



Second Annual Heart & Sole Sneaker Ball

Fundraiser for Scholarships and Community Programs

Sponsorship Prospectus

April 20, 2024
National Press Club
Washington, D.C.



February 2, 2024

Greetings Heart & Sole Sneaker Ball Supporters and Friends,

The Washington DC Alumnae Chapter of Delta Sigma Theta Sorority, Inc. (WDCAC) in partnership with the Washington, D.C. Alumnae Foundation (WDCAF), Inc., a 501(c)(3) charitable organization, invite you to sponsor the Second Annual Heart & Sole Sneaker Ball fundraiser. This volunteer-run charity event will take place on Saturday, April 20, 2024, at the National Press Club in Washington, D.C. from 8:00 p.m. to 12:00 midnight.

Now in its second year, the Heart & Sole Sneaker Ball provides an upscale chic party experience where SNEAKERS are the featured attraction, and the party is for a purpose. Guests will experience an amazing night of dancing, mixing and mingling, and feasting on scrumptious hors d'oeuvres while elegantly showcasing their stylish sneakers and supporting a great cause.

By partnering with us as an event sponsor, you will enable us to continue providing valuable community service programs and funding for scholarships for D.C. students. In addition, your sponsorship will provide you an opportunity to market your business to our multigenerational membership of college-educated women, our nearly 10,000 social media followers, and our expected 350 event guests.

The WDCAC has served the Washington, D.C. community for over 100 years by providing hundreds of thousands of dollars in college scholarships to D.C. students and sponsoring a vast number of community programs across the District in the areas of Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement. The WDCAF, Inc. has provided scholarships, grants, and donations throughout the Washington, D.C. community for over 38 years. The WDCAC and WDCAF, Inc. host fundraising activities throughout the year to fund their respective community, scholarship, and grant programs. Please take a moment, review the websites of both organizations, and explore featured activities and programs in which both organizations are involved.

To learn more about our 2024 sponsorship opportunities or to purchase tickets for the Second Annual Heart & Sole Sneaker Ball, visit <https://bit.ly/47vfz8I>. You may also email the Sponsorship Team directly at sneakerball@wdcacdst.org and please include your company's name in the subject line.

On behalf of the hundreds of local residents, college-bound students, and families that will greatly benefit from your sponsorship support, we thank you for your genuine consideration.

Nicole G. Jordan

Nicole G. Jordan, President
Washington DC Alumnae Chapter
Delta Sigma Theta Sorority, Inc.

Audrey M. Doman

Audrey M. Doman, President
Washington, D.C. Alumnae Foundation, Inc.



www.wdcacdst.org



sneakerball@wdcacdst.org



www.wdcaf.org



WHO WE ARE

Delta Sigma Theta Sorority, Incorporated is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. The sorority currently has 1,000 collegiate and alumnae chapters located in the United States, Canada, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica, West Africa, Southern Africa, and the Republic of Korea.

The Washington DC Alumnae Chapter (WDCAC) is a volunteer-powered chapter of Delta Sigma Theta Sorority, Inc. chartered in 1921. The nearly 500 members of WDCAC are committed to delivering impactful community-centered programming and awarding tens of thousands of dollars in academic scholarships to both new and continuing students.

The Washington, D.C. Alumnae Foundation, Inc. (WDCAF) exists to provide financial resources to fund community service programs and projects in Washington, D.C. targeted at building a stronger community and improving conditions for youth, the elderly, and families of the District of Columbia. The WDCAF is the fiscal partner for the Second Annual Heart & Sole Sneaker Ball.

OUR IMPACT

- Over \$60,000 in scholarships awarded in 2022 and 2023 to deserving District of Columbia students.
- Hundreds of individuals annually served by community programming in economic development, educational development, physical & mental health, international awareness & involvement, and political awareness & involvement.
- Thousands of volunteer hours invested in the local community through direct and virtual engagement every year.

WHY SPONSOR

- **INCREASE** your brand exposure and elevate your brand identity by reaching our over 10,000 followers across our social media channels - Facebook, IG, Twitter, and YouTube.
- **STRENGTHEN** your company's reputation and Environmental Social Governance (ESG) goals by funding our impactful programming for children, families, and seniors.
- **GIVE BACK** to your community by helping us provide more scholarships to D.C. students who need them most.
- **EXPAND THE MOVEMENT** to promote volunteerism among professional women.





