



September 1, 2019

Greetings!

40 Girls and Some Shoes and Project Serenitee nonprofit organization is hosting the 2nd attempt for the Guinness Book of World Records longest Soul Train Line in Atlanta, Georgia at The Home Depot Backyard on October 5, 2019 at 11:00am. We are inviting your company to become a sponsor of this history making event. We didn't beat the record in 2016, but we're confident this year we will.

Project Serenitee is an organization whose mission is to serve the growing needs of the under served and homeless in Atlanta by feeding, clothing and empowering.

40 Girls and Some Shoes is a 501(3)(c) organization that has been in existence since 2007. We have collected and donated over 35,500 pairs of shoes to the homeless and low income men, women and children in Atlanta and its surrounding communities, as well as Haiti and Ghana, West Africa.

We are asking your company to become a Gold, Silver or Bronze sponsor in our attempt to put Atlanta on the map as the home of the longest Soul Train Line. The event serves a dual purpose. One, to raise monies for the monthly homeless ministries of our nonprofits and secondly, to make history for the city of Atlanta.

In 2012 the city of Philadelphia held the record with 298 dancers until 2014 when Goodyear, Arizona broke their record with a whooping 426 participants. In 2015 Oakland, California attempted to break that record with 337 participants. Well, now it's 2019 and many cities have attempted but, we believe Atlanta is set to be the next to exceed the World Record! And with the support of your company, we can accomplish this goal.

We believe your company's brand can benefit from the exposure and participation in Soul Train Atlanta. Please review the enclosed information and we will follow up with you next week. If you need to reach either of us, please feel free to contact Sylvia Webb at 678-457-8500 or Terrance Carter at 404-549-0044.

(Please see benefits below)

Kind regards,

Sylvia Webb  
Terrance Carter





## SPONSOR LEVELS

### GOLD 2,500

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Company logo on all print advertisements, mentions in radio and television ads  
Preferred speaking opportunity  
Recognition on banner and screens throughout the event site  
Social media mentions  
Company logo on event t-shirts

### SILVER \$1,000

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Company logo on all print advertisements  
Verbal recognition at event  
Social media mentions

### BRONZE \$500

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Company logo on all print advertisements  
Verbal recognition at event

Social media mentions

### INKIND DONATIONS

Company logo on all print advertisements  
Verbal recognition at event



# soul train *atlanta*

Soul Train is an American musical variety television program which aired in syndication from 1971 until 2006. In its 35-year history, the show primarily featured performances by R&B, soul and hip hop artists, although funk, jazz, disco and gospel artists also appeared.





soul train  
*atlanta*

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