



The Silas "SiMan" Alexander
Stay Positive Foundation
(SSPF)

LABOR DAY
WEEKEND
2022

SEPT
3 & 4

The

SiMAN

Stay
POSITIVE

WEEKEND TAKEOVER!

simanstaypositivefoundation.org

PARTNERSHIP PLAN





FOUNDATION

MISSION/PURPOSE

The Silas “SiMan” Alexander Stay Positive Foundation (SSPF)

To create a network of resources and community involvement that will provide hope, opportunities and support to families affected by pancreatic cancer and the significant hardships associated with this dreadful disease. SSPF and its services will encourage a spirit of enduringness and survivorship as we “Stay Positive”.

EVENT SCOPE



*Silas "SiMan Baby!" Alexander
Atlanta Radio Legend*

The "SiMan" 'Stay Positive' Weekend Takeover

...is designed to continue the legacy of
"SiMan Baby"

– the legendary radio broadcaster whose talent, personality, love of community and willingness to give, encouraged everyone to "stay positive". It resonated from him and was on display through everything he did!

Celebrating wellness, positivity and fun
through its signature events:

- 5K Walk/Run
- Health Fair
- Day Party

A smiling man with short dark hair and a goatee, wearing a white t-shirt with '102.5' printed on it. He is in the foreground, slightly to the left. Behind him is a large, dense crowd of people at an outdoor event. In the background, there are several tall city buildings, including one with a red 'W' logo. The sky is clear and blue.

EVENT BACKGROUND

The SiMan

'Stay Positive' Weekend Takeover

SiMan Baby! was always on the move - moving from one place, in the city, to another, spreading his infectious energy and relentless support. He had no boundaries when it came to helping the community. He lent his popularity to everything from community walks to lending his unmistakable voice to countless parties and remotes around the city. This giant of a man (who never met a stranger) always over-delivered and went the extra mile!

*Silas "SiMan Baby" Alexander
Atlanta Radio Broadcast Legend*

PANCREATIC CANCER



SILAS ALEXANDER
SiMan Baby 

SEPTEMBER 4, 1963 - MARCH 1, 2022

Pancreatic cancer is what took Silas “SiMan Baby” Alexander's life. Promoting overall wellness, awareness and support for those suffering with this horrible disease is a major focus of the foundation. Offering support to caregivers, family members and loved ones of pancreatic cancer patients is also one of the fundamental bedrocks of The SiMan Stay Positive Foundation.

THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



SSPF 5K WALK/RUN

SEPT. 3 | 7:00am

Stone Mountain Park
1000 Robert E. Lee Blvd
Stone Mountain, GA 30083

Official T-Shirt | Music
Healthy Snacks
Refreshing Beverages
Finishers Medal/Certificate

Early Registration recommended.
On-site registration opens at 6am.

 simanstaypositivefoundation.org



@SiManSPF

THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



SSPF HEALTH FAIR

part of the Pancreatic Awareness Initiative

SEPT. 3 | 10:00am – 2:00pm

Mall West End
850 Oak Street SW
Atlanta GA 30310

Music & fun!
FREE health screenings
Caregivers Support Info
Wellness information for entire family!

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@SiManSPF

THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



SSPF ALL WHITE DAY PARTY

Happy Birthday, Si!

SEPT. 4 | 3:00pm – 8:00pm

MONTICELLO ATL

2000 Powers Ferry Rd | 2nd Floor
Marietta GA 30067

Wear white & be ready to celebrate SiMan!

Live music

ATL's best & SiMan's favorite DJ's

Who's Who of Atlanta

Beloved Listeners | Celebrities

Radio Colleagues | Community Leaders

Special surprises & tributes and more!



*"There's no party like a SiMan party!
'Cause a SiMan party don't stop!"*

-Silas "SiMan Baby!" Alexander



PARTNERSHIP OPPORTUNITIES

THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



"Si-Man Baby!" Premier Platinum Sponsorship

- Premier presentation on ALL signage at all weekend events
- Brand name mentions on ALL promos, social and on-air media
- Logo placement on official event website
- VIP park entry passes for ten (10) into Stone Mountain for 5K walk/run event
- Oversized Booth for display & sampling opportunities at health fair
- VIP seating for eight (8) at Day Party event
- Special on-site sponsorship recognition at all weekend events
- Premier logo placement on event T-shirts
- Ten (10) event T-shirts

\$15,000

Sponsorship offers subject to change without notice. Limitations and exclusions apply. All sponsorship benefits will vary based on the package selected as well as availability at time of offer. All or a portion of this transaction may be tax deductible. Please consult your Tax Advisor.

THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



"Si-Man Baby!" Gold Sponsorship

Placement on ALL signage at all weekend events

Name mentions on ALL promos, social and on-air media

Logo placement on official event website

VIP park entry passes for four (4) into Stone Mountain for 5K walk/run event

Standard size Booth for display & sampling opportunities at health fair

VIP seating for four (4) at Day Party event

Special on-site sponsorship recognition at all weekend events

Logo placement on event T-shirts

Four (4) event T-shirts

\$10,000

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THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



"Si-Man Baby!" Silver Sponsorship



- Placement on select signage
- Name mentions in promos and on social media
- Park entry for (2) into Stone Mountain for the 5K Walk/Run
- Seating for two (2) at the Day Party event
- On-site sponsorship recognition at weekend events
- Logo on T-shirts
- Two (2) event T-shirts

\$5,000


Sponsorship offers subject to change without notice. Limitations and exclusions apply. All sponsorship benefits will vary based on the package selected as well as availability at time of offer. All or a portion of this transaction may be tax deductible. Please consult your Tax Advisor.


THE SIMAN STAY POSITIVE WEEKEND TAKEOVER



CONTACT

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STAY POSITIVE &
STAY CONNECTED!



@SiManSPF