



AKArama Foundation, Inc.

Alpha Kappa Alpha Sorority, Incorporated

AKArama Foundation

AKArama 2016 Executive Committee Report

AKArama 2016 Presents: Reel to Real in Black and White

April 8, 2016

AKArama 2016 will be held on November 5, 2016 the 94th Anniversary of Theta Omega Chapter at the Hyatt Regency Chicago. The Committee voted and is recommending a theme of “AKArama 2016 Presents: Reel to Real in Black and White”.

The AKArama Committee is working to have Save the Dates available electronically by May 2016 and invitations available in hard copy and electronic by June 2016. It is important that we begin communicating the date as soon as possible because many of our guests assume that the event will be in October and this year we will in November on the same date as the Urban League Gala.

*This year’s Hyatt Meal price increased by \$4.00 to a cost **\$58.00 per meal** and with the service fee the total meal cost is **\$71.34 per meal**. Out of each ticket sale we pay **\$9.52** for entertainment which takes us to **\$80.86 per guest**. However, once we factor additional expenses such as decorations, and invitations we have additional costs totaling **\$29,660**. Based on this analysis at our current ticket price of **\$100.00 per ticket** we will be at a deficit of **(\$9,567.00)** on ticket sells. Thus making us fully dependent on other revenue streams to fund our programs*

*The committee reviewed the budget with ticket sales at **\$125.00 per ticket**. At **\$125 per ticket**, we pay **\$80.86/guest** (**\$71.34** for meal and **\$9.52** for entertainment). We will gross **\$46,343** or **\$44.14 per ticket**, however we have additional event expenses of **\$29,660**, which would leave us a profit of **\$16, 683** from ticket sells.*

*The Committee looked at all areas to reduce and recommends that based on costs AKArama Donors who give **\$1,000.00** should no longer be given 2 free tickets to the event. The Rationale was that this was too costly for the event.*

*Finally as part of our goal to increase revenues and in honor of Theta Omega’s 94th Anniversary the Committee has a goal of encouraging at least 94 members to contribute **\$1,000.00** each to the Sustainers of the Dream Campaign. This will assist in raising additional revenue and working toward the goal of paying down the mortgage on the AKArama Center.*

The AKArama 2016 Committee makes the following two recommendations.

- 1. That the ticket price for AKArama 2016 is **\$125.00**.*
- 2. That the Donors no longer receive 2 free tickets when they make a **\$1,000.00** donation to the event.*

Respectfully submitted,

Adrienne E. Davis, Chairman 2016