



6th Annual

MAYOR'S PRIDE RECEPTION

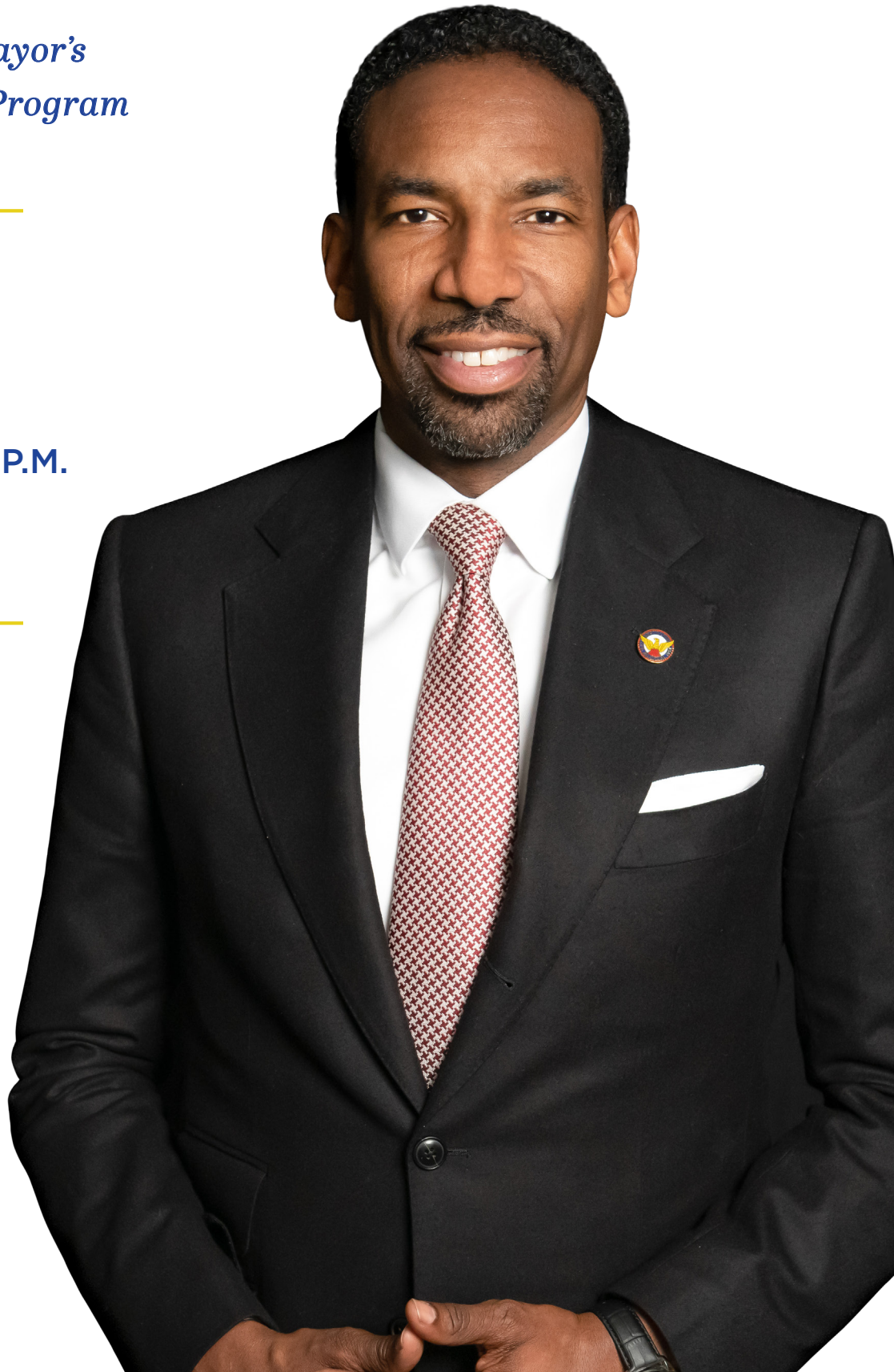
*Benefiting the Mayor's
Youth Scholarship Program*



**Thursday
October 10
2024**

8:00 P.M. – 10:00 P.M.

**Location
Forthcoming**



MAYOR'S YOUTH
SCHOLARSHIP PROGRAM



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Date: Thursday, October 10, 2024

Time: 8:00 P.M. - 10:00 P.M.

Location: Forthcoming

Mayor Andre Dickens is proud to host the 6th Annual Mayor's Pride Reception. Founded in 2018, the Mayor's Pride Reception is the ultimate kick-off to Atlanta Pride Weekend. This beloved party-with-a-purpose welcomes hundreds of business leaders, influencers, and constituents annually to celebrate pride, honor extraordinary community members, and raise vital funds for the Mayor's Youth Scholarship Program.

Guests will hear from City leaders and partners, enjoy live entertainment, and indulge in delectable bites.

Attire: Cocktail, Business, Smart Casual, or 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

Notable Past Speakers



**Late Congressman
John Lewis**

U.S. House of Representatives
5th Congressional District, Georgia



Kandi Burruss

Grammy Award-Winning
Singer & Songwriter



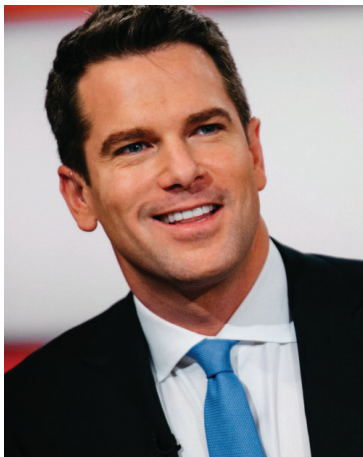
Chad Griffin

Former President,
Human Rights Campaign



Sarah Kate Ellis

CEO & President, GLAAD



Thomas Roberts

Former Anchor, CNN



Dyllón Burnside

Emmy Award-Winning Artist



Notable Past Entertainment

Jaboukie Young-White

Former Correspondent,
The Daily Show With Trevor Noah



LaLa Ri

Queen of the Fame Games,
RuPaul's Drag Race All Stars Season 8



The Armorettes

Infamous Camp Drag Queens of the South



Voices of Note

Atlanta Gay Men's Chorus
+Atlanta Women's Chorus

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.



700+

Supporting the Mayor's Pride Reception puts your brand in a room with over 700 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 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 Pride Reception offers partners a multi-faceted 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 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.

Past Sponsors Include:



Partnership Levels

Presenting Sponsor - \$30,000

Benefits include but are not limited to:

- **Title sponsor and top billing for all printed and digital collateral for the 5th Annual Mayor's Pride Reception**
- **25 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 reception**
- **Logo inclusion:**
 - On the official event program and website
 - In post-event recap footage
 - On day-of video monitor
 - On event website

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**
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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**
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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:**
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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 Pride Reception)

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

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