

pearls & BOW TIES

A soirée benefiting The African SOUP

Dear Community / Corporate Leader:

On Saturday, October 7, 2017, The African SOUP will host its Third Annual “**Pearls and Bow Ties**” Soiree at 103 West in Atlanta, Georgia. Embracing our African roots, the event is aptly named to reflect Uganda as the “Pearl of Africa” while recognizing our corporate partner, Ugandan bow tie company “Lion’s Thread.” We anticipate nearly 200 guests attending this event, and all funds raised will support The African SOUP’s operations in Uganda.

The African SOUP is a nonprofit that blends community development with national impact. We provide educational opportunities to over 600 children in rural Uganda and support their families and the community through programs that focus on child nutrition, improved health, and economic empowerment. The SOUP also leads a national education reform effort focused on active learning. All of our programs strive to create long-term, sustainable solutions to poverty through education and community-driven impact.

The Third Annual “Pearls and Bow Ties” Soiree is an evening of celebration, auction, and entertainment to raise funds to support The African SOUP’s growth in eastern Uganda. The program will feature the SOUP’s very own Operations Director and Headmaster George Wateta, Founder Brin Enterkin, Uhuru Dance Troupe, and live music provided by Captain and the Kid, along with an array of unique and exotic silent auction items from which to choose.

We invite you, your colleagues, and your company to join us to learn more about our mission and help us celebrate the impact that providing a quality education for a child can have on the world. By becoming an event sponsor or purchasing a program ad for “Pearls and Bow Ties,” you too will be celebrating Uganda’s future and supporting the children and communities impacted by The African SOUP. You will find a detailed description of all of the available opportunities enclosed.

If you have any questions about this event or sponsorship levels, please contact Holly Habimana at holly@theafricansoup.org or 303.870.3266.

On behalf of the African SOUP Board of Directors and the children and communities that we serve, thank you for the immeasurable impact of your support.

Sincerely,



Holly Habimana
Executive Director

*The African SOUP, Inc. is a 501(c)(3) tax-exempt organization.
Your contribution is tax-deductible to the extent permitted by law.*

SPONSORSHIP OPPORTUNITIES

PEARLS OF WISDOM PARTNER

\$5,000

- ❖ Title Sponsor of “Pearls and Bow Ties”
- ❖ (1) table at the event for a total of 10 guests
- ❖ Logo printed on back cover of event program
- ❖ (1) Full page color ad in event program
- ❖ Verbal recognition at event
- ❖ Opportunity to welcome guests from the podium at event
- ❖ Logo on promotional items/signage for the event
- ❖ Year-round recognition on The African SOUP’s website as sponsor, with logo and link to company website
- ❖ Trip for two to visit The African SOUP in Uganda – rustic lodging, food, and safari included; Airfare not included

BOOKS AND BOW TIES PARTNER

\$3,000

- ❖ Presenting Sponsor of “Pearls and Bow Ties”
- ❖ (2) tables at event for a total of 20 guests
- ❖ Logo printed on back cover of event program
- ❖ (1) Full page color ad in event program
- ❖ Verbal recognition at event
- ❖ Logo on promotional items/signage for the event
- ❖ Year-round recognition on The African SOUP’s website as sponsor, with logo and link to company website

LEARN FOR LIFE PARTNER

\$1,500

- ❖ (1) table at event for a total of 10 guests
- ❖ (1) Full page color ad in event program
- ❖ Verbal recognition at event
- ❖ Logo on promotional items/signage for the event
- ❖ Year-round recognition on The African SOUP’s website as sponsor, with logo and link to company website

TABLE

\$800

- ❖ (10) seats valued at \$85/seat
- ❖ Recognition in event program

EVENT PROGRAM ADS

Purchase an advert in the event program to market your company's product or service, and receive excellent community exposure to nearly 200 event guests. Consider the advert options:

- ❖ Full Page Color Ad: \$250
- ❖ Full Page Black & White Ad: \$150
- ❖ Half Page Color Ad: \$125
- ❖ Half Page Black & White Ad: \$75
- ❖ Business Card Color Ad: \$60
- ❖ Business Card Black & White Ad: \$40



SPONSORSHIP SELECTION FORM

YES! I would like to purchase the below sponsorship level: (please check box)

PEARLS OF WISDOM

BOOKS AND BOW TIES

LEARN FOR LIFE

TABLE

COMPANY: _____

CONTACT PERSON: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____

CITY/STATE: _____ ZIP: _____

WEBSITE: _____

NAME FOR RECOGNITION PURPOSES: _____

**PLEASE ENCLOSE THIS FORM WITH YOUR PAYMENT FORM BELOW OR
SUBMIT PAYMENT ONLINE AT WWW.THEAFRICANSOUP.ORG**

EVENT PROGRAM ADVERTISING SELECTION FORM

YES! I would like to purchase the below program ad level (please check box):

- | | |
|---|--|
| <input type="checkbox"/> Full Page Color Ad \$250 | <input type="checkbox"/> Half Page Color Ad \$125 |
| <input type="checkbox"/> Full Page Black & White Ad \$150 | <input type="checkbox"/> Half Page Black & White Ad \$75 |
| <input type="checkbox"/> Color Business Card Ad \$60 | <input type="checkbox"/> Black & White Business Card Ad \$40 |

SPONSOR COMPANY/DONOR NAME: _____
(AS YOU WOULD LIKE IT TO APPEAR IN EVENT PROMOTIONAL MATERIALS)

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ ZIP CODE: _____

PHONE: _____ EMAIL: _____

SPECIFICATIONS: Please utilize the following specifications when creating your ad:

AD SIZE:

- Full Page: 5" wide x 7" tall (vertical only)
- Half Page: 5" wide x 3.5" tall (horizontal only)
- Business Card: Please submit an electronic copy of your business card if possible.

DIGITAL FILES ACCEPTED:

- Ads should be at 300 dpi at 100% of the ad size.
- File types accepted: .jpg or .PDF
- Fonts in electronic files must be vector art.

DEADLINE FOR SUBMISSION:

- Ads must be sent by **Friday, September 22, 2017** to be included in the event program
- Please send electronic version of ad to holly@theafricansoup.org



PLEASE ENCLOSE THIS FORM WITH YOUR PAYMENT FORM BELOW.

PAYMENT OPTIONS FORM
Please choose one of the options below:

Check enclosed in the amount of: \$ _____

- Please make check payable to: **The African SOUP**
- Mail check to: **PO Box 50050 Atlanta, GA 30302**

Please charge: \$ _____ to my credit card account number:

_____ Exp. Date: _____
(Circle one: VISA / MC / AMEX / DISCOVER)

Signature: _____

Name as it appears on the credit card: _____

Billing Address: _____

Billing City, State, and Zip Code: _____

I paid online at www.theafricansoup.org in the amount of \$ _____.

PROGRAM AD DEADLINE: FRIDAY, SEPTEMBER 22, 2017

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Your contribution is tax-deductible to the extent permitted by law.