



THE DREAM

SATURDAY
JULY 13, 2024



2019 EVENT SUMMARY

1,300+ ATTENDEES

Before the Pandemic, Atlanta's Mayor's Midsummer Daydream **raised \$70,000 for youth scholarships**, attracting 1,300 attendees aged 21-40.

This event showcased community support, symbolizing unity and promoting the city's commitment to nurturing future leaders.





INTRODUCING THE
THE DREAM



Mayor Andre Dickens will host "THE DREAM": A Vision for Atlanta's Future, focusing on opportunity, safety, innovation, and ethical governance.

More than a fundraiser, the event supports Atlanta's youth, aiming to surpass the \$70K raised in 2019 for scholarships. Contributions from tickets, sponsorships, and marketing will empower young Atlantans to thrive. Join us to turn dreams into reality.

THE MAYOR'S YOUTH SCHOLARSHIP PROGRAM



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, building a solid foundation for future career success and wealth.



2023 Overview		
 445,000+	 28	 125
IN SCHOLARSHIPS PROVIDED TO ATLANTA STUDENTS IN 2023-2024	ATLANTA PUBLIC SCHOOL HIGH SCHOOLS THAT PROGRAM REACHES	SCHOLARSHIPS AWARDED IN THE 2023-2024 SCHOOL YEAR

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EVENT OVERVIEW

JULY 13, 2024 | 2PM - 7PM

THE DREAM” Fundraiser for Mayor’s Youth Scholarship Fund

Set for July 13, 2024, from 2 pm to 7 pm, this event spotlights young professionals as the catalysts for progress in City of Atlanta. We are currently exploring premier venues for around 1500 guests; we aim to select a space offering exceptional experiences and diverse configurations, whether indoor, outdoor, or multi-level.





TAKE A LOOK AT OUR

PREVIOUS PARTNERS

To create a vibrant and inclusive event, previous partners such as the Emerging 100 of Atlanta, Young Democrats of Atlanta, HYPE, Butter ATL, Choose ATL, ULGA-YP, and NAAAP will be involved again.

These collaborations will focus on engaging young professionals, encouraging civic and political participation, offering networking opportunities, adding creative elements, highlighting Atlanta's appeal, aiding community development, and promoting diversity and inclusion. This partnership aims to deliver an event that mirrors Atlanta's diverse professional landscape, uniting various perspectives and talents.

THE BENEFITS OF **BECOMING A SPONSOR**

Brand Alignment with Community Values

Demonstrates commitment to opportunity, safety, innovation, and ethical governance, enhancing brand reputation.

Direct Impact on Youth Empowerment

Contributions support the Mayor's Youth Scholarship Fund, investing in the future of Atlanta's youth and showcasing your brand's community impact.

Increased Visibility Among Key Stakeholders

High-profile event exposure to city officials, local businesses, and community leaders, offering networking and partnership opportunities.

Leverage in Marketing Efforts

Extensive exposure through event's social media, marketing, and host committee efforts, aligning your brand with positive, aspirational messaging.

PREVIOUS SPONSORS



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SPONSORSHIP LEVELS

VISIONARY PARTNER - \$20,000

Benefits include but are not limited to

- 12 event tickets (*entrance to the event + open bar and complimentary hors d'oeuvres*)
- *ONSITE Activations*
- Access to the VIP area
- A commemorative photo opportunity with Mayor Andre Dickens (*one photo per organization*)
- Opportunity to join the Mayor on stage during the check presentation (*up to three representatives per organization*)
- Opportunity for remarks during the program (*As mutually agreed upon*)
- Branding on the step & repeat
- Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during the reception
- **Brand Representation**
 - On the official event program and website
 - In post-event recap footage
 - On a day-of video monitor
 - On event website

INNOVATOR SPONSOR - \$10,000

Benefits include but are not limited to

- 8 event tickets
(entrance to the event + open bar and complimentary hors d'oeuvres)
- Access to the VIP area
- A commemorative photo opportunity with Mayor Andre Dickens
(one photo per organization)
- Opportunity to join the Mayor on stage during the check presentation *(up to one representative per organization)*
- Branding on the step & repeat
- Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during the reception
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COMMUNITY BUILDER - \$5,000

Benefits include but are not limited to

- 4 event tickets
(entrance to the event + open bar and complimentary hors d'oeuvres)
- Access to the VIP area
- A commemorative photo opportunity with Mayor Andre Dickens
(one photo per organization)
- Branding on the step & repeat
- Mayor Andre Dickens to acknowledge sponsor by name and level of sponsorship during the reception
- **Brand Representation**
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CONTACT US

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