Sponsorship Levels

VIP LOUNGE SPONSOR - \$5000

8 complimentary event tickets

Reserved seating

Priority VIP entry and Priority access to VIP Lounge

Recognition as VIP LOUNGE sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display personal or company signage in the VIP LOUNGE and throughout venue

MVP CORPORATE SPONSOR - \$2500

8 complimentary event tickets

Reserved seating

VVIP entry and access to VIP Lounge

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display personal or company signage prominently at the event

SNEAKER HEAD - \$1500

4 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

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Sponsorship Levels

HIGH TOPS: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as event sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

MID TOPS: \$500

2 complimentary event tickets

VIP entry and access to VIP Lounge

Logo and Name featured on our social media platforms

LOW TOPS: \$250

1 complimentary event ticket

VIP entry and access to VIP Lounge

Name featured on our social media platforms

Additional Event Sponsorships

DIGITAL AUCTION SPONSOR: \$1,500

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as DIGITAL AUCTION Sponsor on event signage

Logo and Name featured on our social media
and Digital Auction platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

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Additional Event Sponsorships

DÉCOR SPONSOR: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as DÉCOR sponsor on event signage
and throughout venue

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

DJ SPONSOR: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as DJ BOOTH sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display personal or company signage at DJ Booth

PHOTO BOOTH SPONSOR: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as PHOTO BOOTH sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display personal or company signage
at the Photo Booth

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Additional Event Sponsorships

BEVERAGE SPONSOR: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as BEVERAGE sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display company signage at Beverage Stations

DESSERT SPONSOR: \$1,000

2 complimentary event tickets

Reserved seating

VIP entry and access to VIP Lounge

Recognition as DESSERT sponsor on event signage

Logo and Name featured on our social media platforms

Logo and Name featured on WDCAC website

Inclusion in pre-post marketing collateral

Opportunity to display company signage at Dessert Station





RETROSPECT: 2022-2023 Sorority Year in Review

THE DELTA WORD



President's Message

I am delighted to share with you a brief recap of our 2022-2023 sorority year.

Throughout the year, the Washington DC Alumnae Chapter made significant strides in our initiatives and was laser focused on serving our community. We transitioned most of our activities back to in person and established new partnerships to enhance our impact. We renewed our commitment to our youth and touched the lives of over 50 young girls and boys through our Dr. Betty Shabazz Delta Academy, Delta G.E.M.S and EMBODI programs. We created and executed programs that informed, inspired, and ignited people locally, nationally and internationally. While emphasizing sisterhood, we raised record funds through new and innovative events.

I am proud of what we achieved together in 2023, but there is still much work to be done. I am filled with enthusiasm for the upcoming sorority year. We have exciting plans to deepen our engagement with the community. Together, we will continue to uplift, empower, and make a lasting impact.

Nicole Jordan
President, Washington DC Alumnae Chapter

DID YOU KNOW?

WDCAC UPLIFTED CIVIC ENGAGEMENT DURING THE 2022 MIDTERM ELECTIONS...ADOPTING A POLL CENTER IN WARD 8 AND EMPOWERING VOLUNTEERS AS POLL WORKERS FOR ELECTION DAY.



Highlights of The Issue

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WDCAC Events Combine FUN and Fundraising

CRITICAL DOLLARS RAISED FOR SCHOLARSHIPS AND OTHER COMMUNITY PROGRAMS

BY: BARBARA GOLIDAY

Fundraising is an essential part of the Washington DC Alumnae Chapter (WDCAC) of Delta Sigma Theta Sorority, Inc.'s efforts to serve the community and, this year, the chapter set an ambitious goal—and exceeded it! Through a combination of signature events, passive fundraisers and donations, the chapter raised \$165,000 in gross revenue in support of student scholarships and community-impact programs.

With events, such as “Dining with the Deltas”, “Coleman Love 5K Walk/Run”, I Can Fly quilt fundraiser, and the “Summer Soiree” coupled with the chapter’s signature fundraising events—“Sunday Gospel Brunch” and “Heart & Sole Sneaker Ball”—WDCAC earned a net profit of around \$102,000.

