



# Sponsorship Proposal

# Event Background

Xcellence Awards first event was June 14, 2025. It was held at True Life Church in Villa Rica. over 150+ people attended. The community voted and we awarded 20 impactful leaders that serve Carroll County! We honored 60 + individuals by sharing their stories of the great work they are doing! We provided a night of pure Xcellence! We had some of the best local performers showcase their talents! We had red carpet interview with nominees and guests! We had eye-catching red carpet photo ops. And delicious refreshments! We shared powerful videos and We are now hosting our 2<sup>nd</sup> event!



# Event Overview

The Xcellence Awards is an esteemed event dedicated to recognizing and celebrating minorities/minority-owned businesses and organizations in Carroll County that have made a substantial positive impact on the community. The Xcellence Awards aims to spotlight positive contributions and empower the ongoing greatness within minority communities. This is a Carroll County wide event and opened to the public. We hope that you would love to come out and celebrate minorities with us!

We will have a social mixer that starts promptly at 2pm giving red carpet interviews & offering various photo-ops, a sponsorship table, an Xcellence Awards T-shirt table, 5 performances from the hottest local artists, award 20 impactful leaders, provide a grab & go food stand during intermission, and provide a program to review nominees bios.

<b>DETAILS</b>	Saturday November 21, 2026
	2:00pm - 6:00pm
Date	True Life Church
Time	87 Blackstock Rd
Location	Villa Rica, GA 30180

# Mission Statement

Our mission is to host an impactful event that celebrates and honors minorities for their outstanding positive contributions to our community. Through recognition and appreciation, we strive to empower and inspire continued greatness within minority communities. This event serves as a beacon of acknowledgment, fostering unity and amplifying the diverse voices that shape a more vibrant and inclusive society.

2025 Winners below. The community nominated so many great individuals. We ended up with 60 nominees (5 in each category) and the winners are below!



GERALD BYRD



DENISE SHACKLEFORD  
GIVING HEARTS INC.



DARRELL WATKINS  
WILLIE WATKINS  
FUNERAL HOME



MELISSA TINCH



COACH SHON  
THOMASTON



SHAQUAN SMITH LPC



CORLIS LONG  
HUDSON



DR. PASTOR  
VINCENT DORTCH



JOE FADE



SHAWNETTA  
GREEN



ZYON MULLINS



MELISHA WARTHAW



PASTOR  
SUNDIATA  
HUDSON  
TRUE LIFE  
CHURCH



DOMINIQUE  
CONTEH



DR. CHARLIE ROUSE  
RED HEARTS GALA  
ROUSE FOUNDATION



AUDREY  
NORTH SMITH



MAEGAN PARHAM  
DAY



NATHANIEL  
SMITH



DR. BERNICE  
BROOKS

# Sponsorship Packages

## Elite Row of 6 Package - \$1,000

Join us in celebrating excellence while maximizing your brand exposure and community engagement. This Sponsorship Package includes:

- **Social Media Exposure:** Prominent monthly promotion for any business/organization of your choosing leading up to the event on social media with a combined reach 650k Accounts & 30% Engagements across organizers' social media platforms and website. Promotions are 3 months.
- **Tax Deductible Letter:** Given that Starr Resources is an established Nonprofit 501c3, and Xcellence Awards is a fundraiser for Starr Resources, your donation will be recognized as a donation and is tax deductible.
- **Event Access:** 6 event tickets, 6 reserved seats in a row, 6 Xcellence T-shirts, and 6 Xcellence Programs.
- **Live Stream:** Event will be Live Streamed on Facebook & YouTube. Sponsors will be showed on screen at the end of the event
- **Sponsorship Table:** A table will be set up at the event with Sponsor's business cards & flyers, and logo
- **Website Exposure:** Your logo will be posted on our website page

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## **Double Row Sponsorship Package - \$2,000**

Join us in celebrating excellence while maximizing your brand exposure and community engagement. The Double Table Sponsorship Package includes:

- **Social Media Exposure:** Prominent monthly promotion for any business or organization leading up to the event on social media with a combined reach of 650k Accounts & 30% Engagements across organizers' social media platforms and website. Promotions are 3 months.
- **Award Association:** Company name attached to a specific award, thoughtfully chosen by the Xcellence Award Committee to align with your business. Ensuring relevance among fellow sponsors and selecting the best fit for the award. Your chosen sponsorship award will be announced “Company presents Specific Award.”
- **On-Screen Recognition:** Your company name presents the award, with the logo showcased on the screen during the presentation of that specific award.
- **Print Presence:** Full-page advertisement in the Xcellence Magazine, featuring detailed company information or one striking flyer. The magazine will be distributed to sponsors & V.I.P guests.
- **Tax Deductible Letter:** Given that Starr Resources is an established Nonprofit 501c3, your donation will be recognized as a donation and is tax deductible.
- **Event Access:** Premium Seating, 12 event tickets, 12 reserved seats - in two rows of 6, 12 Xcellence T-shirt, and 12 Xcellence Magazines.

