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February 16, 2011

Dear Friends,

I am writing on behalf of the Ira Dorsey Scholarship Endowment Fund, Incorporated (IDSEF). On June 18, 2011, in partnership with the Xi Alpha Lambda chapter of Alpha Phi Alpha Fraternity, Inc., the IDSEF will host the annual Black and Gold Scholarship Gala where scholarships will be awarded to deserving male college bound students from the Washington, DC Metro area. The IDSEF relies on the support of caring members of the community to fund these scholarships. The IDSEF is a 501(c) (3) non-profit community service organization, so any financial or in-kind contribution is tax deductible. To date, with the support of the community, we have provided over \$112,000 in scholarships over the past 14 years.

Together with our partners, we have promoted the ideals of scholarship, manly deeds, and love for all mankind throughout the Washington Metropolitan community. The primary aim of the IDSEF is to stimulate the growth and advancement of young adults by providing financial scholarships and support. With your support we can further mitigate the financial barriers for students who seek higher education.

Please consider being a sponsor for this worthwhile cause. We are seeking corporate and individual sponsors.

***David Woods***

David Woods  
President, IDSEF  
Ira Dorsey Scholarship Endowment Fund, Inc.

## ***Why should you sponsor the Ira Dorsey Scholarship Endowment Fund?***

- **Scholarships.** This is our organization's primary purpose! The endowment fund was developed to help defray college expenses for deserving young male high school students in their scholarly pursuits at a college or university of their choice. You can rest assured that your sponsorship dollars will go directly to a scholarship. Our goal is to increase the number or the amount of annual scholarships that we fund (we currently fund eight, \$1,500.00 scholarships).
- **To Support and Fund Other Charitable and Educational Programs.** The foundation donates funds and other resources to other organizations working in the community to develop our youth. Consideration for financial support is given to organizations with programs focusing on the development of elementary age youth in preparation for success in high school and beyond. Our Alpha Academy, Boy Scout Troop 1906 and our support to the Alexandria, VA Youth Detention Center are some of the examples of how the foundation supports and executes programs to provide young males with positive role models and the information and skills necessary for academic success and productive citizenship.
- **Tax Deduction.** We are a 501(c) (3) organization. As such, 100% of the proceeds of funds raised from the souvenir journal will be used to fund the scholarships that we give to the local community. In addition, the donations that we receive are tax deductible. *Please consult with your tax advisor to ensure compliance within the full extent of the tax laws.*
- **Association With a Good Cause.** Businessmen and women who invest in the community's youth are investing in the community's future. Many community leaders recognize the contributions of IDSEF sponsors and are in a position to expand business opportunities within the community. As an IDSEF scholarship sponsor, you are not only contributing to the intellectual growth of aspiring high school students, but you are also promoting stability and growth in the community. Contributing to the IDSEF could also be a near term investment for your organization.
- **Demographics.** Contributing to our scholarship fund is also an advertisement investment for your business. Our members are influential leaders in the local area with expendable income. Out of the 130 members of the IDSEF, 100% are college educated, 78% own their own homes, 34% own investment properties, and 78% have household incomes in excess of \$100,000 per year. Your contributions will be acknowledged by an additional 600 members of Alpha Phi Alpha graduate chapters in Northern Virginia, Maryland and Washington, DC, all with similar financial status and influence. *Please inquire about additional demographic information.*
- **Testimonial.** *"I am truly grateful for the Ira Dorsey Scholarship and for all those who choose to support and fund it. I was a recipient of this scholarship in the Spring of 1998. The funds definitely lightened the financial burden on my family, and were an integral part in helping me get through my undergraduate studies. Without that support, I might not have been able to fulfill my dream of practicing veterinary medicine today."*

***Dr. Brother Laurence B. Toyer, DVM***  
***Ira Dorsey Scholar '98***  
***Xi Alpha Lambda, Spring '09***

**I/We commit to the following sponsorship level:**

**CORPORATE SPONSORSHIP LEVELS:**

**JEWEL SPONSOR - Contribution of \$5000 or more**

Includes guest seating for fifteen at the Black and Gold Scholarship Ball, full-page color premium ad in souvenir journal, corporate logo on all advertising and promotional materials and website, spotlight in our national Sphinx Magazine reaching over 17,000 subscribers, and corporate banner display at event. Jewel Sponsor will be invited to assist in making presentation of scholarship awards to recipients. Corporate promotional items will be distributed to all guests. Plaques recognizing corporate contribution will be presented. Jewel Sponsor will be invited to participate in photo opportunity with scholarship recipients and the IDSEF Board members. Attend the student reception. Invited to participate with our foundation on the development, planning and coordination of our programs.

**PLATINUM SPONSOR -Contribution of \$3000 –\$4,999** Includes guest table seating for ten, one full-page color premium ad in souvenir journal, corporate logo signage on all advertising and promotional materials and website, spotlight in our national Sphinx Magazine reaching over 17,000 subscribers, photo opportunity with awardees, officers and special guests, and corporate banner display at event. Platinum Sponsor will be invited to assist in making presentation of scholarship awards to recipients. Plaques recognizing corporate contribution will be presented. Platinum Sponsor will be invited to participate in photo opportunity with scholarship recipients and IDSEF Board members. Attend the student reception. Corporate promotional items will be distributed to all guests.

**GOLD PATRON -Contribution of \$1,500 –\$2999** Includes guest table seating for five at the Black and Gold Scholarship Ball, one full-page ad in souvenir journal, corporate logo signage on selected advertising and promotion materials and website, spotlight in our national Sphinx Magazine reaching over 17,000 subscribers, photo opportunity with awardees, officers and special guests, corporate banner displayed at the event. Gold Patron will be invited to participate in photo opportunity with scholarship recipients. Corporate promotional items will be distributed to all participants.

**SILVER SUPPORTER -Contribution of \$1,000 –\$1,499** Includes honored guest table seating for two at the Black and Gold Ball, one full-page ad in souvenir journal. Silver Supporter will be invited to participate in photo opportunity with scholarship recipients. Corporate promotional items will be distributed to all participants.

## **INDIVIDUAL SPONSORSHIP LEVELS:**

**JEWEL SOCIETY** - Contribution of ***\$1,906 or more*** Includes individual seating for ten, full-page color ad in souvenir journal, and special recognition during the event.

**PHARAOH SOCIETY** - Contribution of ***\$1,000- \$1,905*** Includes guest table seating for six, half-page color ad in souvenir journal and special recognition during the event.

**SPHINX SOCIETY** - Contribution of ***\$500- \$999*** Includes guest table seating for four, special recognition in the souvenir journal during the event.

**FRIENDS OF XI ALPHA LAMBDA** -Contribution of ***\$250 \$499***

Includes guest table seating for two and recognition in the souvenir journal and during the event.

**GIFT DONORS** –***XI ALPHA LAMBDA***

Gift donors are supporters who will not attend the event but have donated a gift to the scholarship endeavors of IDSEF. Recognition will be made in our souvenir journal.

## **OTHER SPONSORSHIP OPPORTUNITIES:**

### ***SILENT AUCTION***

Donate a service or product with a value of \$100 or more to be auctioned the night of the event. Please include a description of your product or service.

### ***RAFFLE***

Donate a service or product with a value of \$30 - \$100 or more to be a door prize or raffled the night of the event. Please include a description of your product or service.

### ***Student Reception***

\$500 donation to sponsor our student reception the night of the Ball. Receive name recognition for the event.

### ***Hospitality Suite***

\$2,500 plus cost of event includes exclusive name recognition for the event.

### ***Student Gift Bags***

\$600 donation to sponsor our student gift bags the night of the Ball. Receive name recognition for the event.

### ***Souvenir Journal AD***

Purchase an ad to be placed in the souvenir journal and circulated to more than 600 people.

***Full page color Ad inside and back covers: \$350.00***

***Full page color Ad: \$225.00***

***Half page color Ad: \$115.00***

***Quarter page color Ad: \$60.00***

***Patron (name listed in the souvenir journal):.\$30.00***

**BLACK AND GOLD BALL TICKETS** - \$100 per person.

**Make Checks Payable to: IDSEF Mail Checks to: IDSEF, c/o Xi Alpha Lambda Chapter, Alpha Phi Alpha Fraternity, Inc., P.O. Box 523167, Springfield, VA, 22152**