The chapter hosted two of its major fundraising events in conjunction with the Washington DC Alumnae Foundation (WDCAF), Inc.

The 5th Annual “Sunday Gospel Brunch” in November was emceed by Reverend Dr. Gwendolyn E. Boyd, 22nd National President.



“Heart & Sole Sneaker Ball” Event and Fundraiser



The event featured the WDCAC Praise Team, artist DaNell Daymon & Greater Works, and comedian Tanya Lewis, showcasing their various talents.

“This year with the new leadership and new chairs, we just wanted to do some things differently,” said Soror Teriauna Harris-Duran who co-chaired the event with Soror Yvette Downs.

In April, the inaugural “Heart & Sole Sneaker Ball” was held at the Historic National Union Building in downtown DC. According to 3rd Vice President, Soror Dana Anderson, “We had a desire to have a party, so we wanted to bring back the “Red & White Ball” but update it and try to make it a little cooler.”



Fifth Annual “Sunday Gospel Brunch”

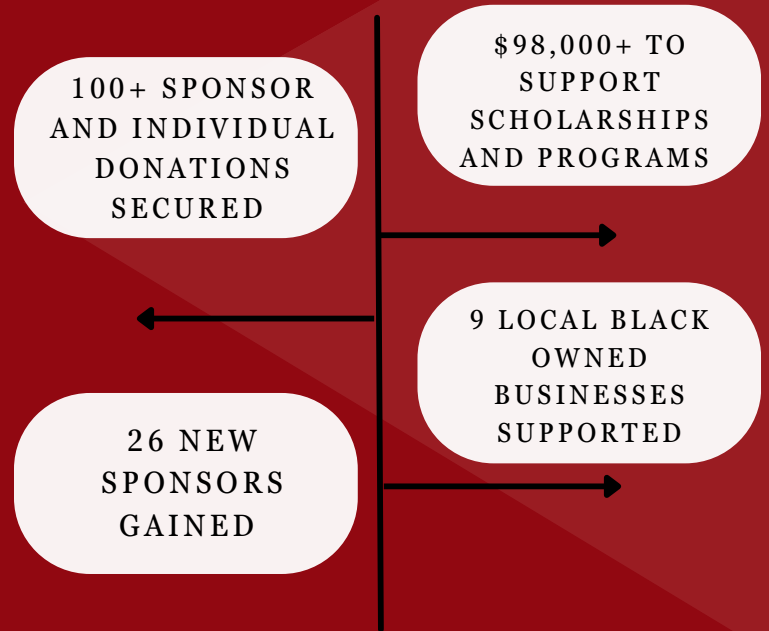
Champions of Change

EXHIBITING THE TRANSFORMATIVE POWER OF OUR DEDICATED MEMBERSHIP
THROUGHOUT THE CHAPTER YEAR

Dedicated & Dynamic Campaigning

As members of the Washington DC Alumnae Chapter, your deep commitment and thousands of hours volunteered help us continue a rich legacy and honor the charter members while creating positive change in the communities we serve.

Because of you, WDCAC surpassed its fundraising goal this year through various fundraising initiatives including three major events. These numbers are just a glimpse of your hard work that make it possible for our chapter to strive towards building a stronger, more empowered community for everyone.



ENDURING DEVOTION TO COMMUNITY SERVICE

3000+

SERVICE HOURS LOGGED

Revitalizing and reopening events that had been virtual since the pandemic, the WDCAC logged over 3000 hours in community engagement. Your commitment led to increased civic engagement, financial literacy, international impact and physical and mental wellness. During the 2022-2023 chapter year we accomplished the following:

- Adopted a poll center and hosting a “GoGo Vote Party” and “Get out the Vote Walk” leading to increased civic engagement.
- Advocated for critical issues at the 2023 “Delta Days in the Nation’s Capital” leading to increased awareness of social issues.
- New partnerships expanded initiatives like the Thanksgiving food drive (DC Child and Family Services) and the annual “Angel Tree” toy donation project (Generation Hope).
- Seminars like April’s “B.O.S.S. Money” series and June’s “Entrepreneurship Expo” promoted healthy spending habits and business strategies.
- Fitness events including 5K fundraisers like the “Red S.H.O.E Challenge” and “Coleman Love 5K Walk/Run” inspired healthy living and provided financial support for those in need.

