

Association of St. Augustine Alumni - Atlanta



21st Annual

Mardi Gras Ball

Scholarship Gala

Bringing New Orleans to Atlanta!

January 24th, 2026

Georgia International Convention Center

2000 Convention Center Concourse

Atlanta, GA 30337



Laissez le bon temps
rouler

Let the Good Times Roll



The “BALL”

The Association of St. Augustine Alumni - Atlanta's **Annual Mardi Gras Ball** is a premier fundraising gala and major social event. This exclusive, “must-attend” formal event, has become one of Atlanta's finest evenings of fun, food, authentic Mardi Gras glitz and glamour that supports the mission of providing financial support to educate young men and provide opportunities for them to excel.

Since its inception, the Ball has been a beacon of cultural celebration and community spirit, drawing over 1,600 of Atlanta’s most distinguished residents each year. Hosted by St. Augustine alumni and supported by a diverse group of corporate sponsors and local businesses, the event is an evening of celebration attended by local celebrities, dignitaries, civic leaders, volunteers, and friends.

Our event is steeped in the vibrant traditions of New Orleans Mardi Gras, featuring Carnival Indians, a brass band, and live music that create an immersive and authentic experience. We have been honored to have had esteemed Grand Marshals such as Ambassador Andrew Young (2017), Arnold Donald, President and CEO of Carnival Corporation (2018), Pulitzer Prize-winning journalist Dean Baquet (2019), and top NBA agent Thaddeus Foucher (2020). Their participation has added prestige and excitement to our celebrations.

As we celebrate our 20th anniversary, we are excited to offer you a unique opportunity to become a sponsor of this wonderful event. Sponsorship of the Atlanta Mardi Gras Ball is the “best sponsorship value” for your brand, providing unparalleled exposure to a distinguished audience and aligning your brand with a cherished community tradition.

Your support helps to pay tuition for needy students, provides funds for college tours and mentorships, and offers scholarships for high achieving students. By becoming a sponsor, you directly impact the lives of the young men currently attending St. Augustine High School, helping us to continue our mission of impacting the lives of tomorrow’s leaders.

The Ball targets local Atlanta professionals, corporations, and other community-based organizations like yours. Please consider joining our current sponsors, KIA South, Let’s Celebrate, 755 Restaurant Corp., Seay-Felton Trial Lawyer, Nip & Tuck Plastic Surgery, and Park Square Financial.

When: January 24th, 2026, 7:00pm to 12 midnight

Where: Georgia International Convention Center

www.Purple-Knights.org

EIN: 27-1598055

Sponsorship Opportunities

Level	Support Amount	Details
Diamond Sponsor	\$50,000 ☐	Partners will receive 30 invitations to our signature event; prominent signage at the event and event-time promotion and acknowledgement; select Ad placement in program booklet; Speaking opportunity at the signature event; 2 - Golf Foursomes for the 2026 Golf Tournament; 10 Complimentary Mid-Year DAY PARTY invitations; up to 8 personalized promotional communications to The Chapter's contacts database; and inclusion in all media releases and promotional materials in Atlanta, GA and New Orleans, LA
Platinum Sponsor	\$20,000 ☐	Partners will receive 20 invitations to our signature event; prominent signage at the event and event-time promotion and acknowledgement; select Ad placement in program booklet; Speaking opportunity at the VIP Reception; 2 - Golf Foursomes for the 2026 Golf Tournament; 6 Complimentary Mid-Year DAY PARTY invitations; up to 4 personalized promotional communications to The Chapter's contacts database; and inclusion in all media releases and promotional materials in Atlanta, GA and New Orleans, LA
Gold Sponsorship	\$10,000 ☐	Partners will receive 20 invitations to our signature event; prominent signage at the event and event-time promotion and acknowledgment; one full-page Ad placement in program booklet; 1 - Golf Foursome for the 2026 Golf Tournament; 4 Complimentary Mid-Year DAY PARTY invitations; up to 2 personalized promotional communications to The Chapter's contacts database; and inclusion in all media releases and promotional materials in Atlanta, GA and New Orleans, LA
Silver Sponsorship	\$7,000 ☐	Partners will receive 10 invitations to our signature event; prominent signage at the event and event-time promotion and acknowledgment; ½ page Ad placement in the program booklet; 1 - Golf Foursome for the 2026 Golf Tournament; 4 Complimentary Mid-Year DAY PARTY invitations, 1 personalized promotional communication to The Chapter's contacts database; and inclusion in all media releases and promotional materials in Atlanta, GA. and New Orleans, LA
Bronze Sponsorship	\$3000 ☐	Partners will receive 6 invitations to our signature event; prominent signage at the event; and ½ page Ad placement in the program booklet.
Purple Sponsorship	\$2500 ☐	Partners will receive 4 invitations to our signature event; prominent signage at the event; and ½ page Ad placement in the program booklet.
Patron Sponsor	\$1,500 ☐	Partners will receive 4 invitations to our signature event; exceptional seating; prominent signage at the event; and ¼ page Ad placement in the program booklet.



**2026 Mardi Gras Ball Ad
Specifications
Ad Sizes Available
Width x Height in Inches**

	AD Size	Completed	Assisted
Quarter Page	3.875" x 4.875"	\$150.00	\$175.00
Half Page	3.875" x 10" or 8" x 4.875"	\$200.00	\$250.00
Full Page	8" x 10"	\$350.00	\$375.00

Bleed sizes for Full Page

Bleed Area	8.625" x 11.625"
Live Area	8" x 10"

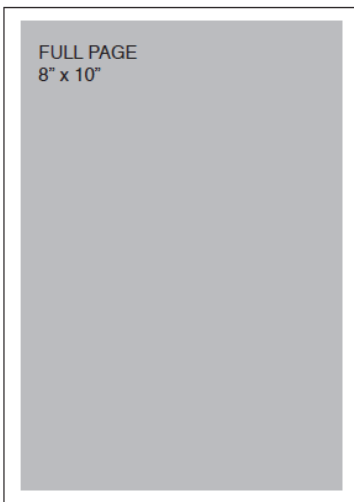
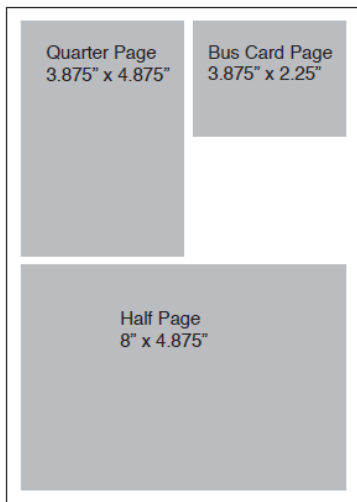
Ads must conform to these dimensions. In the event they do not, we will reduce or enlarge to fit the designated space.

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

Deadlines for Publication Press Date - January 12th, 2026

*Reservation Due / Space Deadline	December 1, 2025
ASSISTED Artwork Request Deadline	January 5, 2026
COMPLETED Art Deadline	January 5, 2026

To be included in the booklet – you must RESERVE space by December 1st, 2025



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.

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.

E-MAILED ADS to sa.atlantachapter@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.

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 unable to text, so please proof carefully.
- Include all artwork.

Email to: sa.atlantachapter@gmail.com

If you have any questions regarding the production of an ad, please contact:
Deron Mobley - sa.atlantachapter@gmail.com or call 404.668.6564 with questions.
For payment questions, contact Eric Winchester - sa.atlantachapter@gmail.com or call 678.559.7306



2026 MGB Sponsorship Agreement

☐

I commit to the above sponsorship and would like to support this worthy cause. Please accept this donation of \$ _____ to support the work your organization is doing to impact youth!

Company Name: _____
(as it should be printed)

See Ad Spec Sheet

Contact Person: _____

Email: _____

Phone: _____

Please make checks payable to Association of St. Augustine Alumni-Atlanta, Inc.
ADDRESS: 2221 Peachtree Rd, NE D 217 Atlanta, GA 30309

☐

I am unable to commit to the above sponsorship, but I would like to support this worthy cause. Please accept this donation of \$ _____ to support the work you all are doing to impact youth!

Please make checks payable to Association of St. Augustine Alumni-Atlanta, Inc.
ADDRESS: 2221 Peachtree Rd, NE D 217 Atlanta, GA 30309