



**ATLANTA
GREEK
PICNIC
2013**

2013
JUNE 5-9

www.atlantagreekpicnic.com



HBCU CONNECT

HBCU CONNECT, in partnership with Atlanta Greek Picnic Weekend is proud to present the **2013 Black Greek/HBCU Alumni & Students Diversity Career Expo** at the Sheraton Downtown Atlanta, GA, Thursday, June 6th, 2013. The backdrop to this event (**AGP Weekend**) is also the largest Black Greek (fraternity & sorority) event in the nation.



Over the years, you've continually asked for access to the Black Greek community. This is it! We've turned down opportunities to partner with organizations producing over-hyped Black Greek events in the past, but this event is huge, professional and real and we're turning up the heat by providing your recruiters access to this highly-sought after niche of African Americans. To boot, we're inviting HBCU Student & Alumni job seekers to attend as well - just to sweeten the pot.

Targeting Students & Professionals the areas of : **IT, Finance, Accounting, Marketing, Advertising, Business, Healthcare, Education, Engineering and Biological Sciences**. This exclusive event will be "the feather in your recruiters cap" to likely end, or kick-off their recruiting season! Secure your booth space immediately!



Thank you and we'll see you in Atlanta!



www.atlantagreekpicnic.com





WHO WE ARE

The Atlanta Greek Picnic Weekend (AGP) is the largest Greek weekend in the country providing a yearly summer experience for thousands of members in the prestigious 'Divine Nine' Greek-lettered community a unique experience that caters exclusively to them. This event has consistently drawn a wide variety of all 'Divine Nine' members of the Historically Black Fraternities & Sororities from numerous states across the country. AGP weekend has proclaimed Atlanta Greek Picnic as the "Best Greek Picnic weekend in the country", that draws over 25,000+ attendees throughout the weekend each year.

This event has grown from its subtle beginnings in 2004 to becoming the most popular destination and focal point for all Greek Chapters, Line Brothers and Line Sisters, to reunite and socialize for one exciting weekend of unity, community service, professional networking and bonding.

Over 130 Colleges and Universities are represented annually at the AGP Weekend. Current students and recent

students and recent alumni travel to Atlanta from 39 states across the country.

The Atlanta Greek Picnic weekend is a great opportunity to empower, enlighten and reach out to our Divine 9 organization members. Past weekend themes have been "Greeks Go Green", "NO Drinking and Driving," and "NO Texting and Driving".





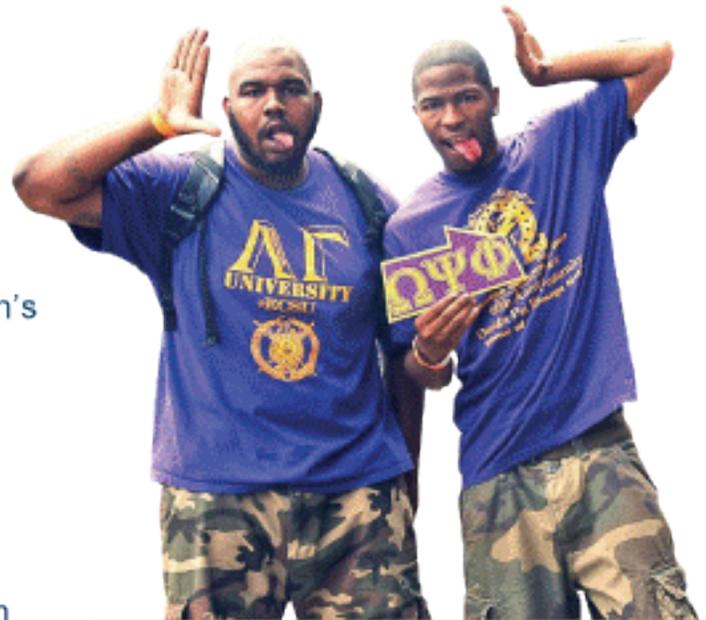
MISSION.VISION

MISSION

AGP Foundation will provide support and development through the entrepreneurial platform of Wealthy Greeks and the Atlanta Greek Picnic weekend. The AGP Foundation's sole purpose is to service mankind.

VISION

To be the most active influential organization that develops a new generation of entrepreneurs who are well equipped with education, enrichment and empowerment.