Unveiling the Urgency:

WDCAC Brings Attention to Issues Facing Women

BY: PATRICIA RHONE-STEWART

Centered on social justice issues facing women, the Washington DC Alumnae Chapter demonstrated unwavering commitment to advocating for women's rights throughout the chapter year.

Marking their 100th Founders Day in January, the chapter hosted a public forum discussing the challenges of addressing domestic violence. The panel of advocates, including Rev. Dr. Walter L. Staples, Derrica Wilson, Bonita Ward, and Tee Sutton – and led by Soror Marla Dean - emphasized the pressing need for support for affected individuals, families, and communities.

Ward, Program Coordinator at the House of Ruth, a non-profit that provides services and support to individuals who have experienced domestic violence, shared how the organization adapted to the COVID-19 pandemic by offering virtual counseling and financial assistance. Sutton, a survivor, reflected on her personal story and said that the House of Ruth's resources helped her during her recovery.

The chapter continued to elevate women's issues with a second event in April focused on the crisis of Black missing girls and women. In partnership with the Beta Iota Chapter, the thought-provoking event featured an expert panel of organizations from around Washington D.C.

Guided by Akosua Ali, President of NAACP DC, with experts Derrica Wilson and Natalie Wilson from the Black & Missing Foundation, Inc., retired Assistant Chief Chanel Dickerson of the Washington, D.C. Metropolitan Police Department and Kaniya Washington, a UDC junior - the discussion highlighted the lack of equal attention and support for all missing individuals.



Founders Day Brunch Highlighting Domestic Violence

Moreover, the panel exposed the staggering disparity between the percentage of missing individuals of color and the corresponding media coverage. Underscoring their commitment to supporting these causes, the chapter donated \$1500 dollars to the House of Ruth during the January event, and separately donated proceeds of a May fundraiser to Black & Missing Foundation, Inc. These impactful events not only brought attention to critical issues, but took actionable steps towards fostering emotional and financial support for pressing issues facing women.



Founders Day Brunch Highlighting Domestic Violence

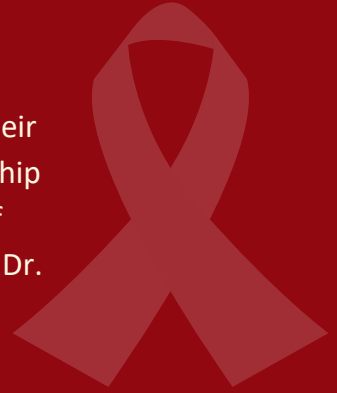
GLOBAL IMPACT

WDCAC EVENTS SUPPORT COMMUNITIES LOCALLY AND INTERNATIONALLY

WDCAC's Comprehensive Approach to World AIDS Day

BY: LINDA LOWE

To enhance community awareness and combat the global HIV/AIDS pandemic, The Washington DC Alumnae Chapter (WDCAC) employed a comprehensive approach for their World AIDS Day activities. This included a poignant remembrance ceremony, a partnership with the Whitman-Walker Health clinic for an outdoor HIV screening, the distribution of awareness packages, and a webinar featuring esteemed global health experts including Dr. Tishina Okegbe.



The virtual webinar, titled "State of World AIDS 2022," provided updates on the global status of HIV and AIDS, emphasizing new research and prevention techniques. According to UNAIDS, 53% of people living with HIV worldwide in 2022 were women and girls, while communities of color in DC faced the highest rates of new diagnoses.

WDCAC remains dedicated to fostering awareness and support for individuals living with HIV/AIDS through events that contribute to community awareness and education in order to combat the spread of this global health crisis.

Delta Sigma Theta Sorority, Inc.'s WDCAC Chapter: Serving Locally and Globally

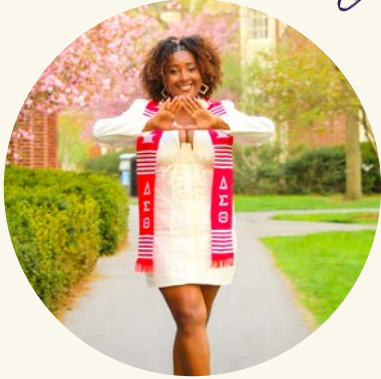
This year, the Washington DC Alumnae Chapter organized a series of events that amplified its mission to address social issues in both local and global communities. One noteworthy event - the I Can Fly International (ICFI) quilt fundraiser, kicked off in October 2022 and concluded several months later during the Spring of 2023. The campaign aligned with Delta Sigma Theta Sorority, Inc.'s commitment to education and empowerment, providing life-changing opportunities through education to children rescued from dire situations in impoverished villages worldwide. The chapter's support of ICFI centered on encouraging their educational and career development for youth transitioning into adulthood.

