



2010 White Attire Affair Committee Descriptions

Board of Directors

Abdur-Rahim Briggs
President

Troy M. Fridy
Vice-President

Andrew F. Harris, MS,
MBA
Chief Financial Officer

Julius S. Melton
Community Liaison

Directors

Zekeera Belton
Women's Initiative

Troy M. Fridy
Volunteer/Membership

Ronald Lee Thomas
Research & Development

Justin B. Smith
Southeast Regional
Communications

Lonnell Williams
Midwest South
Regional Communications

1. Event/Campaign Messaging Committee - Reports directly to Director of Event/ Campaign Messaging. This committee is charged with assisting the Director with creating "outside the box" ways to ensure that AI Sura and the White Attire Affair campaign messaging are consistent with the overall HIV /AIDS Campaign while researching the latest statistics to be communicated at the event.

2.Bar/Beverage Management Committee - Reports directly to Event Logistics Directors. This committee ensures that Bar Beverage and Catering planning is on point prior to the event! Seeks potential beverage sponsors. Additionally, the event logistics team offers ideas in the strategic planning of food setup display, beverage and the exact number of bars should exist and flow during the event. In short, this team is critical to ensure there are no long lines and to avoid beverage shortage during the event! (*THIS IS CRITICAL!*)

3.Awards Committee - Reports directly to Awards Committee Director. This committee is charged with assisting the Director with the vetting and selection process of recognizing deserving individual recipients and or organizations from both local and national levels to receive and be presented an annual award during the event whose contributions in the fight against HIV/AIDS have been significant.

4.Corporate/Local Sponsorship Committee- Reports directly to Corporate/Local Sponsorship Director. Solicits potential Corporate/Local Sponsorships for monetary and In-Kind donations. Sets fundraising goals for the social marketing campaign leading up to the 2009 White Attire Affair.

5.Marketing Committee - Reports directly to the Marketing Director. Assist Marketing Director with creative and cost effective ways to strategically market the White Attire Affair (i.e. Blogs, My Space, Facebook etc ..) both locally and nationally.

6.Merchandise/Ticket Sales Committee - Reports directly to Marketing Director. Successfully markets White Attire Affair merchandise and promotes and monitors online tickets sales and other duties as assigned.

7.Host Committee - Reports directly to Host Committee Director. Assist Director in reaching out to high level donors, supporters, influencers and "movers and shakers" within the community whom would like to host private promo/fundraising events on behalf of the AI Sura, Inc. and the White Attire Affair.

8.Promotional Events/Setup Team - Reports directly to both Men's/Women's Promotion Directors. During the promotional campaign events schedule, this team ensures that all banners, poster cards, table set-ups for display and flyers are available. Collection of e-mail s from patrons is required to build-up AI Sura's listserv. Must be available for weekly promotional events assignments.

9.Promotional Party Campaign Sponsor Team - Reports Directly to both Men's/Women's Promotion Directors. Solicits potential men's/women's clubs and promoters who are interested in the promotion of the White Attire Affair on designated dates. Ensures that promotional agreements are signed confirmed and added to the overall promotional campaign calendar. **here:**