★ **A HISTORY OF GIVING BACK.** Atlanta Greek Picnic has given over \$65,000 in funds since inception.



WHAT WE OFFER

Industry Breakdown

Over 25,000 young adults attend the events and the AGP would like to partner with you to create an exclusive event that is inline with your company's 2013 marketing plan.



The opportunity to sponsor the largest and most sought after events in the nation. The AGP is the premiere event in the Nation for all currently enrolled and Greek Alumni.



This is an exclusive opportunity because the demographic of our attendees are mostly Multicultural Young Adults - with current undergraduate students, recent alumni and seasoned alumni in attendance at all the events. We offer a unique opportunity to interact with and influence attendees at a time in their life right before they start making their own major buying decisions (home and auto purchases, personal checking, Insurance, consumer goods, healthcare, personal grooming products, etc.).

All sponsor checks will go to support the events described in the packet and for the betterment of social services targeted in the mission statement of the AGP Non-profit.



www.atlantagreekpicnic.com





2013 SCHEDULE

JUNE 5 | Wednesday

GREEK NETWORK + AGP FOUNDATION DINNER - LOEWS HOTEL

6pm -10pm

The AGP Foundation sponsoring a private fundraising dinner and networking event as we honor the best of Atlanta's young entrepreneurs. This event will give sponsors an opportunity to be in line with our VIP attendees and leaders.

JUNE 6 | Thursday

HBCU CONNECT PRESENTS 2013 AGP WEEKEND DIVERSITY CAREER EXPO - SHERATON

9am-3:30pm

The **2013 Black Greek/HBCU Alumni & Students Diversity Career Expo**, Sheraton Downtown Atlanta offers the single largest recruitment event and access point to Black Greek and HBCU Alumni in the nation. It's the Black Greek and HBCU Alumni recruiting event your recruiters have been asking us for!

RIDE AND DRIVE: TEST THE NEW CARS -TURNER FIELD

10am-3pm

A one-of-a-kind experience for Greeks to test drive some of the newest automobiles on the market. With the targeted demographic of attendees, this would be a perfect opportunity for an exclusive sponsor to place butts in the seats of their new cars.

GREEK NETWORK AND CONNECT FAIR: FINANCIAL LITERACY, JOB RECRUITMENT, HEALTH FAIR SCREENINGS, AND ENTREPRENEUR WORKSHOPS- SHERATON ATLANTA

3pm-6pm

The AGP Network and Connect Fair to develop and strengthen the knowledge base of Greeks with numerous workshops and information booths. This is a perfect opportunity to influence our attendees with opportunities, branded information and content of services.

VIP RECRUITING/NETWORKING IN SPONSORED HOSPITALITY SUITES - SHERATON

8pm - 10pm

Hang out with all of that top-tier talent your team recruited today at the 2013 Black Greek & HBCU Alumni Diversity Career Expo. Enjoy the company of your organization's VIP attendees, as well as play host to potential recruits and other VIP guests. .



2013 SCHEDULE

JUNE 7 | Friday

\$10,000 AGP STEP SHOW- MOREHOUSE FORBES ARENA

5pm-10pm

The largest summer step show showcasing the best of the best steppers in the country as we donate money to our nonprofit partners. With a major turn out of over 5,000+ attendees, this is a great opportunity to sample, brand and activate your products during this event.

JUNE 8 | Saturday

COMMUNITY SERVICE EVENT- ATWOOD COMMUNITY CENTER

8am -12pm

The AGP Foundation sponsors the community service project as Greeks give back in the name of SERVICE. This will give our sponsors the opportunity to align their community service initiatives with our attendees as we better our communities.

2013 ATLANTA GREEK PICNIC - MORRIS BROWN COLLEGE

12pm-7pm

Showcasing the best of Greek unity with the biggest Greek picnic weekend in the country over 10,000 Greeks and 40+ vendors. The biggest opportunity for activations, product placement and for sponsors to be directly in front of their consumers.

JUNE 9 | Sunday

PRAISE AND WORSHIP CLOSE OUT - SHERATON ATLANTA

10am -11am

A non-denominational service open to all faiths to close out the 2013 AGP Weekend.



CELEBRITY GUESTS

Celebrity guests have stopped by to take part in the festivities:



Marvin Sapp

Multi-Platinum Gospel
Singer



Terrence J

Entertainment Tonight Host



Will Power Packer

Hollywood Film Producer



Rashan Ali

NBA TV Host & Actress
Radio Personality for
Streetz 94.5



Towanda Braxton

Singer, Star of
'Braxton Family Values'



OUR RESULTS

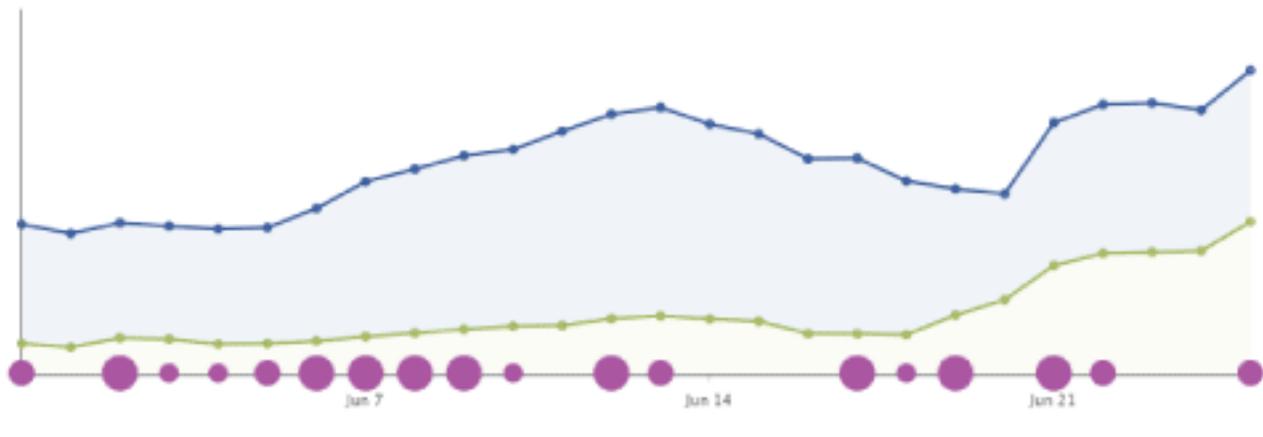


All dates and times are in Pacific Time

[Export Data](#)

Total Likes⁷ **23,427** ▲0.57% Friends of Fans⁷ **9,780,987** ▲0.14% People Talking About This⁷ **2,701** ▲126.78% Weekly Total Reach⁷ **50,265** ▲83.36%

Posts⁷ People Talking About This⁷ Weekly Total Reach⁷



Like
24,786

ATLANTA GREEK PICNIC WEEKEND
24,786 likes · 2,748 talking about this



OUR RESULTS

Twitter.com/ATLGreekPicnic



Sage @CodyByN8ture

Will be back at @Atlgreekpicnic in 2013...

Expand

10 Jun



Trae C. @Trae_Dizzy

We.....It's been real @Atlgreekpicnic Time to head back 2 Hampton Back 2 the real world.

📍 from Atlanta, GA

10 Jun



Shawna Blair @_TOTALpAKAgirl

@Atlgreekpicnic lived up to the hype!

Expand

10 Jun



GabrielleDominique @daJITTL_E_one

Safe travel to everyone heading home today from @Atlgreekpicnic be safe it's been fun Greeks! #AGPweekend

Expand

10 Jun



@COLDCED @COLDCED

Major S/O To @Atlgreekpicnic + @TiwaWorks We Appreciate The Opportunity To Help Sponsor and Support The 2012 ATL Greek Picnic #AGP2012

Expand

10 Jun



J. Nicole @J_nicole_world

Lord please bless everyone traveling from @Atlgreekpicnic Keep watch over us as we travel these dangerous hwy's. In Jesus' name I pray #AMEN

Favored

10 Jun



69,778 TWEETS 11,634 FOLLOWING 11,424 FOLLOWERS



Chayle Woods @wentrymama

This was by far the best #AGP yet so can't wait for next year @Atlgreekpicnic

Expand

10 Jun



ANGRY Black Man @A_Cornes_PHRST

AGP live AF right. Not trying to leave @Atlgreekpicnic in the morning

Expand

10 Jun



Nic # @GreenEyes_nHAm

Saw some of my favorite people at @Atlgreekpicnic! #

Expand

9 Jun



Kim Brown @kdreamer30

prob the most fun I've ever had at @Atlgreekpicnic ..

Expand

9 Jun



Iceberg Slim @HELLarious4

The @Atlgreekpicnic was def worth the 10 hour drive. Im comin back every year till im atleast 30

Expand

9 Jun



Colette @SweetZensation

Had a nice ole time at @Atlgreekpicnic

Expand

9 Jun



Johnny Rocket @_johnnyvegas

@atlgreekpicnic #agp2012 stroll off instagr.am/p/Lq7ONGPqYX/

📷 View photo ↩ Reply ↻ Retweeted ★ Favored

9 Jun



Sheraton Atlanta @SheratonAtlanta

We look forward to it! RT "@Atlgreekpicnic: Had a great recap meeting w the @sheratonatlanta about #AGP2012! #AGP2013 expect great things!"

Collapse ↩ Reply ↻ Retweet ★ Favored

8:18 PM - 18 Jun 12 via Twitter for iPhone · Details



ATLGreekPicnic @Atlgreekpicnic

Big Shout out to our sponsors @StateFarm @SouthernCGreeks @Tiwaworks @HennessyUS @belvederevodka @vitaminwater @fuzebverage @wealthygreeks

Expand ↩ Reply 🗑 Delete ★ Favorite

17 Jun



FUZE @FUZEBverage

@atlgreekpicnic we're shouting back! We're always excited to MIX IT UP for a good cause, and cheers to your team!

🔇 Hide conversation ↩ Reply ↻ Retweeted ★ Favored

18 Jun



OUR SPONSORS

State Farm • Hennessy Vs • Vitamin Water
 Atlanta Football Classic | 100 Black Men of Atlanta
 Planned Parenthood • AID Atlanta • NAACP- Voter's registration
 1911 United • Fuze • Southern City Greeks
 Wealthy Greeks



Hennessy vs



vitaminwater



NAACP





KASIM REED



KASIM REED
MAYOR



CITY OF ATLANTA

55 TRINITY AVE, S.W.
ATLANTA, GEORGIA 30335-0300
TEL (404) 330-6100

June 6, 2012

Greetings:

As Mayor of the City of Atlanta, I am pleased to welcome the sponsors, participants and attendees of *Atlanta Greek Picnic 2012*.

Greek Letter Organizations are a major part of Metro Atlanta and the United States. For years, members of these organizations have been dedicated to enriching the lives of our community through a legacy of sisterhood and brotherhood, and civic engagement, thereby resulting in social and economic change.

Atlanta Greek Picnic 2012 will be a joyous and festive occasion that embraces all of our citizens and it will be representative of the diverse cultural tapestry that is Atlanta. Your commitment to encouraging community service in Atlanta is truly admirable. The City of Atlanta is proud to salute and honor your dedication.

Sincerely,

A handwritten signature in black ink, appearing to read "Kasim Reed".

Kasim Reed



SPONSORSHIP

Atlanta Greek Picnic Weekend Sponsorship Levels

TITLE SPONSOR: \$50,000

- 01 Exclusive Industry sponsor rights (eg. Verizon Wireless the official cell phone service provider.)
- 02 Title placement (e.g. The XYZ Company presents Atlanta Greek Picnic Weekend).
- 03 Social media channels to promote the Company initiatives and partnership.
- 04 Opportunity to create a unique consumer facing activity in each event.
- 05 Brand placement in radio advertisements and social media marketing.
- 06 Company banner at desired events.
- 07 Logo placement on AGPW website with company link.
- 08 Onsite location promotions.
- 09 Logo placement on all t-shirts, posters, banners, flyers and AGPW paraphernalia.
- 10 Full page advertisement in AGPW Official Event magazine.
- 11 Prominent on-site signage throughout event venues
- 12 In kind giveaway opportunity for coronation ball gift basket.
- 13 Opportunity to provide gifts and giveaways at desired events.
- 14 VIP passes to all AGPW events. (15x) Presenting Sponsor of the official Atlanta Greek
- 15 Picnic Phone app
- 16 Social Media Impressions
- 17 Omg Photo and Video booth Branding
- 18 Exclusive sponsor of Atlanta Greek Picnic Tv network (over 1.9 Million views)
- 19 Registration for 2 of your organization's recruiters, a 10 x 10 booth, table and signage at HBCU Connect's 2013 Black Greek /HBCU Alumni & Students DiversityCareer Expo. **(Please inquire about larger booth space availability).**

SUPPORTING SPONSOR: \$25,000

- 01 Opportunity to create a consumer facing experiential activity in each event
- 02 Logo placement on the AGPW website with company link.
- 03 Full page advertisement in AGPW Official Event magazine.
- 04 Company banner at desired events.
- 05 Logo placement on all t-shirts, posters, banners, flyers and AGPW paraphernalia.
- 06 Prominent on-site signage throughout event venues.
- 07 VIP passes to all AGPW events. (10x)
- 08 Social Media Impressions
- 09 Omg Photo and Video booth branding
- 10 Listed Sponsor on the official Atlanta Greek Picnic Phone app
- 11 Registration for 2 of your organization's recruiters, a 10 x 10 booth, table and signage at HBCU Connect's 2013 Black Greek /HBCU Alumni & Students DiversityCareer Expo. **(Please inquire about larger booth space availability).**



SPONSORSHIP

Atlanta Greek Picnic Weekend Sponsorship Levels

PLATINUM/EVENT SPONSOR: \$15,000

- 01 Logo placement on the AGPW website with company link.
- 02 Company banner at sponsored events.
- 03 Logo placement on both AGPW banners and flyers
- 04 Half-page advertisement in AGPW Official Event magazine.
- 05 On-site signage throughout sponsored event venue.
- 06 VIP passes to all AGPW events. (10x)
- 07 Listed Sponsor on the official Atlanta Greek Picnic Phone app
- 08 Registration for 2 of your organization's recruiters, 10 x 10 booth, table and signage at HBCU Connect's 2013 Black Greek/HBCU Alumni & Students Diversity Career Expo. (Larger booth space limited availability).

GOLD SPONSOR: \$7,500

- 01 Company banner at sponsored event(s).
- 02 Logo placement on the AGPW website with company link.
- 03 Onsite/location promotions.
- 04 Quarter page advertisement in AGPW Official Event magazine.
- 05 Listed Sponsor on the official Atlanta Greek Picnic Phone app
- 06 Registration for 2 of your organization's recruiters, 10 x 10 booth, table and signage at HBCU Connect's 2013 Black Greek/HBCU Alumni & Students Diversity Career Expo.

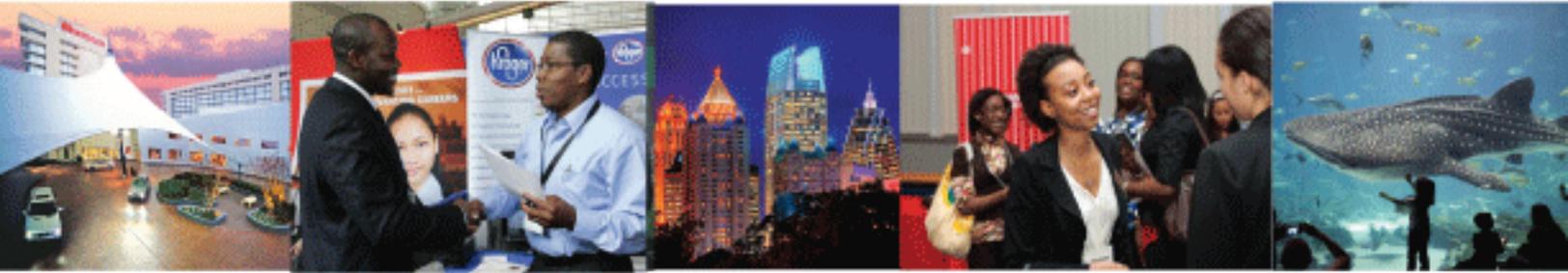
VIP HOSPITALITY SUITE SPONSOR: \$5,000

- 01 Company signage and Ice Sculpture Logo at sponsored event(s).
- 02 Registration for up to 6 of your organization's representatives, Open Bar, Hors d'oeuvres, Live music
- 03 VIP Hospitality Suite for your organization's representatives to network with top candidates and VIPs
- 04 Logo placement on the AGPW website with company link.