WDCAC also undertook initiatives related to water accessibility and environmental conservation. Aiming to educate the D.C. community about the importance of water resources and environmental sustainability, outreach encouraged individuals to take action, such as participating in watershed clean-up and recycling efforts.

"Our events are not only a way for us to secure the resources we need to carry out our programs, but it is also a way to spread awareness and inspire others to join us in making a difference in D.C and beyond," said Nicole Jordan, President of WDCAC. "

Additionally, the chapter renewed its deep commitment to the D.C. community through the 67 Blankets Project - a collaboration with the Third Street Church of God Silent Workers Homeless Ministry. In a city where unhoused individuals struggle to find warmth during harsh winters, this project knits blankets, hats, and scarves to provide comfort and support. By partnering with a local ministry, the chapter directly addressed the pressing needs of their neighbors.

Making A Difference ✨ ✨



Jala Grant, a recent business administration graduate of Bucknell University, penned a heartfelt thank you letter to the Washington DC Alumnae Chapter (WDCAC) for financial support throughout her four years of undergraduate studies.

“All of my success would not be possible without the help and support of my sorors at WDCAC,” wrote Grant. Grant, who received a WDCAC scholarship in 2018, is pursuing a Master's degree in Pan African Studies at Syracuse University. She acknowledges that her journey has required the support of a village, with Sorors at WDCAC serving as an unwavering pillar throughout her educational endeavors.

“The dedication to my future from women like those of WDCAC have influenced me to not only join our sorority, but continue my dedication to our community and my education.” Her story exemplifies the transformative power of scholarships and the vital role that organizations like WDCAC play in shaping the future of aspiring scholars.

Washington DC Alumnae Chapter's
Renewed Commitment to Youth:
2022-2023 Recap

In 2022-2023, the Washington DC Alumnae Chapter prioritized youth development through mentorship, education, and community engagement. We held an in-person relaunch of our traditional youth programs including The Dr. Betty Shabazz Delta Academy, The Delta G.E.M.S program, and the EMBODI program all serving youth and young adults in the D.C. area.

DEAR Pearls of Wisdom

Featuring our Dedicated, Energetic, Active, and Respected Sorors.

A long-standing member of the Washington DC Alumnae Chapter, Dorothy Amis believes that volunteering is an excellent way to fellowship with Sorors. She spoke fondly of her memories bonding with Sorors and serving the chapter in various roles and committees including the Delta Research and Educational Foundation (DREF) and as former Chaplain of the chapter.



Forging Connections

“I got to meet people I would not have known,” Amis says of her connections made through commitment to public service.

Founders Fact

“I kept the birthday card I got from Eliza P. Shippen.” Amis says she formed a bond with two of Delta's 22 founders.

Memorable Moments

“I’ll never forget it,” says Amis of the rare opportunity she had to witness President John F. Kennedy speak in 1963 at the Sorority's 50th-anniversary luncheon.



WDCAC Scrapbook Chronicles

RELIVING THIS YEAR'S UNFORGETTABLE MOMENTS OF SISTERHOOD



In November 2022, Sorors around D.C. gathered for fun and fellowship at "WDCAC's Annual Reclamation Roundup."



Sorors gathered to honor and celebrate WDCAC Delta DEARS during "Sisterhood Month" in March 2023 at the Imperial Room, St. Benedict Catholic Church.



WDCAC members enjoyed a night out at the Washington Wizards' HBCU night in fellowship with Sorors from other local chapters.



Members lovingly captured their canvas paintings at a "Sisterhood Month" paint party.



Sorors gathered for a Delta DEAR Breakfast at IHOP in Northeast D.C. this summer.



Sorors gathered in celebration as chapter member Dorothy Sojourner celebrated her 100th birthday.