



WDCAF

www.wdcaf.org

February 14, 2023

Greetings Supporter and Friends:

The Washington DC Alumnae Chapter of Delta Sigma Theta Sorority, Inc. (WDCAC) and Washington, D.C. Alumnae Foundation (WDCAF), Inc., a 501(c)(3) charitable organization, invite you to become a sponsor of our inaugural Heart & Sole Sneaker Ball fundraiser. This volunteer-run charity event will take place on Saturday, April 22, 2023, at the Historic National Union Building in Washington, D.C. from 8:00 p.m. to 12:00 midnight.

The Heart & Sole Sneaker Ball will be an upscale chic affair where SNEAKERS are the featured attraction and the party is for a purpose. Guests will experience an amazing night of dancing, mixing and mingling, and feasting on scrumptious hors d'oeuvres while elegantly showcasing their stylish sneakers and supporting a great cause. Proceeds from the Heart & Sole Sneaker Ball will benefit local community service programs and fund scholarships for D.C. students.

Your sponsorship support, as outlined in the attached prospectus, will provide you an opportunity to market your business to our multigenerational membership of college-educated women, our nearly 10,000 social media followers, and our 250 event guests. By partnering with us as an event sponsor, you will enable us to continue providing valuable community programs and educational opportunities to deserving District residents.

The WDCAC has served the Washington, D.C. community for over 100 years by providing college scholarships and community programs in Economic Development, Educational Development International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement. The WDCAF, Inc. has provided scholarships, grants, and donations throughout the Washington, D.C. community for over 37 years. The WDCAC and WDCAF, Inc. host fundraising activities throughout the year to fund their respective community, scholarship, and grant programs. Please take a moment and review the websites of both organizations and explore featured activities and programs which both organizations are involved.

On behalf of the hundreds of local residents, college-bound students, and families that will greatly benefit from your sponsorship support, we thank you for your genuine consideration. If you have any questions, please email the Sponsorship Team directly at sneakerball@wdcadst.org and include your company's name in the subject line.

Nicole G. Jordan

Nicole G. Jordan, President
Washington DC Alumnae Chapter Delta Sigma
Theta Sorority, Inc.

Audrey M. Doman

Audrey M. Doman, President
Washington, D.C. Alumnae Foundation, Inc.



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sneakerball@wdcadst.org



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WHO WE ARE

Delta Sigma Theta Sorority, Incorporated is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. The sorority currently has 1,000 collegiate and alumnae chapters located in the United States, Canada, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica, West Africa, Southern Africa, and the Republic of Korea.

The Washington DC Alumnae Chapter (WDCAC) is a volunteer-powered chapter of Delta Sigma Theta Sorority, Inc. chartered in 1921. The nearly 500 members of WDCAC are committed to delivering impactful community-centered programming and awarding tens of thousands of dollars in academic scholarships to both new and continuing students.

The Washington, D.C. Alumnae Foundation, Inc. (WDCAF) exists to provide financial resources to fund community service programs and projects in Washington, D.C. targeted at building a stronger community and improving conditions for youth, the elderly, and families of the District of Columbia. The WDCAF is the fiscal partner for the Inaugural Sneaker Ball.

OUR IMPACT

- Over \$60,000 in scholarships awarded in 2022 to deserving District of Columbia students.
- Hundreds of individuals annually served by community programming in economic development, educational development, physical & mental health, international awareness & involvement, and political awareness & involvement.
- Thousands of volunteer hours invested in the local community through direct and virtual engagement every year.

WHY SPONSOR

- **INCREASE** your brand exposure and elevate your brand identity by reaching our over 10,000 followers across our social media channels - Facebook, IG, Twitter, and YouTube.
- **STRENGTHEN** your company's reputation and Environmental Social Governance (ESG) goals by funding our impactful programming for children, families, and seniors.
- **GIVE BACK** to your community by helping us provide more scholarships to D.C. students who need them most.
- **EXPAND THE MOVEMENT** to promote volunteerism among professional women.



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Sponsorship Levels

CORPORATE SPONSOR - \$2500

4 complimentary event tickets

Reserved seating

VIP entry

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display company banner at the event

THE G.O.A.T.: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

HIGH TOPS: \$500

2 complimentary event tickets

VIP entry

Logo and Name featured on our social media platforms

RED ZONE: \$750

2 complimentary event tickets

Reserved seating

VIP entry

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

MID TOPS: \$250

1 complimentary event ticket

Name featured on our social media platforms

LOW TOPS: \$100

Name featured on our social media platforms



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