



July 29, 2019

Dear Potential Sponsor,

Without a doubt, the Pink Ice Gala is the premier winter event in the Midlands. This black-tie gala provides an evening of live entertainment, dancing, great food and drinks, and superb networking opportunities, within a backdrop of a beautifully decorated venue that warrants numerous pictures and social media posts.

The Pink Ice Gala is an annual fundraising gala that guarantees a great time, but more importantly, it is a wonderful way to support the community outreach efforts of Alpha Kappa Alpha Sorority, Incorporated® Gamma Nu Omega Chapter in partnership with the Pink and Green Community Service Foundation, Incorporated.

The Pink and Green Community Service Foundation is the 501(3)(c) philanthropic arm of Gamma Nu Omega Chapter whose mission is to support community initiatives that promote health, education, and the well-being of individuals and families. Together the Chapter and the Foundation have awarded more than a half million dollars in college scholarships and supported an expansive list of community efforts in the Greater Columbia area for more than 75 years.

We invite you to join us as a sponsor of the 38<sup>th</sup> Annual Pink Ice Gala: ***Exemplifying Excellence with Elegance***. The Gala is Friday, January 24, 2020, in the Cantey and Goodman Buildings on the South Carolina State Fairgrounds in Columbia, South Carolina. We expect more than 3,500 guests to attend. Our supporter network includes a diverse group of influential business and community leaders, as well as individuals and families who benefit from our fundraising efforts.

The enclosed materials provide details about sponsorship opportunities. If you have any questions, please contact Dr. Tricia Motes at 864-430-1623 or [tricia.motes@gmail.com](mailto:tricia.motes@gmail.com). We look forward to hearing from you regarding your sponsorship commitment!

Thank you for your time, consideration, and support.

Sincerely,

A handwritten signature in black ink, appearing to read "Tabatha V. McAllister".

Tabatha V. McAllister, PhD  
President  
Alpha Kappa Alpha Sorority, Incorporated®  
Gamma Nu Omega Chapter

A handwritten signature in black ink, appearing to read "Keisha L. Dyer".

Keisha L. Dyer  
President  
Pink & Green Community Service  
Foundation, Incorporated



### **About the Pink and Green Community Service Foundation, Inc.**

Established in 2005 by the members of Alpha Kappa Alpha Sorority, Incorporated® Gamma Nu Omega Chapter, the Pink & Green Community Service Foundation, Incorporated (Foundation) is a non-profit, tax exempt 501(c)(3) nonprofit organization headquartered in Columbia, SC. The Foundation is the philanthropic arm of Alpha Kappa Alpha Sorority, Incorporated® Gamma Nu Omega Chapter. The Foundation is dedicated to community service throughout the Greater Columbia Area. Contributions to the Foundation are tax-deductible under sections 170, 2055, 2106 or 2522 of the Code.

### **About Alpha Kappa Alpha Sorority, Incorporated®**

An international service organization founded on the campus of Howard University in Washington, D.C. in 1908, Alpha Kappa Alpha Sorority, Inc., is the first Greek-lettered organization established by African-American college-trained women. Alpha Kappa Alpha Sorority, Incorporated® volunteer network of more than 300,000 college-educated women put the sorority's credo "To be of Service to All Mankind" into action throughout the United States and abroad.

### **Alpha Kappa Alpha Sorority, Incorporated®, Gamma Nu Omega Chapter**

The Gamma Nu Omega Chapter was chartered in February 1942 in Columbia, South Carolina by 17 energized, sophisticated, and poised ladies under the leadership of Flossie M. Dedmond. Twenty-nine dynamic leaders have followed her assiduous lead in service throughout the Columbia metropolitan area. The chapter has grown to over 200 members who strive continually to capture a vision fair. The chapter has grown in a variety of ways; activities have taken on a deeper meaning, the membership has increased greatly, the programs have expanded, and we have formed relationships which have ripened into genuine friendships. For over seventy-five years the chapter has been a guiding light throughout the Columbia, South Carolina area.



## PROGRAM INITIATIVES

### **Target 1: HBCU for Life: A Call to Action**

Promote, market and provide financial support historically black colleges and universities to help students remain in school, complete their course of study, and receive their college degrees.

### **Target 2: Women's Healthcare and Wellness**

Raise community awareness of critical health issues impacting African-American women. The primary focuses will be breast cancer awareness and prevention, heart health, nutrition and wellness, and care for the caregivers.

### **Target 3: Building Your Economic Legacy**

Emphasize financial planning, asset accumulation, and wealth building including savings and investments, managing debt, and improving credit.

