

NORTH MANHATTAN ALUMNAE CHAPTER
DELTA SIGMA THETA SORORITY, INC.

SPRING Bloom

THE NMAC BRUNCH EXPERIENCE
SPONSORSHIP DECK

WWW.NMACDST.ORG/SPRINGBLOOM



For over 40 years, the North Manhattan Alumnae Chapter (NMAC) of Delta Sigma Theta Sorority, Inc. has provided service to the community and awarded scholarships to Manhattan high school students pursuing a college education. We host programs and events for the Washington Heights and Inwood communities, focusing on:

- health & wellness
- social action
- financial literacy
- cultural enrichment
- international awareness and involvement
- achieving higher education goals



NMACDST COMMUNITY PROGRAMS

Local Projects - Monthly programming, partnering with other community leaders and organizations on important topics and community issues, including food insecurity and homeless outreach

Black History Month program - An event educating the community on the rich history of African-Americans integrating spoken word, music, song, dance, and illustrations to tell our stories

Economic Development - Programs and events designed to enhance financial literacy, improve the economic well-being of our community, and promote and support minority-owned small businesses all leading to a change in the quality of life for our community. This goal is accomplished through pairing individuals with knowledge, tools, and resources.

Health Symposium & Backpack Giveaway - An annual program providing health resources and back-to-school items to youth in the community



NMACDST SCHOLARSHIPS

Our scholarship program is based on academic excellence, financial need, and is awarded for a four-year term. We are proud to report that over \$375,000 has been distributed to 45 recipients who have attended over 40 colleges and universities throughout the United States.

CURRENT NMAC SCHOLARSHIPS

- NMAC 1213 Impact Scholarship
- NMAC HBCU Scholarship
- Dr. Bessie M. Wright Scholarship

SCHOOLS ATTENDED BY PAST RECIPIENTS

UMASS | Barnard College

Georgetown University

Harvard University

Spelman College | Emory University

Univeristy of Pennsylvania

Columbia University

Howard University

Skidmore College

SUNY Buffalo State College

...and over 40 more

THE NMAC BRUNCH EXPERIENCE

EVENT BACKGROUND

NMAC's Spring Brunch is a fundraiser to support community and scholarship initiatives.

Through this fundraiser, the chapter is able to raise funds for student enrichment, philanthropic programs, and public service efforts in the Northern Manhattan area.

We aim to promote community awareness of the diverse artistic endeavors that exist in our community, showcase extraordinary talent, and highlight an appreciation for music and its positive impact on society.

EVENT FOCUS

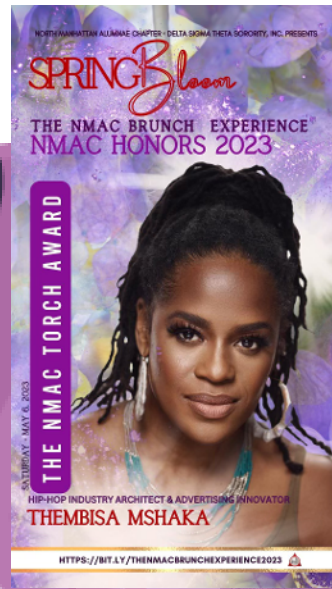
- ▶ **Audience:** NYC and Tri-state area; Women and men ages 25 - 85
- ▶ **Attendees:** 300-350
- ▶ **Format:** An afternoon of networking, dining, and live entertainment

EVENT DETAILS

- ▶ Saturday, May 18th | 12 pm - 7 pm
- ▶ South Hall @ The Riverside Church, NYC
- ▶ Tickets and Digital Journal Ads Available
- ▶ Vendor Opportunities Also Available

HIGHLIGHTS FROM SPRING BLOOM 2023

2023 HONOREES



2023 SPONSORS



WALL STREET FRIENDS



2024 SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

CRIMSON (\$1,000)

- ▶ Brand inclusion on select promotional materials
- ▶ (2) complimentary brunch tickets
- ▶ Contribution of promo product to be included VIP guest bag and/or half-page ad in digital journal

TORCH (\$2,500)

- ▶ Brand inclusion on event promotional materials (flyers, social media, step and repeat, live announcements, and paid media placements)
- ▶ Link to website included on email marketing campaigns
- ▶ (2) complimentary brunch tickets
- ▶ Contribution of promo product to be included VIP guest bag and/or half-page ad in digital journal

FORTITUDE (\$5,000)

- ▶ Brand inclusion on event promotional materials (flyers, social media, step and repeat, live announcements, and paid media placements)
- ▶ Link to website included on email marketing campaigns
- ▶ (4) complimentary brunch tickets
- ▶ Contribution of promo product to be included VIP guest bag and/or full-page ad in digital journal

LEGACY (\$10,000)

- ▶ Brand inclusion on event promotional materials (flyers, social media, step and repeat, live announcements, and paid media placements)
- ▶ Link to website included on email marketing campaigns
- ▶ (8) complimentary brunch tickets
- ▶ Contribution of promo product to be included VIP guest bag and/or full-page ad in digital journal

PARTNERSHIP OPPORTUNITIES

- ▶ In-kind donations for gift bags (VIPs and Sponsors)
- ▶ Cross-marketing
- ▶ On-site presence



PAST NMACDST FUNDRAISERS



PAST FEATURED ARTISTS:

Tasha Cobbs
Erica Campbell
Kierra Sheard

PAST SPECIAL GUESTS:

Toya Beasley, Radio 103.9 | *Senator Brian Benjamin*, NY State (2018 NMACDST Honoree)
Maria Davis, AIDS Activist (2018 NMACDST Honoree) | *Janaye Ingram*, Community Leader (2018 NMACDST Honoree)
Deon Kipping, RCA Inspirational Artist | *Bevy Smith*, Entertainment Personality
Michael A. Walrond Jr., Senior Pastor of First Corinthian Baptist Church

PAST SPONSORS:

