



5th Annual

MAYOR'S GLOBAL BLACK PRIDE RECEPTION

*Benefiting the Mayor's
Youth Scholarship Program*



**Thursday
August 29, 2024**

8 P.M. – 10 P.M.

**Location
Forthcoming**



MAYOR'S YOUTH
SCHOLARSHIP PROGRAM



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Time: 8:00 P.M. – 10:00 P.M.

Location: Forthcoming

Mayor Andre Dickens is proud to host the 5th Annual Mayor's Global Black Pride Reception. Established in 2019, this beloved tradition serves as the ultimate kickoff to Atlanta Black Pride Weekend. Each year, this party with a purpose welcomes over 800 business leaders, influencers, and community members, celebrating the intersection of Black and LGBTQ+ identities while raising critical funds for the Mayor's Youth Scholarship Program and honoring extraordinary community members.

This year, Atlanta was chosen to host the first-ever Global Black Pride gathering in the United States. With LGBTQ+ individuals from around the globe converging on Atlanta, the Mayor's Black Pride Reception will adopt a global theme, showcasing Atlanta's worldwide influence.

Attendees will enjoy powerful speeches from city leaders and partners, live entertainment, and a delectable selection of culinary delights.

Suggested Dress Code: Embrace international inspiration, choose from cocktail attire to smart casual, or simply come as you are.



THE MAYOR'S YOUTH SCHOLARSHIP PROGRAM



OVERVIEW

The Mayor's Youth Scholarship Program (MYSP) was launched in 2005 to support expenses associated with college, so that financial hardship is not a barrier for students seeking higher education. The program helps students overcome financial worry and lingering debt concerns, which in turn builds a strong foundation for future career success and wealth building.

Atlanta Public School (APS) students attend post-secondary schools at lower rates than the state average. Additionally, more APS students are working without receiving any post-secondary education than the state average (27% compared to 22% statewide).

WHO WE SERVE

The Atlanta Public Schools system has approximately **55,000** students in over **100** school sites, including **21** high schools. MYSP does not establish a minimum GPA for students' eligibility, a key difference from other scholarships programs. Students must meet at least one of the criteria below:

- Atlanta Public Schools graduate
- City of Atlanta resident
- Nominated by a City of Atlanta employee

During last year alone, nearly \$500,000 in scholarships were provided to Atlanta students.

- Average annual scholarship: **\$6,000**
- Average new recipient annual family income: **\$47,266**
- Average Pell Grant recipient annual family income: **\$30,435**



2020 – 2022 CHALLENGES

- Canceled in-person fundraising events
- Leveraged fiscal reserves to maintain all scholarships

GET INVOLVED

MYSP is a nonprofit entity, which is reliant on donations from foundations, corporations and individuals.



\$445,000+

IN SCHOLARSHIPS PROVIDED TO ATLANTA STUDENTS IN 2023-2024



46

UNIVERSITIES THAT THE PROGRAM REACHES



125

SCHOLARSHIPS AWARDED FOR THE 2023-2024 SCHOOL YEAR



10%

LAST YEAR, NEARLY 10% OF SCHOLARSHIP RECIPIENTS SELF-IDENTIFIED AS LGBTQ

Past Appearances

Dyllon Burnside
Emmy Award-Winning Artist



Miss Lawrence
Actor and Singer



Keke Wyatt
Singer



Miss Sophia
Radio Host



Phillippia
Singer



Star of the Century
Legendary Drag Troupe

Participants Include

Mayor Andre Dickens

Members of the Mayor's LGBTQ Advisory Board // Celebrities, Influencers & Media
Community & Business Leaders // Federal, State & Local Elected Officials
Corporate Partner Representatives



1 in 5

Atlanta Residents Identify As LGBTQ¹

\$917 Billion

Estimated LGBTQ Market Buying Power²

64%

of LGBTQ allies³ say they're more likely to spend money with pro-LGBTQ brands

40,000+

The City of Atlanta's website has more than 40,000 visits per day, giving your brand an unparalleled opportunity to connect with Atlanta residents.



800+

Supporting the Mayor's Black Pride Reception puts your brand in a room with over 800 LGBTQ+ business and community leaders.



Sources: 1. AJC Report on 2010 Census;
2. NGLCC Report (America's LGBT Economy);
3. The Equality Economy: LGBTQ Investor Behavior Study



City of Atlanta departments have a strong presence across social media platforms like Facebook, Instagram and Twitter (e.g., City of Atlanta Government, Hartsfield-Jackson Atlanta International Airport, City of Atlanta LGBTQ Affairs).

255,000+

 Facebook total followers


150,000+

 Instagram total followers

750,000+

 Twitter total followers


200,000+

 LGBTQ adults estimated to live in the Metro Atlanta region, according to the Williams Institute.





Partnership Benefits



 Becoming a partner of the Mayor's Global Black Pride Reception allows you to join an elite society of organizations who will maximize their profile in Atlanta, through this unique opportunity.

 The Mayor's Global Black Pride Reception offers partners a multifaceted platform to engage patrons through themed segmented opportunities, all of which can be customized to integrate your organization's branding materials (logo, slogan, products, etc.). Additionally, the Mayor's Global Black Pride Reception is the perfect opportunity to meet your organization's marketing, diversity and inclusion, and/or community relations goals and objectives.

 Your generous partnership is crucial to this event and our efforts to recognize, celebrate, and support our LGBTQ friends and neighbors. The proceeds from this event will be donated to the Mayor's Youth Scholarship Program, and prioritized for LGBTQ youth seeking scholarship opportunities.

 The Mayor's Youth Scholarship Program (MYSP) was launched in 2005 to support expenses associated with college, so that financial hardship is not a barrier for students seeking higher education. The program helps students overcome financial worry and lingering debt concerns, which in turn builds a strong foundation for future career success and wealth building.



Partnership Levels

Rainbow Sponsor - \$20,000

Benefits include but are not limited to:

- *12 event tickets (entrance to the event + open bar and complimentary hors d'oeuvres)*
- *A commemorative photo opportunity with Mayor Andre Dickens (one photo per organization)*
- *Opportunity to join the Mayor on stage during the check presentation (one representative per organization)*
- *Opportunity for remarks during program (As mutually agreed upon)*
- *Logo included on event step & repeat*
- *Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during the reception*
- *Logo inclusion:*
 - *On the official event program and website*
 - *In post-event recap footage*
 - *On day-of video monitor*
 - *On event website*



Partnership Levels

Stonewall Sponsor – \$10,000

This opportunity is available to a small group of sponsors to engage the guests of the event in an intimate setting.

Benefits include but are not limited to:

- **8 event tickets** (entrance to the event + open bar and complimentary hors d'oeuvres)
- **A commemorative photo opportunity with Mayor Andre Dickens**
(one photo per organization)
- **Opportunity to join the Mayor on stage during the check presentation**
(one representative per organization)
- **Logo included on event step & repeat**
- **Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during reception**
- **Logo inclusion:**
 - On the official event program and website
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Equality Sponsor – \$5,000

This opportunity is available to a small group of sponsors to engage the guests of the event in an intimate setting.

Benefits include but are not limited to:

- **4 event tickets** (entrance to the event + open bar and complimentary hors d'oeuvres)
- **A commemorative photo opportunity with Mayor Andre Dickens**
(one photo per organization)
- **Logo included on event step & repeat**
- **Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during reception**
- **Logo inclusion:**
 - On the official event program and website
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Please note that financial contributions towards this event are tax deductible and should be made payable to:

Community Foundation for Greater Atlanta
(Memo: Mayor's Black Pride Reception)

To offer your support or inquire about partnership opportunities please contact:

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