



THE 10TH ANNUAL

LEGENDARY AWARDS

2027 SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Sunday, March 28, 2027 • Atlanta, Georgia

10 YEARS OF GIVING

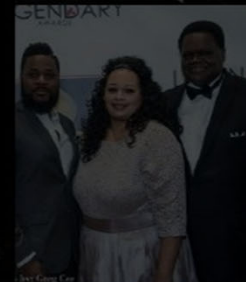
THE 10TH ANNUAL

LEGENDARY

AWARDS

#10YEARSOFGIVING

WWW.LEGENDARYAWARDS.COM



THE COMEBACK

The Return of Legendary

A milestone celebration built on a decade of honoring excellence and serving community.

For ten years, the Legendary Awards has celebrated living legends whose influence reaches beyond achievement into service, culture and community impact.

In 2027, the platform returns with an opportunity for brands to join a distinctive Atlanta experience spanning awards, health, education and community engagement.

Honor Excellence. Create Impact. Build Legacy.

Legendary Awards Recap



ESTABLISHED PLATFORM

10 Years of Legendary Impact

Recognized by the City of Atlanta and connected to leaders across sports, entertainment, media, health and service.

About Legendary Awards

In just 10 years, the Legendary Awards has emerged as an iconic ceremony to honor and celebrate living legends that have excelled and made significant contributions within their industries and communities locally, nationally or internationally.

Recognized with a Proclamation by the City of Atlanta City Council for contributions to the arts, health and humanities, the Legendary Awards presents awards for categories such as **HEALTH, SERVICE, MEDIA, SPORTS, ENTERTAINMENT, HUMANITARIAN, HISTORY MAKER and TRAIL BLAZER**

We have had the pleasure of honoring some of the world's greatest legends and we are so excited because it gets better each year. [See website for full list of 2016 - 2019 Honorees.](#)

2015

Dr. Marcus Brown, Chief Cardiologists, Northside Hospital (Health Award), **Honorable Max Cleland**, (Service Award) **Philanthropists Ryan and Kysha Cameron** (Humanitarian Award), **NFL Hall of Famer Mr. Lawrence Taylor** (Sports Award), **Actor, Carl Anthony Payne** (Trailblazer Award), **Singer, Shirley Murdock** (Entertainment Award)

2014

Ms. Madeline Nelson and Ms. Shanti Das (The Highlight Award), **NFL Hall of Famer Mr. Jim Kelly** (The Lifetime Achievement Award), **Mr. Joe Louis Reliford** (The History Maker), **Mr. Sugar Shane Mosley** (The Trailblazer Award) **Mrs. Karyn Greer** (The Media Icon Award) **Mr. Jonathan Babineaux** (The Community Award), **The Humanitarian Award** (Mrs. Elisabeth Omilami) **Mr. Larry Blackmon and Cameo** (The Legendary Award) **Mr. Teddy Riley** (Brand Ambassador)

2013

Mr. Rasheed Mahammad and Mr. Keith Sweat (The Highlight Awards), **Mr. Thomas Dortch** (The Spotlight Award*), **Mrs. Parisa Khosravi** (The Humanitarian Award), **Mrs. Jamie Foster - Brown** (The Media Icon Award*), **Mr. Sugar Ray Leonard** (The Lifetime Achievement Award), **Ms. Xernona Clayton**, (The Pioneer Award), **Mr. Duke Fakir of the "Four Tops"** (The Legendary Award), **Mr. Usher Raymond IV** (The Trailblazer Award*), **Mr. Clark Howard**, (The Community Award), **Mr. Teddy Riley** (Brand Ambassador)

2012

Ms. S. Elizabeth Ford M.D. (2012 Humanitarian Award*) **Mrs. Jocelyn Dorsey and Mr. Eldrin Bell** (Highlight Awards) **Mr. Dallas Austin**, (Legendary Award), **Mr. Deion Sanders** (Lifetime Achievement*) and **Mr. Ted Turner** (2012 Pioneer Award), **Mr. Dominique Wilkins** (Brand Ambassador)

2011

Mayor Kasim Reed, **Ms. Daye Bexley**, **Mrs. Monica Pearson**, **Mr. Julius "Dr. J" Erving** (Highlight Awards) **Dr. Joseph Lowery** (Pioneer Award) and **The SOS Band** (Legendary Award) **Mr. Dominique Wilkins** (Brand Ambassador)

ABOUT US

Living Legends

Honorees have included nationally recognized leaders and icons across multiple industries.

