluation forms	250	\$0.12	\$30.00	
Sticker Name Labels (Packs of 50)	0	\$10.00	\$0.00	
Registration Forms(color)	250	\$0.49	\$122.50	
<b>LOGISTICS</b>				<b>\$280.00</b>
Flipcharts (Post-it/Adhesive Type)	5	\$25.00	\$125.00	
Packs of Markers	1	\$5.00	\$5.00	
Folders	200	\$0.50	\$100.00	
Pens (10 / pack)	25	\$2.00	\$50.00	
<b>FOOD</b>				<b>\$2,313.00</b>
Bagged/Boxed Lunches	300	\$6.00	\$1,800.00	
Lunch: Juices/Sodas	300	\$1.00	\$300.00	
Package of Napkins (500 / pkg)	1	\$3.00	\$3.00	
Breakfast (Donuts, Danish - 12/box)	15	\$10.00	\$150.00	
Breakfast (Water, OJ, Cranberry Juices - per gallon)	10	\$4.00	\$40.00	
Assorted Fruit Tray	2	\$10.00	\$20.00	
<b>AWARDS/RECOGNITION</b>				<b>\$464.00</b>
Certificates of Participation (25 / pack)	11	\$4.00	\$44.00	
Certificate & Frames for Presenters	6	\$15.00	\$90.00	
Gift Certificates for Presenters	11	\$30.00	\$330.00	
Postage Stamps	0	\$0.42	\$0.00	
<b>ENTERTAINMENT</b>				<b>\$1,125.00</b>
Step Team	1	\$0.00	\$0.00	
T-shirts	225	\$5.00	\$1,125.00	
<b>TOTAL</b>				<b>\$4,739.32</b>