



THE ATLANTA JAMAICAN ASSOCIATION, INC.

P.O BOX 2207 | LITHONIA, GA 30058

PHONE: (404) 436-1427

Secretary.ajaatlanta@gmail.com | www.ajaatlanta.org

February 2016

Subject: Sponsorship Request for 2016 Independence Ball and Scholarship Awards

Dear Sponsor,

The Atlanta Jamaican Association, Inc. (AJA) invites you to be a sponsor of our *2016 Independence Ball and Scholarship Awards* which will take place in Atlanta, Georgia on August 13, and will celebrate our 38 years of exemplary service to the metro Atlanta community and Jamaica, and Jamaica 54th year of Independence. By choosing one of the sponsorship levels on the attached sheet, you will help to make this, our major fundraising event successful and contribute to our scholarship program, building fund, and the many other programs and services we provide or support, while enhancing your company's visibility among the extensive and growing Caribbean community in the metro area.

The AJA was incorporated as a nonprofit organization in 1978 with a mission of providing assistance to Jamaicans and others in metro Atlanta and Jamaica, and fostering and promoting goodwill and understanding among Jamaicans and others. It is the oldest Jamaican organization in the metro area and garners a high degree of respect, support, and collaborative efforts from governmental agencies, other community organizations, and the community at large.

We will feature your organization in the most advantageous way described in the package that you choose. You will receive great exposure from our extensive media campaign and promotions that target the over 50,000 Caribbean people in the Atlanta area. Your advertisement and sponsorship level will be prominently displayed in our souvenir journal, and your logo will be displayed on AJA's website for a year. We also look forward to having you and other colleagues attend the Ball along with government officials, local dignitaries, members and friends.

As a committed supporter of community advancement, may we count on your sponsorship at one of the levels on the attached form? We look forward to your prompt and positive response by March 15, 2016 to maximize exposure and visibility through our promotional efforts. We would be happy to meet with you to discuss further. Thank you in advance for your kind consideration. For more information, please feel free to contact us at secretary.ajaatlanta@gmail.com or by phone at 404-436-1427.

Sincerely,

Alan Stewart, President

Enclosures: AJA Profile, Sponsorship levels and benefits



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2016 INDEPENDENCE BALL SPONSORSHIP PACKAGES

We are happy to support the Atlanta Jamaican Association and have selected the sponsorship package checked:

_____ PLATINUM Sponsorship Package: US \$10,000.00

- Table of 10 at the Ball – Premium seating
- Full page color “Platinum Level” journal ad
- Logo on AJA website for 1 year
- Step and Repeat Banner at the Ball
- Invitation to VIP meeting with keynote speaker
- Logo on publications for the Ball (flyers etc.)
- Mention at all related media appearances
- Option to display company material at the Ball

_____ GOLD Sponsorship Package: US \$5,000.00

- Table of 10 at the Ball - Preferred seating
- Full page color “Gold Level” journal ad
- Logo on AJA website for 1 year
- Invitation to VIP meeting with keynote speaker
- Logo on publications for the Ball (flyers etc.)
- Mention at all related media appearances
- Step and Repeat Banner at the Ball

_____ SILVER Sponsorship Package: US \$3,500.00

- 6 tickets to the Ball
- Logo on publications for the Ball (flyers etc.)
- Mention at all related media appearances
- Full page “Silver Level” journal ad
- Corporate logo on AJA website for 1 year
- Step and Repeat Banner at the Ball

_____ CORPORATE Sponsorship Package: US \$1,500.00

- 2 tickets to the Ball
- Logo on publications for the Ball (flyers etc.)
- ½ page “Corporate Level” journal ad
- Step and Repeat Banner at the Ball

_____ DONOR

We are unable to sponsor, but would like to donate \$ _____ towards AJA’s programs and services

Name of Company: _____ Contact: _____

Address: _____

Email: _____ Telephone: _____

Camera ready ad: _____ attached Or _____ Will be emailed to secretary.ajaatlanta@gmail.com

Check is enclosed in the amount of \$ _____

Authorized by: _____

Name

Title

Signature

Date

Please make check payable to “AJA, Inc.” and mail with completed form to:
The Atlanta Jamaican Association, Inc., P.O. Box 2207, Lithonia, GA 30058

NOTE: Ads must be camera ready and received by May 15 to guarantee inclusion in souvenir journal.