## **Double Row Sponsorship Package - \$2,000 continued**

- **Live Stream:** Event will be Live Streamed on Facebook & YouTube. Sponsors will be showed on screen at the end of the event
- **Sponsorship Table:** A table will be set up at the event with Sponsor's business cards & flyers, and logo
- **Website Exposure:** Your logo will be posted on our website.

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## Entourage Sponsorship Package - \$3,000

- Join us in celebrating excellence while maximizing your brand exposure and community engagement. We are only accepting 1 Gold sponsor per award given (20). The Entourage Sponsorship Package includes:
  - Social Media Exposure: Prominent monthly promotion of any business or organization leading up to the event on social media with a combined reach of 650k Accounts & 30% Engagements across organizers' social media platforms and website. Promotions are 3 months.  
Logo Visibility: Company logo prominently displayed on the step and repeat backdrop that will be utilized for photo ops at the event.
- Award Association: Company name attached to a specific award of your choice in all marketing. Your chosen sponsorship award will be announced “Company presents Specific Award.”
- On-Screen Recognition at The Xcellence Awards: Your company name presents the award, with the logo showcased on the screen during the presentation of that specific award and at the end of the event.
- On-Screen Recognition on Commercials used on Social Media & Website: Your company name, with the logo showcased, and your contact information and/or website shown in sponsor credits.
- Print Presence: Full page advertisement in the Xcellence Magazine, featuring detailed company information or one striking flyer. The magazine will be distributed to 140 attendees at the event.

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## Entourage Sponsorship Package continued

- **Xcellence Gift Package:** 2 Xcellence Gift Packages with products from local Carroll County business owners & chosen vendors for the event.
- **Tax Deductible Letter:** Given that Starr Resources is an established Nonprofit 501c3, and Xcellence Awards is a fundraiser for Starr Resources, your donation will be recognized as a donation and is tax deductible.
- **Event Access:** Premium Seating at the event, 24 event tickets, first-choice, V.I.P. & reserved seating, 24 Xcellence T-shirts, and 24 Xcellence Magazine.
- **Live Stream:** Event will be Live Streamed on Facebook & YouTube. Sponsors will be showed on screen at the end of the event
- **Sponsorship Table:** A table will be set up at the event with Sponsor's business cards & flyers, and logo
- **Website Exposure:** Your logo will be posted on our website.

## Xcellence Magazine Advertisements

- Half-Page Ad \$75: Half-page advertisement in the Xcellence Program, featuring detailed company information or one striking flyer. The magazine will be distributed to 250 attendees at the event.
- Full-Page Ad \$125: Full-page advertisement in the Xcellence Program, featuring detailed company information or one striking flyer. The magazine will be distributed to 250 attendees at the event.
- Live Stream: Event will be Live Streamed on Facebook & YouTube. Sponsors will be showed on screen at the end of the event
- Sponsorship Table: A table will be set up at the event with Sponsor's business cards & flyers, and logo
- Website Exposure: Your logo will be posted on our website

Sponsorship Packages can be purchased until September 15, 2026. However, with late purchase you will not be able to take full advantage of incentives. There is unlimited amount of the Elite Row of 6 Sponsorship Packages available. However, there are only 20 total (10 of each) Double Table & Entourage Sponsorship packages. It is a possibility that there will not be any sponsorship packages available by that time because they are first come first served and closed out at committee's discretion.

If you would like to donate monetary or services, outside of the sponsorship packages, please email [CarrollCountyXcellenceAwards@gmail.com](mailto:CarrollCountyXcellenceAwards@gmail.com) to learn about what single donator are provided. \*It's dependent on details of what's donated.

Purchase sponsorship packages online:

<https://www.starrresources.org/sponsorships>

## Sponsorship Registration

To become a Sponsor please send the following information below or complete payment online: <https://www.starrresources.org/sponsorships>

You may also schedule a meeting with committee member by emailing [CarrollCountyXcellenceAwards@gmail.com](mailto:CarrollCountyXcellenceAwards@gmail.com)

Name:	
Phone Number:	
Email Address:	
Company/Organization:	
Package Choice: Elite 8 \$100 Double Table \$2,000 Entourage \$3,000	
Names of Attendees that will accompany you:	
T-Shirt Sizes	
Please be sure to attach logo via email	
Website/Social Media Link	

Stay Updated on The Xcellence Awards via our Facebook Page  
[www.Facebook.com/CCXcellenceAwards](http://www.Facebook.com/CCXcellenceAwards)

Contact for more information:  
[CarrollCountyXcellenceAwards@gmail.com](mailto:CarrollCountyXcellenceAwards@gmail.com)

Find Xcellence Awards tickets, nominee & vendor applications, etc  
online

Website [www.StarrResources.org/Xcellence-Awards](http://www.StarrResources.org/Xcellence-Awards)