Atlanta Recognition

The Awards received a City of Atlanta City Council proclamation for contributions to arts, health and humanities.

Multi-Sector Reach

Awards Categories: Health, Service, Media, Sports, Entertainment, Humanitarian, History Maker and Trail Blazer.

Community Purpose

The celebration is paired with programs designed to educate, support and strengthen communities.

Partnership Outcomes

Put Your Brand Inside the Experience

A Legendary partnership gives brands multiple ways to be seen, experienced and remembered across the 2027 platform.

OWN THE MOMENT

High-impact placement across red carpet, digital, print, website and event environments.

BUILD BRAND AFFINITY

Connect your brand to health, education, youth development and meaningful Atlanta community impact.

CREATE CONNECTION

Premium seating and sponsor experiences that support relationship-building with guests and stakeholders.

STORYTELLING

Select levels include video messaging, program-book placement, exhibit opportunities and product placement.

Your brand becomes part of the Legendary story—not simply a logo on a page.

PROOF OF REACH

Proof of Reach — Historical Performance

2027 Projections and Goals

9.5M

Editorial + advertising impressions

8.3M

Web views (Jan–March)

40–61

Media representatives

2,500+

Expected total attendance across events

8.5M+

Print media impressions

25K

Flyers/posters distributed

1,500

Program-book collector copies

WHO YOU REACH

A Diverse, Adult Consumer Audience

Our events demonstrate broad reach across gender, age and racial demographics.

	Gender	Core age segment	Race / Ethnicity snapshot
Legendary Awards	48% male / 52% female	45% age 23–65	46% AA • 38% White • 12% Hispanic
Legendary Walk	37% male / 63% female	40% age 26–40	51% AA • 39% White • 8% Hispanic
Health Initiative	41% male / 57% female	38% age 26–40	94% AA • 6% White

COMMUNITY PLATFORM

More Than an Awards Show

Three program areas extend the Legendary brand beyond the stage.



LEGENDARY
HEALTH INITIATIVE

An event focused on Improving the health of all families
ZUMBA FITNESS | COOKING DEMONSTRATIONS | ASK THE DOCTOR PANEL | HEALTH SCREENINGS | LIVE ENTERTAINMENT
MARCH 27, 2027 from 1:00 pm - 4:00 pm
Join us for a fun-filled family day as we raise awareness in the community

