

63rd Annual Alpha Omega

MARDI GRAS

2020



2.1.20



www.alphaomegamardigras.com



MARDI GRAS BALL HISTORY

Founded in 1923, the Annual Ball is a fundraiser that provides scholarships to Washington-area high school and college students based on academic achievement and community service involvement. After a few periods where the Mardi Gras was not held annually, it has been a yearly event for more than four (4) decades now. The Mardi Gras Ball is our major annual fundraiser, with approximately 1,500 patrons attending each year.

Alpha Omega Chapter is one of the oldest and largest chapters in the Fraternity and was chartered on October 1, 1922. The Alpha Omega Social Action & Scholarship Foundation is the giving arm for Alpha Omega Chapter and was incorporated in 1992 as a non-profit 501[c][3] entity. The foundation is a recognized agency of the Combined Federal Campaign and functions as a Brotherhood of Men devoted to making a positive impact through the advancement and uplift of humanity in the areas of scholarship and social action. Over the past ten years, we have awarded more than \$170,000 in college scholarships. Without this vital assistance, many of these students would have no other means of debt-free financial assistance. The Foundation's website is: www.aosaf.org

As a supporter of this year's Mardi Gras Ball, your organization will distinguish itself as one committed to preparing young African Americans for life's future endeavors. Sponsorships start at \$2,200. A complete listing of sponsor benefits can be found in this brochure. If you have questions, please contact our Mardi Gras Sponsorship Chairman Vernon Lee at 703-861-1142 or Vernon.LeeJr@gmail.com.



MARDI GRAS SPONSORSHIP PACKAGE

2020 Event Fact Sheet

ABOUT THE EVENT

Founded in 1923, the Annual Mardi Gras Ball is Alpha Omega Chapter's main vehicle for funding its community and social action programs via its philanthropic arm, the Alpha Omega Social Action & Scholarship Foundation (AOSASF). AOSASF annually awards \$20,000.00 – \$30,000.00 in scholarships to Washington, DC-area high school and college students based on academic achievement and community service involvement. AOSASF also provides a forum for public recognition and scholarship assistance to high school students in the performing arts (voice, drama, instrumental music and dance) through its Talent Hunt program. Over the past ten years, AOSASF has awarded over 75 college scholarships totaling over \$200,000.00.

DATE & TIME

Alpha Omega Chapter will host the "63rd Annual Mardi Gras" on Saturday, February 1, 2020 from 7:00 p.m. – 1:00 a.m..

LOCATION

Bethesda North Marriott and Conference Center, 5701 Marinelli Road, North Bethesda, MD.

DEMOGRAPHICS

The annual Mardi Gras Ball has approximately 1,500 patrons attending each year. For additional information on the patrons, please see the attached Demographic Information Sheet.

EVENT GOALS

To raise over \$30,000 in support of scholarships to Washington, DC-area high school and college students and increase awareness of the multitude of AOSASF philanthropic programs.

LEGAL STATUS

Alpha Omega Social Action & Scholarship Foundation is a nonprofit corporation; it is tax-exempt under Internal Revenue Code section 501(c)(3).

SPONSORSHIP

There are many opportunities to be a proud sponsor of the 63rd annual Mardi Gras. Review the enclosed Sponsor Packet or call the Mardi Gras Sponsorship Chairman for additional questions or information. Sponsorship opportunities are available from \$2,200.00 to \$5,000.00.

CONTACT INFORMATION

Vernon Lee
Mardi Gras Sponsorship Chairman
703-861-1142
Vernon.LeeJr@gmail.com



MARDI GRAS SPONSORSHIP PACKAGE

Alpha Omega Mardi Gras Ball 2019 Event Demographics

RACE **

African-American – 98.7%

SEX **

Male – 60%

Female – 40 %

AGE **

31 to 40 – 5%

41 to 50 – 20%

51 to 60 – 26%

61 to 70 – 28%

71 and over – 21%

PATRON ATTENDANCE **

First year 10%

1 to 5 years – 27%

6 to 10 years – 23%

11 to 15 years – 10%

16 to 20 years – 10%

21 to 30 years – 10%

31 to 40 years – 5%

41 or more years - 5%

EDUCATION **

H.S. Graduate – 100%

Bachelor's Degree – 92.7%

Graduate Degree – 12.9%

** Represents Demographic Data
from Alpha Omega

RELATIONSHIP *

Couples – 83%

Non-Couples – 17%

OCCUPATION *

Management, business, science, and arts
occupations – 40.3%

Service occupations – 20.4%

Sales and office occupations - 25.7%

Natural resources, construction, maintenance –
5.1%

Production, transportation, and material
moving – 8.5%

HOUSEHOLD OWNER CHARACTERISTICS *

Household Owner-occupied Median Income -
\$277,900

HOUSING TENURE *

Owner-occupied – 51%

Renter-occupied – 49%

EMPLOYMENT STATUS *

In Labor Force – 71.6%

Retired – 27.4%

VEHICLES AVAILABLE *

None – 17%

1 or more - 83%

* Data retrieved from BlackDemographics.com
and are reflective of the general statistics for
the DMV area



MARDI GRAS SPONSORSHIP PACKAGE

Founders Level: \$5,000

- Two Tables at the Mardi Gras Event (1 Table Seats 10 Patrons)
- Preferred Floor Seating
- 10 Tickets to VIP Private Reception
- Two Bottles of Premium Alcohol
- One Junior Suite for overnight accommodations
- Podium Recognition as a Sponsor at the Mardi Gras Event
- Front or Back cover One Page Ad in the Mardi Gras Souvenir Journal
- Corporate Logo displayed on all signage
- Recognition as a sponsor @ www.AlphaOmegaMardiGras.com

Royal Purple Level: \$3,500

- One Table at the Mardi Gras Event (1 Table Seats 10 Patrons)
- Preferred Floor Seating
- 5 Tickets to VIP Private Reception
- One Bottle of Premium Alcohol
- One hotel room for overnight accommodations
- Podium Recognition as a Sponsor at the Mardi Gras Event
- One Page Ad in the Mardi Gras Souvenir Journal
- Corporate Logo displayed on all signage
- Recognition as a sponsor @ www.AlphaOmegaMardiGras.com

Old Gold Level: \$2,200 (Scholarship Endowment)

- One Table at the Mardi Gras Event (1 Table Seats 10 Patrons)
- Preferred Floor Seating
- 2 Tickets to VIP Reception
- Table Signage Recognition as a Scholarship Endowment Sponsor
- Podium Recognition as a Sponsor at the Mardi Gras Event
- One Page Ad in the Mardi Gras Souvenir Journal
- Recognition as a sponsor @ www.AlphaOmegaMardiGras.com