



2024 SPONSORSHIP

UPLIFT

The Brothers of Delta Mu Mu Chapter (DMM) of the Omega Psi Phi Fraternity translate this stalwart cardinal principle of the Fraternity into support, service, and stewardship to those in need within the metro Atlanta area.

DMM's commitment is unwavering, investing over 7,000 hours a year and \$200,000+ annually to support impactful, innovative community programming. These include the Black Rhinos Mentoring Program, The Omega Debate targeting high school students, The Achievement Pitch, a business pitch competition for minority college students, community grocery distributions with Caring For Others, meal preparation and support for residents at Covenant Community, and the Scholars program funding the educational dreams of college students. Each of these initiatives is a beacon of hope, uplifting and positively affecting the lives of people in need.

DMM relies on unique entertainment initiatives aimed at select, targeted markets to fund these efforts. In 2009, DMM launched one of the premier entertainment experiences in the southeast: Sundresses & Seersuckers (S&S). Completing its 13th year, S&S attracts over 14,000 patrons for a weekend of excitement and fun in Atlanta each spring. In 2015, the Chapter launched Pinot, Painting, Poetry, or P3, another innovative event aimed at leveraging the demographics of the S&S audience with their interests in an untapped area in the metro Atlanta entertainment space. In the creative spirit of S&S and P3, on October 26, 2024, DMM presents its inaugural fall event, **QREEPY HALLOW**, an entertainment experience centered around the Halloween season, another untapped space in the metro Atlanta scene.

By sponsoring **QREEPY HALLOW**, your business will gain impactful exposure and meaningful value. This is a unique opportunity to align your brand with an event that can benefit your business and contribute to making a difference in the metro Atlanta community. We invite you to contact your DMM representative to discuss the sponsorship opportunities outlined and the benefits they can provide for your business.

www.dmmomega.org

featuring



TRICKS

The Rooms at 200 Qreepree St



TREATS

Trick or Treat? Gift Bag



BEATS

the funky beats of DJ Bone



EATS

Halloween-themed food & libations



& FUN

Best Costume Contest & 360° Photos



Saturday, October 26, 2024

8 PM – 1 AM

The Cellar

at Southern Exchange

200 Peachtree St., Atlanta, GA 30303

www.qreepyhallow.com

Target Demographic

(DMM's Sundresses & Seersuckers Attendee Profile)

Gender of Attendees

Male: 40%

Female: 60%

Age of Attendees

26 – 35: 5%

36 – 45: 28%

46 – 55: 52%

56 – 65: 15%

Education of Attendees (highest level)

HS Diploma: 3%

Bachelor's degree: 34%

Master's degree: 46%

Professional degree: 9%

Doctorate degree: 8%

Income of Attendees

>\$200K: 20%

\$150-\$199K: 18%

\$100-\$149K: 32%

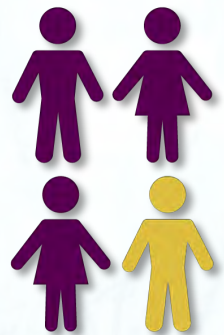
\$50-\$99K: 28%

<\$49K: 2%

Scary Stats



In 2023, U.S. Consumers spent \$12.2 billion for Halloween (up 77% since 2011)



73% of U.S. Consumers celebrated Halloween in 2023



In 2023, U.S. Consumers spent \$1.9 billion on adult Halloween costumes



32% of Americans threw/attended a Halloween party in 2023 (up from 28% in 2022)

DMM Media Highlights

15 Million+
Social Media Impressions



20,000
Engaged Users



150,000
Engaged Users



40,000
Engaged Users



100,000 Views



8,500
Subscribers

Sponsorship Levels

GOLD \$2,500 (max. one (1) sponsor)

- 🎃 Sponsor of the Best Costume Contest (men, women, & couples)
- 🎃 Entrance light projector signage
- 🎃 Signage: top placement of logo on Sponsors' banner, Step & Repeat, website, and napkins
- 🎃 Sponsor of three (3) **TALES FROM THE QRYPT** social media posts
- 🎃 Six (6) tickets + three (3) parking passes to **QREEPY HALLOW**

PURPLE \$1,000 (max. five (5) sponsors)

- 🎃 Sponsor of one (1) room/vignette on **200 Qreepree St.**
- 🎃 Signage: logo on Sponsors' banner, Step & Repeat, & website
- 🎃 Sponsor of one (1) **TALES FROM THE QRYPT** social media post
- 🎃 Four (4) tickets + two (2) parking passes to **QREEPY HALLOW**

PARTNER \$500

- 🎃 Signage: logo on Sponsors' banner, Step & Repeat, & website
- 🎃 Sponsor of one (1) **TALES FROM THE QRYPT** social media post
- 🎃 Two (2) tickets + one (1) parking pass to **QREEPY HALLOW**

Contact your DMM representative or email us at QreepyHallow@gmail.com for additional information or to discuss sponsorship opportunities for:

