



Presented by the BEAM Foundation, Inc. and
the Beta Nu Lambda Chapter of
Alpha Phi Alpha, Fraternity Inc.

Alpha Beautillion Chairmen

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What is a Beautillion?

The Beautillion is a celebration of the achievements of young minority men who are high school seniors. These young men, or "Beaus", will represent a select few of the many candidates nominated to be honored at the Alpha Beautillion Gala 2020. Each Beau is chosen in recognition of his demonstrated achievements in academics, the arts, community, church involvement, leadership, and his commitment to advance to college and complete a four-year degree in his field of choice. All Beaus must plan to continue their education beyond high school.

Proceeds from Beautillion 2019-2020 will fund achievement awards for each Beau. By sharing in this celebrated tradition, we can ensure our young men continue the path to becoming men among men.

The Goals of Beautillion:

- To recognize the achievements of young African-American and minority men within the community.
- To inspire and stimulate further growth, academic excellence, community service learning, and leadership development.
- To enhance their sense of civic responsibility and appreciation for cultural heritage.
- To bring about self-awareness, self-determination, self-actualization, and purpose greater than self.



The Beaus participate in programs specifically designed with these goals in mind.

Duties and Responsibilities

Beaus

- Abide by the Alpha Beautillion Code of Conduct (CoC)
- Attend all workshops and Gala rehearsals are required. Beaus are allowed one unexcused absence: one (1) workshop and one (1) practice during the Beautillion Program. The Beautillion chairmen & mentors should be notified of all absences.
- Exemplify the characteristics of an Alpha Beau.
- Meet deadlines as outlined in the 2019-2020 Beautillion Schedule.
- Plan fundraisers and /or solicit donations / contributions from family, friends, associates, and businesses.
- Maintain relationship with the member(s) of Beta Nu Lambda Chapter who will serve as your success coaches.
- Select a responsible young lady to serve as your Belle for the Alpha Beautillion, that is willing to attend all scheduled rehearsals and can conduct herself in a respectful manner.



Parents/Guardians

- Ensure participants have transportation to and from Beautillion events.
- Attend parent workshops/rehearsals.
- Assist Beaus in planning fund-raisers and/or soliciting donations/contributions from family, friends, associates, and businesses for the Beau's scholarship.
- Maintain communication with Beau's Mentor.
- Participate in the Alpha Beautillion Gala.

Success Coaches

Members of Beta Nu Lambda Chapter of Alpha Phi Alpha Fraternity, Incorporated will serve as success coaches to each young man participating in our Beautillion Program. Chapter members will be assigned to each Beau. As a success coach, they are responsible for assisting his assigned Beau with the following:

- Planning and execution of fundraising ideas.
- Maintaining open lines of communication.
- Keeping abreast of deadlines, workshops, and other events during the Alpha Academy/Beautillion season.
- Attending workshops and rehearsals.
- Exhibiting the fine characteristics of an Alpha man and serve as an effective mentor/role model.

The Cost of the Beautillion Program

It is impossible to run a program without some costs. Participation in the Alpha Beautillion Program activities can pose additional financial challenges for many families at a time when financial expenses for high school completion are already inflated. Recognizing this factor, the BEAM Foundation has built in several ways of raising funds to assist the Beau and his parents while continuing to maintain a valuable product and elegant events.



The financial arrangements and related activities are planned to make this a self-sustaining program. A large portion of the funds raised from the event is returned to the Beaus in the form of programming and scholarships. After the costs are all accounted for, the Beautillion Committee & the BEAM Foundation, Inc. will disburse scholarship checks directly to the parent(s) payable to the college of choice. This occurs prior in the following summer prior to the Fall Semester.

Sponsorships Fundraising and Commitment Fee

To be considered a Beau and participate in the Alpha Beautillion Gala, each Beau is required to **raise a minimum of \$500.00** in patron donations, fundraisers, and/or corporate sponsorships. The first \$100 is, due at orientation. The additional \$400 donations must be raised by December 31, 2019 to continue in the program. The program includes

- 4 Tickets for Scholarship Gala
- Tuxedo for Scholarship Gala
- 20 Quality programs and activities
- 2 College Exposure Trips (transportation, overnight lodging and meals)
- 2 Beau Retreats (overnight lodging and meals)
- Personal Mentorship through senior year

Funds raised above the minimum in patron donations, fundraisers or corporate sponsorships will be split **70%** towards the Beau's Scholarship Fund and **30%** for the BEAM Foundation to support the program and other charitable work of the BEAM Foundation.

Souvenir Booklet

The Souvenir Booklet provides a visual and lasting memory of this landmark in the Beau's life. Thus, it is important that this be a quality product that can be treasured for years to come. As such we have engaged the help of graphic designers to deliver an impressive product. The cost for the souvenir journal is paid for by funds received from patrons. Each Beau is provided with two Souvenir Booklets at the Gala.

2019-2020 Beautillion Awards/Scholarships

Scholarship Awards

Each Beau who has raised at least \$500 will receive a scholarship based on the total amount of funds he raises above the minimum. Each Beau will receive a scholarship equal to **70%** of the remaining funds he raises.

Distinguished Beau Award

Each Beau who raises at least \$1,000 will be eligible for the title of Distinguished Beau. The Distinguished Beau is awarded based upon votes from the Beautillion participants, mentors, attendance, and participation in the Beautillion program, overall good character and meeting fundraising requirements. The participant presented with this award will receive a scholarship equal to **80%** of the total funds he raises minus the minimum..

Alpha Award of Excellence

Each Beau who raises at least \$1,000 will be eligible to receive the Alpha Award of Excellence. The Beau raising the highest amount of money by the **Tuesday, April 21, 2020** deadline and fulfill other criteria set by the Beautillion committee will receive this award. The participant will also receive a scholarship equal to **75%** of the total funds he raises.

Alpha Scholar Award

Each Beau who raises at least \$1,000 will be eligible for the Alpha Scholar Award. The Beau having the highest GPA as recorded by the official transcript turned in after the second quarter grade report will receive the Alpha Scholar Award. Official transcripts should be turned in by **Friday, April 24,, 2020** to qualify. The participant presented with the Alpha Scholar Award will receive a scholarship equal to **75%** of the total funds he raises.

Community Service Award

Each Beau who raises at least \$1,000 will be eligible for the Community Service Award. This award will be given to the Beau who records and validates the most community service hours outside of those provided for by the Alpha Academy / Beautillion Schedule. This participant also receives **75%** of the total funds raised. Community Service Logs can be turned in for community service hours served between **Sunday, September 9, 2018 and Friday, April 24, 2020**.

Oratorical Award

Each Beau will be responsible for displaying his public speaking abilities by presenting a 4-7-minute original speech on a topic to be provided by the Beautillion Committee. This award will be given to the Beau earning the highest score as determined by judges selected by the Beautillion Committee. The winner of this award will be formally recognized at the Gala and also receives **75%** of the total amount of funds he raised during the Beautillion Season.

STEM Test Award

Science, Technology, Engineering and Mathematics, or STEM for short has become a necessity in the technological world we live in today. Recognizing this, the Beautillion created a contest to reward academic achievement in these areas. A STEM Test created by members of the Beautillion committee will be taken by all Beaus and the highest score achieved will be deemed the winner. The winner of this award will be formally recognized at the Gala and also receives **75%** of the total amount of funds he raised during the Beautillion Season.

Tie Breaker

In the event of a tie, the calculated score from the oratorical contest will be the primary tie-breaker. If a tie continues to exist, the tracked attendance at workshops and rehearsals will be the secondary tie-breaker..

Scholarship Payout Timeline

Scholarships amounts will be distributed to the parents but payable to the student's college of choice. If a student is on an athletic scholarship, Beautillion funds are not allowed to be received as it is a violation of NCAA rules. In this case, scholarship funds will be paid directly to the parents. 100% of scholarship earned will be paid prior to **August 15, 2020**.

Financial Procedures and Information

- All monies should be turned in to BEAM Foundation financial secretary (Brother Daryl E. Rice or Brother Marque Macon). The financial secretary (or designee) will issue a receipt for all monies collected.
- Monies may be turned in at anytime. The minimum amount of \$500.00 must be provided by December 31, 2019 to continue the program.
- Checks should be made payable to **BEAM Foundation, Inc.** and are **tax deductible**.
- The name of the Beau for whom the funds are collected for should be written on the memo line of the check. **(PLEASE PRINT)**
- No Beau should open an account in the name of The BEAM Foundation or Alpha Phi Alpha Fraternity, Incorporated.
- For checks marked as NSF (insufficient funds), the amount of the check and a \$30.00 NSF check fee will be deducted from the total funds collected by the Beau.
- The final night to turn in funds and/or Ads will be **Friday, April 24, 2020**. Funds collected after this date will **not** be included in determining the awards that will be received on the night of the Beautillion but will be calculated in the final scholarship amounts.
- Monies turned in after the final reporting night will be included in the monetary scholarship award for the Beau but will not be included in determining who is presented with the Alpha Award of Excellence.
- Beaus are encouraged to maintain a record / retain receipts of the monies they have turned in.

******The following instructions must be followed when turning in any monies******

- When turning in ad monies, you must turn in a completed **Souvenir Journal Advertising Contract** for each ad. *No ad will be accepted without a souvenir Journal Advertising Contract.*
- When turning in monetary contributions/donations other than ads, turn in a **Patron List Tracking Form** outlining each donation that is being turned in that day.

Ad/Donor Guidelines

At the start of the Alpha Beautillion, a published souvenir Journal will be presented to the families that showcases each Beau and his financial supporters. Each Beau is asked to solicit donors, contributions, and/or advertisements that meet the following pricing categories:

Supporters may make monetary contributions and be listed as patrons:

Yellow Rose Level:	\$10.00 - \$24.99
Black Level:	\$25.00 – \$49.99
Old Gold Level:	\$50.00 - \$149.99
Pyramid Level:	\$150.00 - \$500.00
Sphinx Level:	\$500.00 - \$999.99
Pharaoh Level: (Includes Full Page Ad	\$1,000.00+

Supporters may make contributions in the form of an ad in the souvenir booklet. First come, first serve. Ad prices and sizes are as follows:

Back Outside Cover	\$400.00
Inside Front cover	\$350.00
Inside Back Cover	\$350.00
Full Page Color	\$250.00

Additional Information

- Deadline for submitting all ads and patrons list is **Friday, April 24th, 2020**
- Electronic ads can be submitted in jpeg, mpeg, or pdf format and emailed to marque.macon@gmail.com
- All ads with a logo or picture must be a photo ready copy.
- All text ads must be of good quality.
- Check or cash is accepted for payment and must be submitted with the ad.
- Checks should be payable to BNL Foundation, Inc. and are tax deductible.
- Back cover and inside front/back cover ads are accepted on a first come basis.
- The Beautillion Committee reserves the right to return and not included ads if deemed inappropriate.
- *When turning in ad monies, you must turn in a completed **Souvenir Journal Advertising Contract** for each ad. **No ad will be accepted** without a Souvenir Journal Advertising Contract.*

Souvenir Journal Advertising Contract

This form should accompany each ad request for the souvenir Journal.
Make copies as needed.

Name of Business (if applicable):

Address:

Phone Number:

Contact Person:

Fax:

Email:

Name of Beau Ad is for:

----- Back Outside Cover	\$400.00
----- Inside Front cover	\$350.00
----- Inside Back Cover	\$350.00
----- Full Page Color	\$250.00

PAYMENT:
Total Amount of Ad
\$-----
Form of Payment: Cash \$ _____
 Check No. _____

COMMITTEE USE ONLY:

Page No. _____

Please email ad to marque.macon@gmail.com
Deadline to submit an ad is **Friday, April 24th, 2020**

Patron List Tracking Form

This form is to be completed and turned in with patron donations.
Make copies as needed.

Deadline to turn in patron contributions is, Friday, April 24th, 2020

Patron Name (Print CLEARLY or TYPE as desired for souvenir book)	Contribution Amount	Form of Payment (Cash or Check payable to BNLF, Inc.)

Beautillion Program Community Service Log Sheet

Alpha Beau Name: _____

Service Activity

Date Completed: _____

Total Hours Completed: _____

Verification signature

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Verification Name (Printed)

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Contact No. _____

Date: _____

Beautillion Program Community Service Log Sheet

Alpha Beau Name: _____

Service Activity

Date Completed: _____

Total Hours Completed: _____

Verification signature

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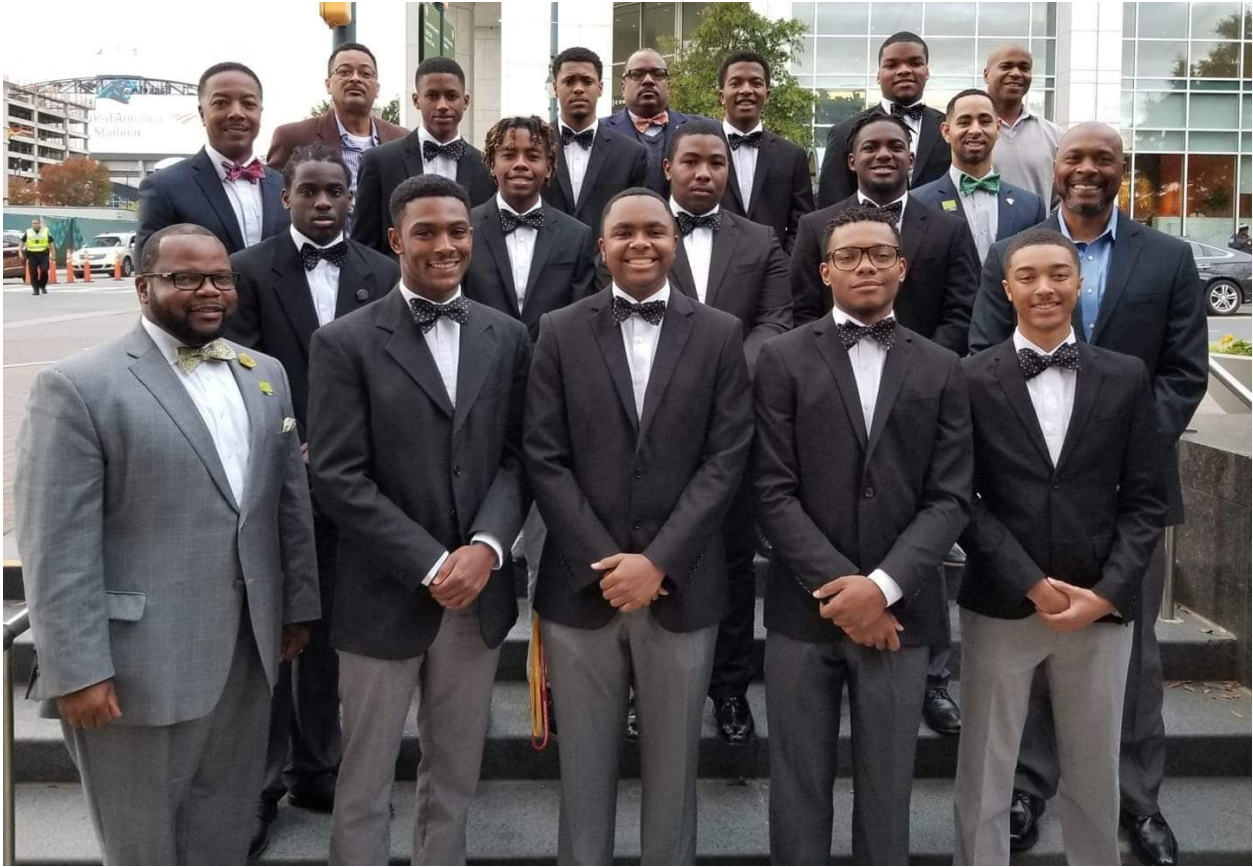
Verification Name (Printed)

—

Contact No. _____

Date: _____

Beau Attire Guidelines



Each participant will wear Beau attire when advised. See the following criteria:

- **Black blazer**
- **White dress shirt**
- **White undershirt**
- **Light grey slacks**
- **Black belt**
- **Dress socks**
- **Black dress shoes**
- **Bow tie (Provided by Beautillion Committee)**

Belle Attire Guidelines



Each Belle is required to select a formal dress for the Beautillion Gala that meets the following criteria:

- Floor length
- Black
- Accessories (earrings, shoes/heels, gloves, shawls, etc.) should complement the dress.
- NO
 - deep necklines,
 - backs fully exposed
 - spaghetti straps
 - high slits
 - trains
 - veils or other head accessories
- If you have any questions with Belle's dress attire and accessory choices, please contact the Beautillion Chairmen prior to confirming a dress selection.