



OCT. 5 - 8, 2017 | MS GREEK WEEKEND 10TH ANNIVERSARY

Jackson, Mississippi

WWW.MSGREEKWEEKEND.COM

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WHAT IS MISSISSIPPI GREEK WEEKEND?

Mississippi Greek Weekend (MSGW) is a yearly festival dedicated to building community and bringing together Greek-letter organizations, regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age or sexual orientation. One of the primary focuses of MSGW is raising awareness about health disparities and voter empowerment beyond elections cycles. In addition, MSGW events mobilize and galvanize fraternities and sororities in Mississippi to be change agents, socially conscious and community committed organizations.

This event was developed by George "Chuck" Patterson to provide individuals of all ages with a variety of events that celebrate the contributions of Greek-letter organizations to the state of Mississippi. MSGW's aim is to show the state of Mississippi the economic, cultural and political impact that fraternities and sororities can have.

Mississippi Greek Weekend is a registered non-profit organization with the state of Mississippi.







FACT SHEET

Organized by a group of local volunteers to promote unity, philanthropy and community engagement among the Greek-letter organizations.

Out of state attendees since 2008

- University of South Alabama, National Pan Hellenic Council
- Delta Sigma Theta, Memphis Alumnae Chapter,
- Zeta Phi Beta, New Orleans Alumni Chapter
- Alabama State University, National Pan Hellenic Council
- Zeta Phi Beta, Southern Illinois University
- Grambling State University, National Pan Hellenic Council

Past Letters of Support

- Office of The Mayor, City of Jackson
- National Pan Hellenic Council of Jackson, Mississippi

Past Partners/Sponsors

- City Of Jackson
- Jackson Convention and Visitors Bureau
- Budweiser (Southern Beverage)
- Fox 40 WDBD
- 97.7FM WRBJ
- BDAY 99.1FM
- Gentleman Jack
- Remy Martin
- Greek Spirit Cuff

OVER THE YEARS

2016

- Step Show hosted by Sheryl Underwood at Thalia Mara Hall with MetroPCS as the presenting sponsor.

2015

- Step Show Held in the Historic Alamo Theater on Farish Street with over 500 in attendance
- Vendors from Mississippi, Alabama and Georgia

2014

- Debut of MSGW's social impact partnership with Mississippi MOVE

2013

- Step Show held in the Jackson Convention Center and hosted by Instagram sensation and comedian Dukk

2012

- More than 1300 in total attendance
- One of the Top 5 Friend/Family Team fundraisers for Mississippi's Light The Night Walk
- Debut of the \$1000 Step and Stroll Challenge

2011

- 1st international fashion event
- Over \$1500 donated to Leukemia & Lymphoma Society
- Over 40 registrants for Cure Sickle Cell 5K Run/Walk

2010

- Expanded to multiple locations
- Raised more than \$1000 for Leukemia & Lymphoma Society
- Registered more than 20 walkers for the Cure Sickle Cell 5K

2009

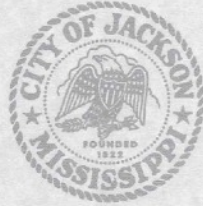
- More than 1200 in attendance
- Event was held in the Historic Farish Street District

2008

- More than 700 in attendance
- Held at Tougaloo College

Government Support

Proclamation



RESOLVED, by the Mayor of the City of Jackson, Mississippi that:

WHEREAS, Jackson, Mississippi is a community which acknowledges that a special vibrancy exists within the entire community when its citizens and venerable organizations collectively go the extra mile in personal effort, volunteerism, and service; and

WHEREAS, Jackson, Mississippi is a community which encourages its citizens and organizations to maximize their contribution to the community by giving of themselves wholeheartedly and with total effort, commitment, and conviction to their individual ambitions, family, friends, and community; and

WHEREAS, The Mississippi Greek Weekend devotes time and resources to giving back to their community. Every year supporters and MGW committee members raise funds to support local charities including the Cure Sickle Cell Foundation and The Light the Night Walk sponsored by the Leukemia & Lymphoma Society. The mission of Mississippi Greek Weekend is to unify members of Greek Organizations throughout the state of Mississippi, regardless of school affiliation, race, color or creed; and

WHEREAS, The Mississippi Greek Weekend is a 4 day festival dedicated to bringing together various greek organizations and raising awareness about diseases of the blood, such as sickle cell anemia, leukemia and lymphoma. It is honorable to recognize this weekend in the City of Jackson.

NOW THEREFORE, I, Tony Yarber, Mayor of the City of Jackson, Mississippi do hereby proclaim September 19th, 2014 through September 21st, 2014, as

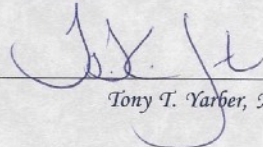
MISSISSIPPI GREEK WEEKEND

throughout the City of Jackson, Mississippi and strongly urge each individual in the community to observe this weekend by actively spreading and seeking information to support measures to ameliorate blood diseases and to acknowledge all those who are inspirational in their efforts and commitment to make their organizations, families, community, country, or world a better place.

Given under my hand and seal of the City of Jackson, Mississippi,



the 23rd day of September



Tony T. Yarber, Mayor

2017 MISSISSIPPI GREEK WEEKEND

The tenth annual Mississippi Greek Weekend is set to engage campuses and communities throughout the state of Mississippi and the Southeast.



Community Impact Partners

- Mississippi M.O.V.E.
 - Homelessness
 - Obesity in MS
 - Support for families affected by Alzheimer's and Cancer
- Rho Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc.
 - Obesity in MS
 - Alzheimer Awareness



Promotional Partners

- Yardboy Entertainment & Events
- JacksonBlackPages.
- House One Media
- The L. Sherie Alert
- I Got It MADE
- FlexGraphixs



Fund + Friend (raising) Goal

- \$5000 for homeless fund
- 1000 hours of community service



2017 HIGHLIGHTED LIST OF EVENTS

THURSDAY | OCT. 5

10th Anniversary Wine & Cocktail Mixer

FRIDAY | OCT. 6

Downtown Block Jam

SATURDAY | OCT. 7

MS Greek Weekend Step Show

SUNDAY | OCT. 8

Sunday of Service

MS Greek Weekend Community Impact Projects

Homeless Shelters Supply drives and fundraisers for Jackson area

Seasonal drives are crucial to assisting homeless shelters meet immediate needs. We are hosting a community drive to collect essential items for the people in these programs.

What we need now?

- Socks and underclothing for women, men and children
- Nonperishable food
- Cleaning supplies
- Toilet paper and paper towels
- Laundry Soap and baskets
- Gift cards (Walmart, Walgreens, Dollar General, Family Dollar, etc.)

Donations can be delivered to The Nest at Highlites - 501 W. County Line Rd, Tougaloo, MS 39174 on the drop-off days to be published via www.msgreekweekend.com. In-kind donation receipts will be issued to you for your tax purposes. For more information, please contact Mac Epps at (601) 918-4350

Tougaloo Community Cleanup

This is a day about service and community beautification. MSGW began on the campus of Tougaloo College and this is our way of showing thanks to the community that gave birth to this event. The community clean up is a great way to improve the environment and build relationships between members of the community.

Sarcoidosis Awareness

Sarcoidosis is a disease which, despite many years of research, still has no known specific cause. Sarcoidosis is not a cancer and is not a contagious disease – in some cases it seems to run in families. Medical textbooks twenty years ago listed the disease as being primarily one of African American women and patients of Scandinavian descent. Through partnerships with local public health entities and the Bernie Mac Foundation, all MSGW event will feature information about Sarcoidosis and research surrounding the disease.

Scholarships for MS Gulf Coast High School Seniors

Through partnerships with Uplift Foundation, Mississippi Greek Weekend was able to award 3 scholarships to deserving high school graduates headed to college in Fall 2017. Through our efforts, NPHC and other organizations from the MS Gulf Coast will partner to annually present the “MS Gulf Coast Scholar Awards.” Donations for scholarships can be made year round. For more information, contact George Patterson at (601) 622-3173.

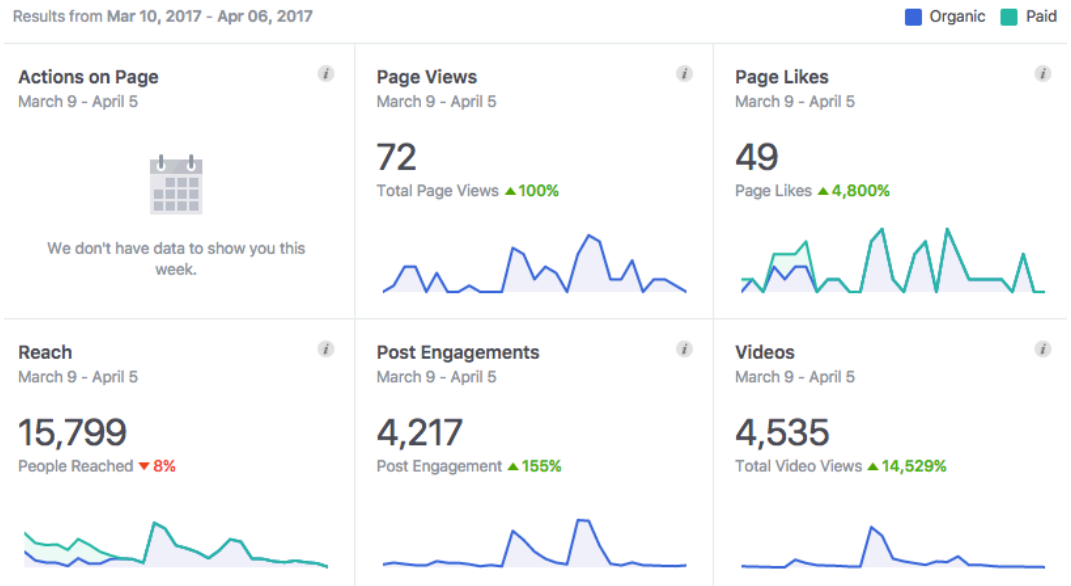
Toy and School Supply Drive for MS Gulf Coast Students

During the Biloxi Shuckers baseball games, MS Greeks will partner with Biloxi Shuckers organization, Biloxi Public Schools PTO and Uplift Foundation to collect donations of school supplies and toys for deserving young people of the MS coast. For more information, contact Deven Matthews at (228) 806-1023.

Social Media

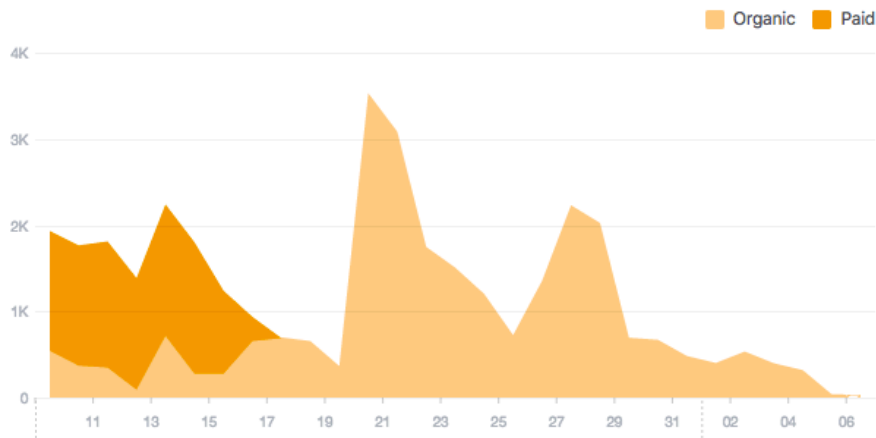
Our audiences engage with Mississippi Greek Weekend daily, through social media. A relationship with Mississippi Greek Weekend would help to extend your online reach to undergraduates, recent alumni and the more established older alumni.

On Facebook, Twitter and Instagram, we engage our audiences with news links, give-a-ways, stories, service and philanthropy opportunities, promotions, event invites and more! We have over 8500 fans and our reach is growing daily!



Post Reach

The number of people your posts were served to.



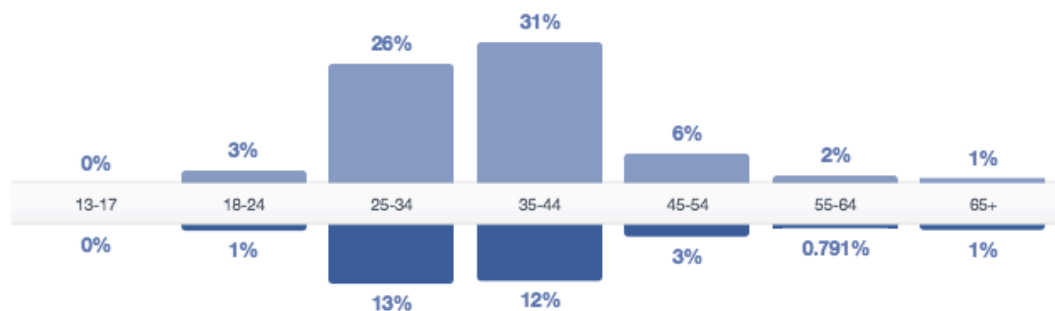
The people who like your Page

Women

68%
Your Fans

Men

31%
Your Fans





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msgreekweekend

Follow

2,911 posts

5,021 followers

5,380 following

Mississippi Greek Weekend www.msgreekweekend.com



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Tweet



TWEETS

13.6K

FOLLOWING

1,986

FOLLOWERS

2,012

LIKES

179

LISTS

4

MOMENTS

0

Edit profile

IG: MSGreekWeekend

@MSGreekWeekend

Save the date for the 10th Annual MS Greek Weekend :: Oct. 5 - 8, 2017
#msgw17 Wmail us at msgreekweekend@gmail.com with questions & inquiries.

📍 Jackson, Mississippi
msgreekweekend.com

📅 Joined July 2009

Tweets

Tweets & replies

Media



IG: MSGreekWeekend @MSGreekWeekend · Apr 5

Kongrats to #MSGreeks

Your Tweet activity

Your Tweets earned **6,990 impressions** over the last week

Twitter Follower Report



Followers

You | Audience (Avg)
2,012 | **10,551**

On average, your audience has 2.1x as many followers as you.



Tweets

(Lifetime)

You | Audience (Avg)
13,606 | **14,751**

On average, your audience tweets 1.9 times more than you.



Klout Score

You | Audience (Avg)
41.5 | **24.6**

12% of your total followers are above the average Klout score of 24.6.

MS GREEK WEEKEND MEDIA CLIPPINGS



BOOM Events

Indoors and outdoors; city, If you need more info...



Mississippi Greek Weekend will take place at several Jackson venues Sept. 23-26.

Community

CelticFest Mississippi Sept. 10-12, at Mississippi

Exhibits and Openings

Events at Mississippi Museum of Lamar (SL).

- **Cabbagetown:** Photographs by Ora Oct. 2-Jan. 16. Beginning in 1980, and 20 years, Ora Catledge captured in white photographs the inhabitants of the neglected industrial area ne Atlanta known as Cabbagetown. Museum Tuesday-Saturday 10 a.m.-5 p.m. and noon-5 p.m. \$3-\$5. Call 601.960.1515.
- **River and Reverie:** Paintings of the by Roland Golden Sept. 25-Jan. 16. Ge tive riverscapes depict the iconic body of ous times of day and from many vantage its lower winding banks. Museum hours



next purchase of Toula. In a separate promotion, anyone who purchases. Call 601.957.7100.

Mississippi Greek Weekend Sept. 23-26, at various Jackson locations. The weekend is a series of events signed to promote Greek and non-Greek unity while highlighting community service and social action across the state. Visit mississippigreekweekend.com for a schedule of events and to purchase passes. Charges vary for individual events. \$25 access pass, other fees may apply; call 601.706.9273 or 601.953.7284.

ng Leaders in Philanthropy Emerging raders Conference Nov. 4-5 at the King Ed-



the art of stepping, a form of percussive dance in which the entire body is used as an instrument to produce complex rhythms and sounds. Rooted in African and Caribbean dance, stepping also draws inspiration from gymnastics and the Light the Night Walk, a Leukemia & Lymphoma Society event that funds therapy and treatment advances for blood cancer patients. Blood cancer hits close to

See GREEK, Page 2C



W. Kessler Ltd. opens its season with the rock 'n' roll theme "Black Leg ends" with Billy McKee and on a jumping time track from 1950s Dixie and Buddy Holly time the Bernice Tennessee 1970s grooves, the p... and even a side of 1980s Top Gun Perry and U2. The... formations are 5 p.m. and 7:30 p.m.



Greek

Continued from Page 1C

home for Patterson, whose grandmother, Viola Donaldson, died of multiple myeloma. Donaldson's death prompted Patterson to raise awareness citywide about blood cancer and sickle cell anemia. In the U.S., it is estimated that sickle cell anemia affects 70,000 to 100,000 people, mostly blacks. Patterson said several weekend events celebrate health and wellness, citing the fitness boot camp (a second session is set for 6-7 a.m. Friday at Tougaloo) and the Cure Sickle Cell SK Walk/Run/Ride, starting at 5 p.m. Sunday at Jackson State's Walter Payton Recreation & Wellness Center. On-site registration will

Doors open at 6 p.m. Friday for the Mississippi Greek Weekend 2013 Step Show, which starts at 7 p.m. The show will benefit the Cure Sickle Cell Foundation and the Leukemia & Lymphoma Society's Light the Night Walk. SPECIAL TO THE CLARION-LEADER

focusing on this year is health and combating obesity, but we also want to highlight the good work of all Greek-letter organizations," Patterson said. "Our hope is to get everybody

To stay abreast of happenings throughout the weekend, follow @MSGreekWeekend on Twitter and search for the hashtag #mgw2013

To contact Cassandra Mickens, call 601.953.7284.

Why Mississippi Greek Weekend?

This event was created by members of Greek-letter organization. MSGW's mission is to provide a variety of events that celebrate the contributions of Greek-letter organizations to the state of Mississippi. We aim to show the state of Mississippi and the city of Jackson, the economic, cultural and political impact fraternities and sororities have. Mississippi Greek Weekend events will attract an estimated 5000 patrons Jackson metro area.

What is the schedule for Mississippi Greek Weekend 2017?

Thursday, Oct.. 5

MS Black Leadership Institute Banquet and Welcome 2 JXN Mixer

Join the MS Greek Weekend steering committee, sponsors and partners for wine and cocktail mixer, in addition to a silent auction. All donations made will benefit Homeless Shelters in Metro Jackson Area.

Location: Jackson Marriott Time: 5:30PM - 8:00PM

Friday, Oct. 6

Downtown Block Jam

This arts infused event makes its return for MSGW's 10th anniversary will include performances by some of the Magnolia State's most talented artists and the crowd favorite stroll competition.

Location: Farish Street - Downtown Jackson Time: 6:00PM - 10:00PM

First Friday Block Jam After-Party

We continue the party with a purpose at one of Jackson oldest and largest nightclubs owned and operated by BLGO members.

Location: Freelon's Bar & Groove Time: 10PM - 2AM

Saturday, Oct. 7

AKA 5K Run, Walk and 1-mile Fun Run

We're running the yard again and running rain or shine! This event is will also feature a health fair and vendor area. The Rho Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc. organizes this event as part of Mississippi Greek Weekend.

Location: Tougaloo College Owens Health and Wellness Center Time: 8:00AM - 11:00 PM

Mississippi Greek Weekend Step Show

This year, MSGW's flagship event and the biggest step show to hit the state, will include the performances by youth, collegiate and alumni step teams with a focus on stomping out obesity

Location: Tougaloo College Gymnasium Time: 3:00PM - 7:00PM

Sunday, Oct. 8

Sunday of Service

This is a day about service and community beautification. This community clean up is a great way to improve the environment and build relationships between members of the community.

Location: Meet at The Nest at Highlites, ending at Tougaloo Park Time: 10:00AM - 12:00PM

Community Cookout & Kickball Game

The ultimate party in park, this event will feature games and entertainment for you, your momma and your cousin too. Bring your tent, lawn chairs, and coolers. Mississippi BBQ will be available!

Location: VA Legion Softball Complex Time: 12:00 Noon - 4:00PM



For Immediate Release
Media Contact: George Patterson
601.622.3173

Mississippi Greek Weekend Set for early October

Jackson, Miss. - The Mississippi Greek Weekend is a yearly fall event designed to unify member of Greek letter organizations throughout the state of Mississippi, regardless of school affiliation, race, color or creed. 2017 marks the tenth anniversary of MS Greek Weekend, a true Southern experience that has consistently drawn members from the Divine 9 organizations of the National Pan-Hellenic Council and attracting more greek-letted organizations each year. This event began with community in mind, and this tradition continues with events and activities focuses on community involvement, civic leadership and healthy living.

The 10th Anniversary of Mississippi Greek Weekend will be held October 5 - 8, 2017, in Jackson (MS). The event schedule includes MS Black Leadership Institute Banquet, Downtown Block Jam, AKA 5K and the Youth, College and Alumni Step Show! All events for the Mississippi Greek Weekend are open to the public. For updates and information about the weekend, visit www.msgreekweekend.com or call 601-706-9273.

###



The Benefits of Sponsorship

Corporate financial support of MSGW will provide your company with a valuable and unparalleled opportunity to gain exposure and clientele through the Mississippi Greek Weekend website, social media, publication materials and the weekend of activities.

Dean Almighty Sponsor \$5,000

The Dean Almighty Sponsorship is perfect for companies that want to reach the masses through high-visibility marketing efforts.

- Title of "Official Dean Almighty Sponsor of the Mississippi Greek Weekend"
- Company name/logo on website, print media and banners
- Company flyers distributed in VIP gift bags
- Exclusive press release sent announcing company's sponsorship
- Prime full-page advertisement in flyers
- Prime 10' x 20' exhibitor space at the step show
- Right to Use event name in all marketing campaigns
- Company name mentioned at all events
- 30 tickets
- Series of multi-platform social media videos uniquely branded with company name/logo.

Prophyte Sponsor \$2,500

As a Prophyte Sponsor, you will have a tremendous opportunity to reach the masses at the Mississippi Greek Weekend by receiving preferred placement and establishment of your company's brand through the high-profile marketing efforts.

- Title of "Official Prophyte Sponsor of the Mississippi Greek Weekend"
- Company name/logo on website, print media and banners
- Company flyers distributed in VIP gift bags
- Company name mentioned at all events
- Exclusive press release sent announcing company's sponsorship
- Company Logo on website
- Prime 10' x 10' exhibitor space at the step show
- Right to use event name in all marketing campaigns
- 15 tickets

Neophyte Sponsor \$1,000

Neophyte sponsorships are perfect for companies that have a primary goal of reaching the masses at the Mississippi Greek Weekend for the purpose of direct selling.

- Company name on print media
- Company flyers distributed in VIP gift bags
- Company name mentioned at all events
- Exclusive press release sent announcing company's sponsorship
- Company logo on website
- Prime 10' x 10' exhibitor space
- Right to use event name in all marketing campaigns
- 10 tickets

Pledge Sponsor \$500

- Company logo on website
- Right to Use Event Name in all marketing campaigns
- Company flyers distributed in VIP gift bags
- Company announced at events
- 5 Tickets

Prospect Sponsor \$100

- Company listed on website
- 1/4 page coupon on flyers
- 2 tickets

A La Carte Social Media \$350

- Series of multi-platform social media videos uniquely branded with company name/logo.

Mississippi Greek Weekend Sponsorship Form

Please accept my payment of \$ _____ by Check ____ Visa ____ MC ____ Other ____

Card Number _____ Exp. Date _____ CVV2 Code _____

Please call me directly at the following number / day / time to verbally accept payment information:

Date _____ Contact Number _____ Best Time to Call _____

Signature _____ Today's Date _____

Company Name _____

Contact Name _____

Address _____

City / State / Zip Code _____

Telephone _____ Email Address _____

Please return this to: Mississippi Greek Weekend Attention: MSGW SPONSORSHIP

Address: 19494 Morris Pond Road Gulfport, MS 39503

Phone: 601-706-9273 | Email: msgreekweekend@gmail.com