FREE HIV TESTING

AMAZING VOLUNTEER STAFF

AWESOME ENTERTAINMENT

FREE BLOOD PRESSURE

For additional details: info@legendaryawards.com

LEGENDARY Health Initiative

HEALTH



COME JOIN THE FUN AND HELP US MAKE A DIFFERENCE

Cant wait to see you and your team

LEGENDARY
Walks

SEPTEMBER 2027 - 8AM - 11AM
GREENBRIAR MALL | 2841 GREENBRIAR PKWY | ATLANTA GA 30331

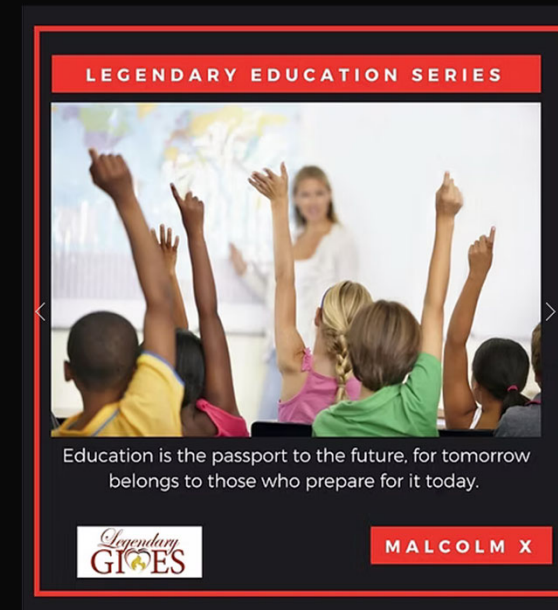
Dress up as your favorite Legendary Superhero as we prepare to help save the day for some deserving students as we pay for their summer school tuition

FREE - 13 AND UNDER | \$25.00 - INDIVIDUAL | \$200.00 - TEAM OF 10

WWW.LEGENDARYAWARDS.COM/LEGENDARYWALKS

3rd Annual Legendary Walks

WALK



LEGENDARY EDUCATION SERIES

Education is the passport to the future, for tomorrow belongs to those who prepare for it today.

LEGENDARY GOES

MALCOLM X

EDUCATION + GIVES

PURPOSE IN ACTION

Legendary Health & Community Impact

Education • Prevention • Awareness • Support

The Legendary Health Initiative focuses on underserved residents of Atlanta and surrounding communities through partnerships that support free screenings, wellness education, mental-health awareness, nutrition and fitness.

EDUCATION

PREVENTION

AWARENESS

SUPPORT

Partnership creates a visible connection between your organization and practical community investment.

LEGENDARY
HEALTH INITIATIVE

Education | Prevention | Awareness | Support

The Legendary Health Initiative was created to promote awareness in our local communities and our mission is to educate, prevent, increase the awareness, support and improve the health for underserved residents of the City of Atlanta and surrounding Metro through community partnerships.

Recent studies indicate that early detection and treatments can decrease the chance of developing the complications of many diseases. The community comes together annually during the Legendary Awards Weekend at Greenbriar Mall in Southwest Atlanta. Established by the Legendary Awards Foundation, the Legendary Health Initiative is a collaborative partnership with [Fulton DeKalb Healthcare Authority](#) and the [Atlanta Black Nurses Association](#). Children, youth and families living in underserved communities around Atlanta with a lack of access to quality healthcare are provided with free health screenings, wellness exams, mental health evaluations, nutritional products, educational literature, seminars, and fitness assessments.

EDUCATION
Providing children, youth, and families with the skills and knowledge that will arm them with ample knowledge to make practical health decisions

PREVENTION
Increasing the focus on prevention allows us to help improve the health of our community residents, quality of life and wellness at every stage of life

AWARENESS
Building the awareness of health risks conditions and disease if gone untreated or pre-screened allows our community residents to be proactive in taking action

SUPPORT
Bringing together stakeholders who play important roles in promoting high quality care and lending a hand of service and support to aid the underserved

Don't miss this **FREE** and **INFORMATIVE** event, this is a family affair so be sure to bring your entire family, we will have a few surprise guest for the kids

LEGENDARY
HEALTH INITIATIVE

An event focused on improving the health of all families
ZUMBA FITNESS | COOKING DEMONSTRATIONS | ASK THE DOCTOR PANEL | HEALTH SCREENINGS | LIVE ENTERTAINMENT
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For additional details: info.legendaryawards.com

Our Partners

INTEGRATED EXPOSURE

Brand Visibility & Media Exposure

A multi-channel promotional approach creates repeated sponsor touchpoints before, during and after the event.

