



A Knight of Excellence

Presents



2024 Mardi Gras Ball
Scholarship Fundraising Event

February 3, 2024

The Hurst Conference Center

1601 Campus Dr, Hurst, TX 76054



A Black Tie Event
Tuxedo
Full Length Gown



www.sadfw.org/mgb





Association of St. Augustine High School Alumni – DFW Chapter 2024 Mardi Gras Ball – Sponsorship Brochure

About St. Aug

St. Augustine High School (St. Aug, as it is affectionately known in New Orleans) was founded in 1951 by the Society of St. Joseph of the Sacred Heart with a mission to educate young black men from Catholic families in New Orleans. Since its inception, St. Aug has graduated over 9,000 young men and is nationally recognized for successfully preparing its students for higher education. Many alumni have gone on to become doctors, lawyers, judges, fire chiefs, police chiefs, mayors, engineers, NBA coaches, NFL & NBA players, entrepreneurs and corporate leaders. In fact, despite being a relatively small school, St. Aug ranks 6th nationally having sent 32 players to the NFL.



During its early years, St. Aug led the way in battling segregation in New Orleans, overcoming several challenges that resulted in the desegregation of Louisiana High School Athletic Association (LHSAA).

St. Aug's world-renowned marching band, the Marching 100, also desegregated Mardi Gras in 1967 by becoming the first black band to march in the Rex parade. The Marching 100 has gone on to perform for Pope John Paul II, at Super Bowls and national celebrations including the Macy's Thanksgiving Day and Tournament of Roses parades. St. Aug's legacy is even featured in the national Museum of African American History in Washington, D.C.



The St. Aug DFW Alumni Chapter is in its 9th year of operation and has donated over \$70,000 in scholarships to support deserving St. Aug students. As we continue to grow our support of the school in the North Texas region, we remain steadfast to our aim of advancing the glory and honor of our alma mater's

the Mardi Gras Ball

Visit: <https://www.sadfw.org/mgb>

501c3 Information provided upon request



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The Association of St. Augustine Alumni – DFW Chapter's Annual Mardi Gras Ball is a premier fundraising gala and major social event that focuses on raising awareness and support for our alma mater's continued mission of educating and molding deserving young black men in the city of New Orleans to become leaders equipped to improve the world. By attending this event, you will experience one of DFW's finest evenings of fun, good food, glitz and glamour. Our goal is to make our guests feel like they are in New Orleans enjoying the pageantry of Mardi Gras.

Based on New Orleans tradition, the BALL is known for its food, music and most of all fun! The celebration also features members of the royal court, Carnival Indians and a brass band. This year, we are honored to have, Bivian "Sonny" Lee III (Class of 1999) serving as our Grand Marshall. As Founder and Chief Executive Officer of Son of a Saint, Sonny has dedicated his life to transforming the lives of fatherless boys. Since the organization's inception in early 2011, Sonny has grown Son of a Saint to now serve 200 mentees with an operating budget of more than \$4 million.



Event Details

The Mardi Gras Ball is the St. Aug DFW Alumni Chapter's largest and most significant event each year. There will be local professionals, corporations, small businesses and other community-based organizations in attendance. Guests will experience the flare of New Orleans hospitality, music, food and fun. By the end of the evening everyone will understand the aim of our chapter and how we are helping St. Aug to continue its mission. Your support improves the lives of students and their families.

When: February 3, 2024 - 6:00 PM – 11:30 PM

Where: Hurst Conference Center– Hurst, TX 76054

To learn more and to purchase tickets or sponsorships, please go to: <https://www.sadfw.org/mgb>





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Sponsors of the Mardi Gras Ball will gain the opportunity to market their brand, products, or services to professionals from across the DFW area and from cities across the U.S. Our Mardi Gras Ball's reputation is growing and we anticipate more than 600 guests this year (+50% y-t-y) comprised of alumni, professionals, and friends of St. Aug in the Dallas Fort Worth area. This is the perfect event to grow your network. Businesses will be in attendance showcasing goods and services and professionals who attend this event will come from all walks of life and are consumers of all types. We encourage you to take advantage of this unique opportunity to support our 'party with a cause' and grow with us.



Notable Alumni include, Grammy Award winning artist, Jon Batiste who is a class of 2004 graduate.



Photograph of St. Augustine High School basketball team located in the National Museum of African American History and Culture in Washington, D.C.



St. Augustine High School's graduating class of 2023 achieved a 100% college acceptance rate and received over \$9 million in college tuition scholarships.

