



ETA NU  
EDUCATION  
FOUNDATION

THE SOUTH FLORIDA

# SUNDRESSES & LINEN 8

LABOR DAY WEEKEND EXPERIENCE

2025 SPONSOR DECK / AUGUST 31

## OVERVIEW

### South Florida's Premiere Labor Day Weekend Event

Sundresses & Linen began in 2017 as a fun, late Summer-themed party and quickly grew into an annual day party drawing over 700 guests from the Broward County, South Florida, and beyond – featuring an affluent and diverse group of people.

Celebrated as South Florida's premiere Labor Day weekend party, Sundresses & Linen is hosted by Eta Nu Education Foundation, Inc., 501(c)3 organization, in partnership with the Eta Nu Chapter of Omega Psi Phi Fraternity, Inc.

In 2022, Sundresses & Linen moved from its original location at The Robinson Estate to the newly renovated Pompano Beach Amphitheater in sunny Pompano Beach, Florida, where attendance continues to grow and is expected to reach 1,000 patrons this year.

This year's event is also **an official affiliate of the Orange Blossom Classic**, which brings tens of thousands to South Florida in celebration of HBCUs, legacy, and unity.

This is truly a “party with a purpose” and serves as a major fundraising source in support of our local community through our youth mentorship program, scholarships, and social action/community service events.



Sunday, August 31  
5:00pm-11:00pm  
Pompano Beach Amphitheater



## THE DAY PARTY

THE ETA NU EDUCATION FOUNDATION & THE  
ETA NU CHAPTER OF OMEGA PSI PHI FRATERNITY PRESENTS...

THE SOUTH FLORIDA

# SUNDRESSES & LINEN *Day Party*

Sunday  
**AUG**  
**31** 2025  
5-11PM

POMPANO BEACH AMPHITHEATER  
1801 NE 6TH ST, POMPANO BEACH, FL 33060

TICKETS AVAILABLE AT:  
[www.sundressesandlinen.com](http://www.sundressesandlinen.com)



ETA NU  
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pompano  
beach

Holman  
Driving What's Right

AN OFFICIAL EVENT OF THE ORANGE BLOSSOM FOOTBALL CLASSIC



MUSIC BY  
DJ DP

PERFORMING LIVE  
LEVI KNOWLES  
"THE EXPERIENCE"

# THE PEOPLE



A mature, stylish, and culturally connected crowd who are established in their careers, with discretionary spending power, and a strong affinity for upscale brands and experiences.

## ATTENDEES

MEN: 40%  
WOMEN: 60%

## AGES

21-35: 15%  
36-45: 29%  
46-55: 34%  
55-65: 22%

## INCOME

>\$200K: 20%  
\$150-199K: 18%  
\$100-149K: 32%  
\$50-99K: 25%  
<\$49K: 5%

## SCHOLARSHIPS

Over \$850,000 raised...

All of our events are hosted with a single purpose: to create opportunity for youth through scholarships and youth mentoring, and to aid us in providing uplift to Pompano Beach and Broward County.

Since 1969, Eta Nu has provided over \$850,000 in scholarship funds to college-bound youth in the Pompano Beach and Broward County area to support their educational endeavors. Without your support, this would not be possible.



## MENTORING



## Q-Unit and Gentlemen of Influence

The Q-Unit and Gentlemen of Influence youth mentoring program was established in 2008 with a desire to close the minority male achievement and access gap by guiding minority male students along a carefully charted path through grades 7 through 12.

Every year, we serve an average of 60 young men in the Pompano Beach and Broward County area. Our Q-Unit and Gentlemen of Influence youth mentoring programs have collectively served young minority males over the past 17 years through an active and engaging program that provides life skills and leadership development, S.T.E.M. education, and training in entrepreneurship and social justice.



## SPONSORSHIP BENEFITS

### ❖ Community Impact

Align your company with positive community uplift, impact and a commitment to be a part of the change it creates for our scholarship recipients and mentoring program youth

### ❖ Targeted Demographics

Leverage our captive and affluent audience to create a pipeline of potential customers

### ❖ Boost Brand Visibility

Increase your year-round brand exposure and loyalty to our diverse patron base

### ❖ Showcase Your Service or Product

Display your service or product for the duration of the event



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## THE ASK

### ❖ Title Sponsorship – \$20,000

- Official Title Event Sponsor for Sunday event
- Reserved VIP Cabana (plus 10 tickets)  
(includes entry for 10 & a bottle of champagne)
- Premiere Brand/Logo placement on all pre-event marketing, social media and press releases
- Brand/logo included in event's promotional ads
- Pop Up Banner placement at event entrance
- Access to event's LED screen for advertisement including a video commercial
- Primary vendor, table setup
- Time to address guests onstage at the event
- Event recap to include brand exposure

## SPONSOR LEVELS



### ❖ Presenting Sponsor – \$15,000

- Official “Presented By” Event Sponsor for Sunday event
- 5 Minutes to address guests
- Reserved VIP Cabana (includes 10 tickets)  
(includes entry for 10 & a bottle of champagne) Special Recognition as the Presenting Sponsor (throughout the event)
- Logo placement on all pre-event marketing, social media and press releases
- Access to our LED screen for advertisement including a video commercial
- Preferred vendor, table setup

### ❖ Purple Level Sponsor \$10,000

- Special Recognition as a Purple Sponsor
- Reserved VIP Cabana (includes 10 tickets)  
(includes entry for 10 & a bottle of champagne)
- 3 Minutes to address the guests
- Logo placement on all pre-event marketing, social media and press releases
- Access to our LED screen for advertisement
- Preferred vendor, table setup

### ❖ Gold Level Sponsor \$5,000

- Special recognition as a Gold Sponsor
- Reserved VIP Cabana (includes 10 tickets)  
(includes entry for 10 & a bottle of champagne)
- Logo placement on all pre-event marketing, social media and press releases
- Access to our LED screen for advertisement

## CONTACT INFO

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