TELEVISION

Commercials, interviews and promotional exposure

RADIO

Paid spots, PSAs and community programming

PRESS

Pre-event announcements, media attendance and publicity

DIGITAL

Website visibility, event listings and sponsor links

ON-SITE

Red carpet, exhibit space, gifting and program-book presence

VIP

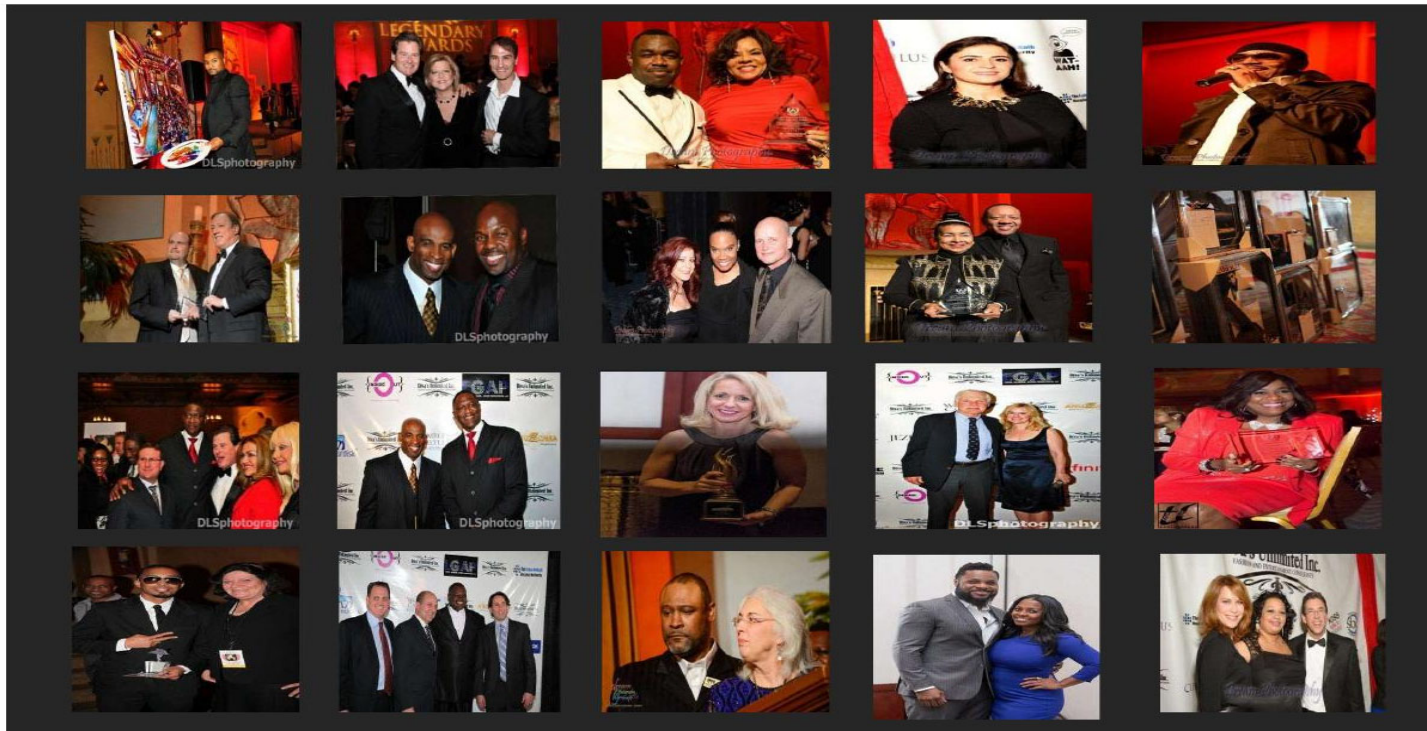
Premium seating and sponsor hospitality

CREDIBILITY THROUGH PEOPLE

A Stage Shared With Legends

Past Legendary Awards imagery demonstrates the caliber, variety and energy of the platform.

Legendary Awards Recap



2027 INVESTMENT

Choose Your Partnership Path

Five starting points—each can be tailored around your brand objective, audience and activation goals.

