



COMMUNITY EMPOWERMENT ASSOCIATION, INC.
400 N. LEXINGTON AVE. • BUILDING 500 • PITTSBURGH, PA 15208

Building Families and Communities

June 1, 2007

Dear Potential Sponsor:

With the mission to build healthy families and communities by way of activation, education and mobilization, the Community Empowerment Association, Inc. (CEA) over the last decade has been tirelessly serving thousands of disadvantaged and minority families throughout the Greater Pittsburgh area.

One of the major activities we sponsor has been the Black Family Reunion Festival. This year's festival, themed "Empowering Through Family, Community and Tradition," will take place the Saturday and Sunday, August 4th and 5th, in Mellon Park, located in the Point Breeze section of Pittsburgh. The purpose of the fun filled event is to bring together communities from the greater Pittsburgh area for two peaceful, uplifting and enjoyable days.

Last year the event was an outstanding success. With only about six weeks of planning, the turnout was over 2000 people. People of all ages were in attendance: this was truly a family event. The park served as a place where people from all over the Pittsburgh could unite and celebrate the gifts and talents that the local Black Community has to offer. With much more planning and new attractions for this years event, we expect anywhere from 5,000 to 10,000 people to attend.

Aiming to build, foster, and empower individuals through jobs, education, housing, economic development, and family support services; we strive to heavily incorporate these five aspects into the two-day event. Events include the "Peace In The Hood" Three on Three Basketball and Slam Dunk Tournament, performances of dance, jazz, R&B, spoken word, vendors, family feud, panel discussions, network tents, health screenings, and mounting climbing, moon jump, arts and crafts for the youth. Understanding the significance of your organization to the community, we invite you to take part in the Black Family Reunion by becoming a sponsor. Please consider underwriting an activity or becoming a Platinum (\$5,000.00), Gold (\$2,500), Silver (\$1,000) level sponsor, or Bronze (\$500) level sponsor. You can also donate in any other way you see fit; in kind gifts are greatly appreciated.

Enclosed is information on the Community Empowerment Association, Inc., a sponsorship form, and an outline of activities for the two-day event. Please respond by **July 20th**.

Your participation in this event is a great way to reach out to the community.

Sincerely,

T. Rashad Byrdsong

President and C.E.O.



Community Empowerment Association, Inc.
Building Families and Communities

Black Family Reunion Festival

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August 4 – 5, 2007
Mellon Park

Sponsorship Level

Platinum - \$ 5,000.00

Gold - \$ 2,500.00

Silver - \$ 1,000.00

Bronze - \$ 500.00

Other amount/in-kind gifts (please include information in the box below)

Please make checks payable to CEA, Inc. and include your recognition preferences. Feel free to submit full (platinum), half (gold) or quarter (page) ads and informational flyers for inclusion in our 8 x 4 program booklet. All donations are tax-deductible.

Comments: Please include any special instructions or restrictions in the box below.



Community Empowerment
Association Inc.

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(412) 371-3689 P (412) 371-0792 F comempasoc@aol.com

Sponsorship Levels

Platinum Sponsors- The cover of program will read “CEA presents the 4th Black Family Reunion: with partner “corporation X”. Your Organization will also be given a full page in the program booklet. If money is received early enough this will also appear on radio commercials, and other promotional items. A table space and approved promotional items, such as banners will be allowed.

Gold Sponsors- Sponsors will be given a half page in the program booklet. A table space will be provided and approved promotional items, such as banners, will be allowed.

Silver Sponsors- Sponsors will be given a quarter page in the program booklet. A table space will be provided and approved promotional items, such as banners, will be allowed.

Bronze Sponsors- Sponsor will be given an eighth of a page and a table space at the event.