



21st Annual *Mad*
HATTERS

SCHOLARSHIP AND
FASHION SHOW GALA

Saturday, March 28, 2026
11:30 AM

**Marriott Gateway
Atlanta Hotel**

2020 Convention Center
Concourse
Atlanta, Georgia 30337

**For Tickets, visit
asacdst.org**

Questions? Contact us at
madhatters@asacdst.org

2026 Sponsorship Package

Questions? Contact us at Fundraising@asacdst.org

Dear Community Partners,

Greetings! The **Atlanta Suburban Alumnae Chapter of Delta Sigma Theta Sorority, Inc.** appreciates your consideration to become a sponsor of *our Mad Hatters Fashion Show and Gala* (Mad Hatters). We need your support!

In 2026, Mad Hatters will celebrate its 21st year as the chapter's signature event. Each year, proceeds from this event will help us award college scholarships to deserving college-bound, female high school seniors in our service area (Clayton and Fulton Counties). This year our chapter aims to award at least \$32,000 in scholarship funds to these hard working scholars.

Founded in 1913 at Howard University (Washington, DC), Delta Sigma Theta Sorority, Incorporated (DST) is a global organization of college educated women committed to constructive development of its members and to public service with a primary focus on the African American community. The sorority's major programs focus on Economic Development Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement. Locally, the Atlanta Suburban Alumnae Chapter executes the sorority's programs in our service area.

We are reaching out today as we see the value in this partnership opportunity. With a large and diverse membership, solid community connections, the Atlanta Suburban Alumnae Chapter is well positioned to support your goals to connect with key stakeholder groups.

A couple of additional details should be noted:

- **Multiple Sponsorship Levels.** As a valued and respected business owner, elected leader and/or community partner, there are three levels of sponsorship for your consideration. We can also customize a sponsorship level to meet your individual business needs. Please review the attached sponsorship agreement to identify the best possible fit.
- **Delta Research and Education Foundation (DREF).** DREF serves as the sorority's 501©(3) entity. Its primary mission seeks to identify and develop solutions to issues affecting African American women and their families, nationally and globally, through funding and support of the charitable and educational programs of Delta Sigma Theta Sorority, Inc. and collaborative organizations. Please note that we can process sponsorships directly through the chapter or DREF. We will work with you to determine the more appropriate option.

In summary, we thank you for your consideration. We hope you will join us in this "Win-Win" opportunity to benefit our youth and communities. Please direct specific questions to Sheila Witherspoon, Fundraising Committee Chairperson at fundraising@asacdst.org.

Fond regards,

Tama

Dr. Tama Trammell

President – Atlanta Suburban Alumnae Chapter

Delta Sigma Theta Sorority, Inc. – International Program Overview

- **Economic Development:** Financial Fortitude (A process that will help program participants to set and define goals, develop a plan to achieve them, and to put the plan into action. The process serves as a blueprint to address all aspects of personal finances.)
- **Educational Development:** DR. Betty Shabazz Delta Academy (Created in 1996 out of an urgent sense that bold action was needed to save our young females (ages 11-14) from the perils of academic failure, low self-esteem, and crippled futures.), Delta Gems (Created to catch the dreams of African-American at-risk, adolescent girls aged 14-18.), and EMBODI (Designed to refocus the efforts of Delta Sigma Theta Sorority, Incorporated, with the support and action of other major organizations, on the plight of African-American males.)
- **International Awareness and Involvement:** Delta House: (Dedicated in 2002 is a home for children who became orphans due to the HIV/AIDS pandemic. It is in what is now known as Vashti Village, in Mbabane, Swaziland along with two similar structures.), Delta Sigma Theta Sorority, Inc Elementary School (In collaboration with Water in Education International opened The Cynthia M.A. Butler-McIntyre Campus in Chèrette, Haiti June 15, 2013. The Water and Education International Student Collaboration for Haiti Outreach Opportunities for Learning (WEI SCHOOL) Project was established to provide an adequate school facility to include clean water for school children in Haiti.)
- **Physical and Mental Health:** Journey to Wellness: (Committing our Bodies to Physical and Mental Health is now the signature Physical and Mental Health call to action. The initiative addresses the challenges of living holistic and healthy lives.)
- **Political Awareness and Involvement:** Each year, the sorority hosts Delta Days in the Nation's Capital, an annual legislative conference to increase members' involvement in the national public policy-making process. Delta Days at the United Nations offers an annual opportunity to gain access to and disseminate information concerning a range of issues on women and children in which the United Nations is involved.)

Sponsorship Agreement Form

Thank you for your sponsorship support of the Mad Hatters Luncheon and Scholarship Program. This Sponsorship Agreement sets forth the terms and conditions governing your participation as a sponsor. By entering into this agreement, the sponsor acknowledges and agrees to receive the sponsorship benefits corresponding to the selected sponsorship level, as outlined in this packet.

The sponsor further agrees to provide all required digital artwork for promotional and advertising purposes, including high-resolution logos, journal advertisements, and related materials, in a timely manner. The sponsor understands and agrees that all sponsorship benefits shall become effective only upon execution of this agreement and receipt of full payment by the Atlanta Suburban Alumnae Chapter of Delta Sigma Theta Sorority, Inc.

Sponsor / Donor Information

Sponsor/Donor Name: _____ Title: _____

City / State / Zip: _____

Phone: _____ Email: _____

Authorized Signature: _____ Date: _____

Sponsorship Levels (Please check one)

By partnering with Delta through one of our sponsorship opportunities, you directly support our mission-driven programming and community outreach initiatives. Your investment enhances our ability to serve, engage, and uplift our community while providing meaningful visibility and recognition for your organization among our members, partners, and supporters.

- Diamond — \$1,000 (Four tickets, logo recognition, newsletter recognition, verbal acknowledgement)
- Pearl — \$500 (Two tickets, logo recognition, verbal acknowledgement)
- Violet — \$250 (One ticket, verbal acknowledgement)
- Crimson — \$100 (Patron acknowledgement)
- Friends of Delta — \$99 and below (Chapter acknowledgement)

Donations

- I am unable to sponsor, please accept my donation in the amount of \$25 or more.

Credit Card Payment Information

- American Express CVV (4 digits): _____ Expiration Date: _____
- MasterCard / Visa CVV (3 digits): _____ Expiration Date: _____

Payments by Check:

For sponsorships requiring a 501(c)(3), please make checks payable to DREF.
If not required, please make checks payable to:

Atlanta Suburban Alumnae Chapter
Delta Sigma Theta Sorority, Inc.
PO Box 311199
Atlanta, GA 31131

Logo / Artwork Submission

Artwork and logos should be submitted to: sponsorship@asacdst.org

For Printing (Banners, Flyers, Ads):

- High-resolution (300 dpi minimum)
- EPS or JPEG format
- Logos will be printed in four-color

For Social Media:

- Low-resolution (72 dpi)
- JPEG or PNG format