LEGENDARY PRESENTING Platinum \$50,000 Exclusive positioning + presenting recognition	LEGACY Gold \$35,000 Premium visibility + hospitality	ICON Silver \$20,000 Media, event + guest engagement	SPOTLIGHT Bronze \$10,000 Brand visibility + hospitality	COMMUNITY Supporter \$5,000 Community-facing brand presence
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BENEFIT COMPARISON

A quick view of core deliverables. Custom activations can be added based on sponsor objectives.

	\$5K	\$10K	\$20K	\$35K	\$50K
Benefit	\$5K	\$10K	\$20K	\$35K	\$50K
Pre-event digital/print publicity	✓	✓	✓	✓	✓
Red-carpet step & repeat	✓	✓	✓	✓	✓
Program-book placement	¼ pg	½ pg	½ pg	1 pg	2 pg
Health Initiative exhibit space	—	✓	✓	✓	✓
VIP/general gift-bag placement	✓	✓	✓	✓	✓
Awards premium seats	8	12	15	20	25
5K tickets + tent setup	10	15	20	25	30
Website logo + link	✓	✓	✓	✓	✓
Sponsor video/message	—	—	30 sec	1 min	2 min
Presenting sponsor trophy naming	—	—	—	—	✓

PREMIUM PARTNERSHIPS CAN ALSO INCLUDE CUSTOM ACTIVATIONS, CATEGORY EXCLUSIVITY & POST-EVENT PERFORMANCE REPORTING.

PREMIER OPPORTUNITY

ONE FLAGSHIP PARTNER

Legendary Presenting Partner — \$50,000

Designed for a brand seeking the highest level of visibility and association with the 10th Annual Legendary Awards.

\$50,000

PRESENTING PARTNER

EXCLUSIVE POSITIONING

Premier hospitality • brand integration
custom activation • fulfillment recap

- Pre-event publicity across digital and printed materials
- 2-minute video spot at Awards / fundraiser
- Logo on red-carpet step & repeat
- Two-page program-book spread
- Prominent exhibit space
- 25 premium Awards seats with VIP privileges
- 30 5K tickets with tent setup
- Website logo and link
- Presenting Sponsor trophy naming opportunity

FLEXIBLE PARTNERSHIP

Build a Partnership Around Your Goal

Start with a tier—or combine hospitality, visibility, community impact and approved in-kind support into a tailored partnership.

IN-KIND PARTNERS

Potential categories include audio/visual, catering, flights, trophies, drapery/event services and high-end gifting. Packages can be structured according to the cash value of approved services.

Necessary products / services include but are not limited to:

- Sound & light and other audio/visual services
- Catering and related food services
- Flight
- Trophy (9)
- Drapery and other event services
- Gifting Services – must be high end products (400 pieces)

TICKETS + TABLES

Individual and table opportunities can support client entertainment, employee recognition and stakeholder hospitality.

Legendary Awards Individual General Ticket **\$100**
Legendary Awards Individual Premium Ticket **\$175**
Legendary Awards **Table \$1750.00**

Legendary 5K Individual **Ticket \$25.00**

Table Host - **\$2,250**

- Includes 10 tickets/premium seating for Awards
- Includes a half page ad in the program book

PROGRAM BOOK

Advertising options create an additional way to support the mission while placing your brand in a keepsake distributed to attendees.

Program Book Sponsor

A program book will be printed and distributed to all in attendance that evening.

Please consider supporting our endeavors by purchasing an ad in the book

Front Cover: **\$2,000**
Back Cover: **\$1,500**
Full page: **\$1000**
Half page: **\$500**
¼ page: **\$250**
Business Card **\$200**

We welcome conversations about a partnership built around your organization's goals.

MEET THE EXECUTIVE TEAM



Rhonda Wilkins

Creator and Executive Producer



John Wilkins

Executive Producer



Celia Doughty

Executive Producer

Reserve a 2027 Partnership Conversation

678-760-3603

info@legendaryawards.com



/legendaryawards