### **Target 4: The Arts**

Expose students to arts enrichment and culture by focusing on visual and performing arts and by showcasing talent through the exploration of writers, entertainers and various other artists.

### **Target 5: Global Impact**

Engage community service projects that provide assistance to the underserved in international areas populated with people of color. These partnerships include the following:

**Soles 4 Souls** (collect and transport gently-worn shoes); **Lions Club International** (donate eye glasses); **Pillowcase Project** (make pillowcase dresses and shirts for girls and boys in Haiti); and **Refugees in America Assistance Program (RAAP)** (support and provide literacy classes, educational training, and other transitional support for refugees).

## SCHOLARSHIPS

Annually the Foundation, in partnership with Alpha Kappa Alpha Sorority, Inc. Gamma Nu Omega Chapter, awards scholarships in the amount of \$1,000 each to high school seniors with plans to attend an accredited college or university, to help defray the cost of their post-secondary education.

## FUNDRAISING ACTIVITIES

**PINK ICE GALA** - a premier event that has been held in Columbia, SC since the early 80's. The City of Columbia event statistics indicate that Pink Ice is the second largest single event held in the city; with the largest being the SC State Fair. The buildings at the SC State Fairgrounds are transformed into elegant ballrooms by the Gamma Nu Omega Chapter members or professional decorators providing an atmosphere conducive to networking, fellowship and enjoyment. The Pink Ice Gala occurs annually on the fourth Friday in January.

**PINK-ON-THE-GREEN GOLF TOURNAMENT** - one of the premier charitable fundraising golf tournaments in Columbia, which hosts more than 100 golfers. The success of our tournament has largely depended on our ability to attract generous sponsors who support our mission. The tournament will be held biennially beginning 2018 and will be held on even ending years.

**FASHIONETTA®** - a trademark program of Alpha Kappa Alpha Sorority, Incorporated®, which exposes youth to educational, cultural, and social events as well as participation in community service projects and displays the many talents of the participants. Participants have an opportunity to display their talents in culminating events. Fashionetta® is a biennial event held on odd ending years.



# 38<sup>TH</sup> ANNUAL PINK ICE GALA

## SPONSORSHIP COMMITMENT FORM



Return by **December 17, 2019** to: PGCSF | P.O. Box 1516 | Columbia, SC 29202  
 Please make checks payable to: *Pink and Green Community Service Foundation or PGCSF*

Sponsors Name: \_\_\_\_\_  
 (Name and/or Business as you would like it to appear)

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate desired sponsorship level below. The Foundation is a 501(c)(3) nonprofit organization (TAX ID 20-2910328). Please keep a copy of this form for your records.

Sponsorship Level	Description	Select One
Presenting Sponsor - \$25,000	20 Tickets to the Gala, VIP Seating, 10 VIP Parking Spaces, Complimentary Table Amenities, 5 Scholarships in Your Company Name, Product Display and/or Infomercial at the Gala*, Recognition at the Gala, and Public Recognition at Community Service Events	
Pink & Green Sponsor - \$15,000	16 Tickets to the Gala, VIP Seating, 10 VIP Parking Spaces, Complimentary Table Amenities, 3 Scholarships in Your Company Name, Product Display and/or Infomercial at the Gala*, Recognition at the Gala, and Public Recognition at Community Service Events	
Emerald Sponsor - \$10,000	14 Tickets to the Gala, VIP Seating, 7 VIP Parking Spaces, Complimentary Table Amenities, 3 Scholarships in Your Company Name, Product Display and/or Infomercial at the Gala*, Recognition at the Gala, and Public Recognition at Community Service Events	
Platinum Sponsor - \$5,000	10 Tickets to the Gala, VIP Seating, 5 VIP Parking Spaces, Complimentary Table Amenities, 1 Scholarship in Your Company Name, Recognition at the Gala, and Public Recognition at Community Service Events	
Gold Sponsor - \$2,500	10 Tickets to the Gala, Reserved Seating, 4 Reserved Parking Spaces, Complimentary Table Amenities, Recognition at the Gala, and Public Recognition at Community Service Events	
Silver Sponsor - \$1,500	6 Tickets to the Gala, Reserved Seating, 2 Reserved Parking Spaces, Complimentary Table Amenities, and Recognition at the Gala	
Bronze Sponsor - \$1,000	4 Tickets to the Gala, Reserved Seating, 1 Reserved Parking Space, Complimentary Table Amenities, and Recognition at the Gala	
Friends of the Ivy - \$100 - <999	Recognition on Patron List	

\* Product displays and/or Infomercials must be pre-approved by the Pink Ice Committee.