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Sponsorship Opportunities

Sponsorship Level	Donation Amount	Sponsor Benefits
TITLE	\$10,000	<ul style="list-style-type: none"> • 3 VIP Tables - 30 invitations to the Mardi Gras Ball • 30 VIP lounge reception invitations & 30 Mardi Gras bags • Up to 20 complimentary VIP parking passes • Prominent signage at the event and event-time acknowledgement • Table signage • Select full page ad placement in program booklet • Opportunity to address the Ball & provide a 2-minute video ad to be played during the Ball • Inclusion in all media releases and promotional materials in DFW and New Orleans, LA
PURPLE	\$7,500	<ul style="list-style-type: none"> • 2 VIP Tables - 20 invitations to the Mardi Gras Ball • 20 VIP lounge reception invitations & 20 Mardi Gras bags • Up to 10 complimentary VIP parking passes • Signage at the event and event-time acknowledgement • Table signage • Opportunity to provide a 2-minute video ad to be played during the Ball • Full page ad placement in program booklet
GOLD	\$5,000	<ul style="list-style-type: none"> • 1 VIP Table - 10 invitations to the Mardi Gras Ball, • 10 VIP lounge reception invitations & 10 Mardi Gras bags • Up to 10 complimentary VIP parking passes • Event-time acknowledgement • Table signage • Opportunity to provide a 1-minute video ad to be played during the Ball • Full-page ad placement in program booklet
VIP Package	\$2,000	<ul style="list-style-type: none"> • 1 VIP Table 10 invitations to the Mardi Gras Ball • Prime table location • 10 VIP lounge reception invitations & 10 Mardi Gras bags • Up to 5 complimentary VIP parking passes • Table signage • Program booklet acknowledgement

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2024 Mardi Gras Ball - Ad Specifications

Ad Sizes Available - Width x Height in Inches

AD Size	Completed	Assisted
Business Card size 3.875" x 2.25"	\$ 50.00	\$ 75.00
Quarter Page 3.875" x 4.875"	\$100.00	\$125.00
Half Page 3.875" x 10" or 8" x 4.875"	\$175.00	\$200.00
Full Page 8" x 10"	\$300.00	\$325.00

Ads must conform to these dimensions. (In the event they do not, we will reduce or enlarge to fit the designated space.)

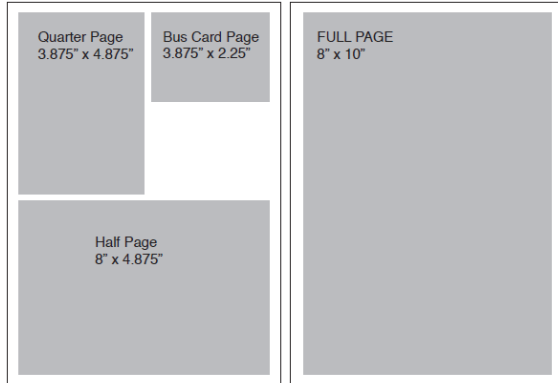
Ads must be submitted on or before deadline and ready for processing. Ads that are incomplete or problematic may miss the publication/edition.

Deadlines for Publication

* Ad Space Reservation Deadline
ASSISTED Artwork Request Deadline
COMPLETED Artwork Deadline

Press Date – December 30, 2023

December 9, 2023
December 16, 2023
December 23, 2023



ACROBAT PDF

- All fonts must be embedded.
- If the ad is 4-color, it must be set to CMYK.
- If the ad is black and white, there should be no color elements in the ad
- The ad cannot have RGB in it at all (ads with RGB will not reprint).
- PDF should be exported at a minimum of 100 lpi (lines per inch) / 300 dpi (dots per inch).
- Ad must be correct size (please double check, a 2X3 is not a 2" by 3" ad).

ILLUSTRATOR FILES

- Collect and send all fonts or
- Convert all fonts to outlines. This makes your text un-editable, so please proof carefully.
- Include all artwork.

NOTE: DO NOT use the font alteration (bold, italics, underline, etc.) Altering type this way will create an undesirable effect. If you want your type bolded, choose a font that has bold in its type family.

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Ad Specifications (Continued)

EPS OR TIFF FILES

- Please be sure to completely proof your ad as no changes will be possible
- Please be sure your ad is sized to specs.

AD SUBMISSION INSTRUCTIONS

E-MAIL AD(S) to sadfwchapter@gmail.com to ensure space is reserved

- Please try to keep file sizes small. Ads over 1mb should be stuffed to ease uploading/downloading.
- We accept e-mailed ads at any size, but be sure your email service can support the file size you are sending.
- When e-mailing ads please use MGB Artwork and include in the subject line your organization name and in the body of the email, list the ad size and the name of the files you are submitting, so we can double check that we have received everything you had intended to send.

Bleed sizes for Full Page Bleed Area 8.625" x 11.625"

Live Area 8" x 10"

Reminder: To ensure inclusion in the booklet – you must RESERVE space by December 9, 2023



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