

afa ANNUAL MEETING

2019 SUPPORT GUIDE

The Association of Fraternity/Sorority Advisors (AFA) Annual Meeting is the largest gathering of campus and eight headquarters professionals. Each year, this much anticipated event includes more than 1,500 AFA members who come together for professional development and networking.

AFA BELIEVES:

Fraternities and sororities can have a positive, correlative impact and effect on the personal, moral, and social development of members.

Fraternities and sororities (when well organized, managed, advised, and led) are uniquely positioned to provide access to academic and social developmental opportunities compared with more narrowly focused student affairs offerings.

Fraternity/sorority communities are typically under-served by college administrators (compared to more conventional programs).

AFA aspires to be the most valued catalytic force in aligning the fraternity/sorority experience with the changing dynamics and enduring principles of higher education.

The AFA Foundation supports AFA, individual members, and our wider fraternal communities. It is the mission of the AFA Foundation to secure, invest, and distribute necessary resources to support educational objectives of AFA, relevant research, scholarships, and educational programming that further the fraternity/sorority advising profession. The AFA Foundation also recognizes organizational and individual donors through giving circles, donor receptions, and the donor recognition luncheon during the Annual Meeting.

Both AFA and the AFA Foundation want to ensure that all supporters to the Annual Meeting are recognized for their support, be it one time or ongoing. As the Annual Meeting is the premier opportunity for members to attend high-quality educational programs, the AFA Foundation wants to ensure the maximum amount of support to the association so that educational costs related to the Annual Meeting remain reasonable for attendees.

By becoming a supporter of the 2019 Annual Meeting you will receive the following:

- Visibility through email announcements and social media blasts to AFA's 1,500 members. As an Association, we have a higher-than-average open rate of 56.3% for emails, compared to an industry standard of 20.3%. In addition to the standard messages, there will be opportunities to highlight supporters through individual features and spotlights.
- An invitation to the AFA Foundation donor reception as a thank you for your support.
- Recognition in the program book, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting.
- Access to conference attendee list (pre-conference and post-conference).
- Groups or individuals that give over \$7,000 will have the opportunity to give remarks to the audience and receive VIP seating during all general sessions and meal functions.

We are exploring several new opportunities in 2019 for our sponsors and exhibitors, including exclusive exhibit hall time in the conference agenda, expanded time to address conference attendees, and more sponsorship opportunities in the mobile app to establish new connections and broaden existing relationships with key stakeholders. By taking advantage of the following opportunities, you can build and reinforce your name recognition for your company/organization, enhance your visibility beyond the traditional exhibit hall, and demonstrate your support for the fraternal movement.

ANNUAL MEETING SUPPORT OPPORTUNITIES

AFA and the AFA Foundation have are working to streamline our Annual Meeting support opportunities. All funds received in support of the AFA Annual Meeting (with the exception of direct advertising items) will be processed through the AFA Foundation. This will allow the individual/organization to receive donor credit towards both their annual giving and lifetime giving to the AFA Foundation.

The AFA Foundation offers a diverse and flexible selection of recognition options in exchange for your support. Opportunities for your company or organization to be recognized can include pre-events such as specialized educational opportunities, the welcome reception or other large-scale gatherings, a networking break, or a unique program such as the Fun Run or Ignite Fraternity.

All opportunities for recognition are a first come/first served basis and all agreements must be solidified by **October 4th, 2019** to receive full recognition benefits at the Annual Meeting. Platinum level sponsors are eligible for discounted or waived exhibitor rates based on the level of support.

As an Annual Meeting supporter your company, entity, or organization earns tangible and special benefits. The options provided below are based on previous meetings and feedback from sponsors, but we also welcome creative and unique ways to reach attendees. Please note, sponsorships are eligible for consecutive year agreements. Contact Joslyn McGriff, assistant executive director, at joslyn@afa1976.org, to discuss the available opportunities.

There are five new levels available:

DIAMOND	\$10,000 +
PLATINUM	\$7,000 - \$9,999
GOLD	\$5,000 - \$6,999
SILVER	\$3,000 - \$5,999
BRONZE	\$1,000 - \$2,999

ANNUAL MEETING OVERVIEW

Over 85 percent of our membership typically attends the AFA Annual Meeting. This year, the Annual Meeting will take place **December 4-7, 2019 in Anaheim, CA**. The Annual Meeting provides enriching and impactful educational experiences on relevant topics, trends, and issues. Attendees will discuss and reflect upon the changing dynamics and enduring principles impacting the fraternity/sorority experience. Additionally, participants will have the opportunity to engage in Association business, interaction with colleagues, meet business partners in the exhibit hall, bid on items in the AFA Foundation Silent Auction, and recognize the achievements of our members.

Diamond Level Supporter (\$10,000+)

All Diamond Sponsors receive recognition in the program book, in the conference app, on conference signage, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting. Sponsors are verbally acknowledged throughout the Annual Meeting and VIP seating is available during all general sessions and meal functions. Complimentary program book advertising is available upon request. Pre-conference and post-conference registration list (emails only) is provided as a sponsor benefit. Diamond supporters who are also exhibiting at the Annual Meeting will be given a complimentary exhibit hall booth.

- **Opening General Session Keynote** - Beta Theta Pi Fraternity

The Opening Keynote helps set the tone of the conference. The speaker provides insight on relationships and skills to be exceptional in the work of fraternity/sorority life, while also challenging attendees to use the conference program as a way to grow and develop.