HBCUCONNECT

In Conjunction with AGP Weekend



Presents

2013 BLACK GREEK/HBCU ALUMNI & STUDENTS DIVERSITY CAREER EXPO Sheraton - Downtown Atlanta - June 6th, 2013

THE EVENT:

You don't want to miss this! Targeting Alumni & Students across several career categories, HBCU Connect, in partnership with Atlanta Greek Picnic Weekend brings employers and job-seekers the single, largest diversity recruiting event targeting Black Greek (Fraternity/Sorority) and HBCU Alumni in existence!

The thrust of the AGP Weekend is community service, financial literacy, professional networking & development, unity, entrepreneurship, edu-tainment and fun, culminating in a \$10,000 grand prize Greek Step Competition. This year HBCU Connect has created the premier summer recruitment opportunity targeting not only Black Greek alumni, but HBCU alumni as well, benefitting dramatically from Atlanta being home to the largest concentration of HBCU Alumni and Schools in the country.

\$7,500 SPONSORSHIP INCLUDES: Registration for 2 recruiters, 8' x 10' or 10' x 10' booth packages (each booth package to receive 8ft back drape, 3ft side rails, (1) 6ft skirted table, (2) side chairs, (1) wastebasket and (1) 7" x 44" ID sign, Logo placement and company link on AGPW website, Onsite promotions, Quarter page ad in AGPW Official Event Magazine, Listed Sponsor on AGPW Phone App

For additional event specs, pricing and details:

[Click Here](#)

Call, or email Daniel C. Moss:

dmosse@hbcuconnect.com

614.416.5517

614.284.3007 (cell)



HBCUCONNECT

In Conjunction with AGP Weekend



Presents

2013 BLACK GREEK/HBCU ALUMNI & STUDENTS DIVERSITY CAREER EXPO Sheraton - Downtown Atlanta - June 6th, 2013

ABOUT HBCUCONNECT:

- 01** Launched in 1999, the first Social Network targeting African Americans, today more than 2.3 Million alumni and student subscribers
- 02** Single largest access point and website targeting Alumni & Students of all 105 Historically Black Colleges and Universities (HBCUs)
- 03** In 2001 launched the first job board targeting African Americans, HBCUCareerCenter.com
- 04** Two print magazines in total targeting more than 275,000 HBCU Alumni and Students
- 05** Ability to target and recruit across our network of sites targeting professional African Americans like: AfricanAmericanCareers.com, BlackJobs.com, BlackNews.com, BlackDoctors.com, BlackHistory.com, BlackWomenConnect.com, and others
- 06** Candidate Sourcing: HBCU Connect is capable of hand-delivering matching, top-tier, pre-screened candidates to your hiring managers in the areas of IT, Finance, Accounting, Auditing, Advertising, Marketing, Biological Sciences, Healthcare and Education
- 07** HBCU Connect produces, sponsors and facilitates the sponsorship of key African American, HBCU and Black Greek recruiting events
- 08** More than 400,000 Unique Monthly Visitors
- 09** Post jobs, receive access to more than 100,000 candidate resumes
- 10** To view the digital media kit:
<http://hbcuconnect.com/mediakit/HBCUConnectMediaKit.pdf>

For additional event specs, pricing and details:

[Click Here](#)

Call, or email Daniel C. Moss:

dmosse@hbcuconnect.com

614.416.5517

614.284.3007 (cell)



EVENTGUIDE

The Official Atlanta Greek Picnic Weekend Event Guide

If it's not in the AGPW Guide, It's NOT Official.

This year, the Atlanta Greek Picnic Weekend will provide a complimentary event guide to our participants. The (8.5 X5.5) pocket guide to all things AGPW and will be distributed upon arrival and registration at the host hotel. The guides will also be available for distribution at all AGPW events.

In this guide, we will list all of the OFFICIAL events for the 2012 AGP Weekend, List our sponsors, vendors, official partners, feature information on local businesses and attractions and highlight this year's hosts.

Contact us to see how your business can reach over 15,000 Greeks through a targeted circulation publication. Limited full and half page advertising space available, prices upon request.