Sponsor receives verbal recognition from the stage and the ability to have 5 minutes of remarks during the session.

- **Closing General Session Keynote** - Delta Gamma Sorority

The Closing Keynote helps ignite passion for taking the knowledge gained from the Annual Meeting and implementing it back into action. The speaker provides insight on higher education and work force trends while inspiring a shared vision for fraternal work.

Sponsor receives verbal recognition from the stage and the ability to have 5 minutes of remarks during the sessions.

- **Conference Wi-Fi** - \$10,000

Attendees are able to enjoy complimentary wireless internet in meeting rooms and common areas throughout the Annual Meeting.

Sponsor's brand/logo will appear on the Wi-Fi landing page and a business-sized card with Wi-Fi login information provided to each attendee at registration. Also included in this opportunity is a redirect to the sponsor's web page when logging in to Wi-Fi and recognition in the final program and on the AFA Annual Meeting website.

Platinum Level Supporter (\$7,000+)

All Platinum Sponsors receive recognition in the program book, in the conference app, on conference signage, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting. Sponsors are verbally acknowledged throughout the Annual Meeting and VIP seating is available during all general sessions and meal functions. Complimentary program book and Whova App advertising is available upon request. Pre-conference and post-conference registration list (emails only) is provided as a sponsor benefit. Platinum sponsors also exhibiting receive priority placement within the exhibit hall.

- **Welcome Reception** - \$8,000

Immediately following the opening keynote speaker, the Welcome Reception is the social kick-off for the Annual Meeting. The sponsor of this event is able to increase branding and visibility, interact with attendees, and most importantly, let attendees know you are there!

Sponsor(s) may or may not be from the geographic area, but they are interested in welcoming attendees at the Welcome Reception and may provide additional organizational or business information to guests at that time. AFA is open for open dialogue regarding this event and its sponsor benefits.

- **Exhibit Hall Reception** - \$7,500

The Exhibit Hall is a hub where attendees will find new resources and make connections with our vendors. The hall provides a space for attendees to relax, prepare for their next session, and network with colleagues and exhibitors. This venue is a chance for attendees to explore products and services that can assist them both personally and professionally.

Sponsor's brand/logo and signage will appear at the refreshment break area. Sponsor can provide branded cups, napkins, and other utensils. Sponsorship will be listed in the program and on the AFA Annual Meeting website.

- **Networking Breaks** - \$7,000

Networking breaks are vital to the conference by allowing attendees to continue conversation from educational sessions, discuss the current state of the fraternal world, or connect with old and new colleagues. Sponsoring a beverage or small snack break provides an effective way to put your name in front of conference attendees.

Sponsor's brand/logo and signage will appear at the refreshment break area. Sponsor can provide branded cups, napkins, and other utensils. Sponsorship will be listed in the program and on the AFA Annual Meeting website.

Gold Level Supporter (\$5,000 - \$6,999)

All Gold Sponsors receive recognition in the program book, in the conference app, on conference signage, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting. Pre-conference and post-conference registration list (emails only) is provided as a sponsor benefit.

- **Airport Shuttle Transportation** - \$6,000

This airport transportation opportunity will provide excellent exposure to your entity or organization.

Your support will provide attendees a 50-passenger coach bus directly from LAX to the hotel continuously for 12 hours on Wednesday, December 8, 2019. Graphics can be included on the bus's exterior for promotion and promotional items can be placed on bus seats for attendees. There will be on-site staff from the shuttle company to assist attendees.

- **Learning Lab** - \$5,000

Learning Labs are a new program element to the Annual Meeting. These educational sessions will provide attendees the opportunity to delve deeper into topics that are impacting the world of fraternity and sorority life and higher education in a variety of avenues. To align with our newly implemented Core Competencies, this time will allow participants to critically think about how these topics areas impact the driving purpose and vision of the fraternal movement.

Sponsor's brand/logo will appear outside of Learning Lab rooms, and the program book, and on the AFA Annual Meeting website.

- **Fireside (Meet & Greet and Chats)** - \$5,000

Fireside Chats provides the opportunity for campus-based professionals, headquarters professionals, and fraternal volunteers to establish and maintain the relationships and partnerships necessary for the continual progress of the fraternal movement.

Sponsors have the opportunity to distribute marketing material to all attendees at both events. Additionally, a table-top display space to share resources and materials will be provided. Sponsorship will be listed in the program book and on the AFA Annual Meeting website.

- **5k Fun Run** - \$5,000

Many attendees want to keep up their healthy routines and give to a good cause at the same time. Funds received from sponsorships will be used to secure participant race day t-shirts, number bibs, timers, medals, printed material, and end of race snacks. Your company logo will be on all race t-shirts.

Sponsors will receive two (2) complimentary 5k registrations and 15% discount for additional entity registrations.

- **Charging Station** - \$5,000

Annual Meeting attendees are constantly plugged in and need to recharge their multiple devices throughout the Annual Meeting. Charging units placed within the exhibit hall and other high traffic areas will capture attention with digital and static advertisements as attendees tap into your power source.

Sponsor's brand/logo will appear on the charging station. Sponsorship will be listed in the program book and on the AFA Annual Meeting website.

Silver Level Sponsor (\$3,000 - \$4,999)

All Silver Sponsors receive recognition in the program book, in the conference app, conference signage, the AFA website, and multi-media presentations throughout the Annual Meeting. Pre-conference and post-conference registration list (emails only) is provided as a sponsor benefit.

- **Connections Kickoff** - *Phired Up Productions*

For some attendees, the Annual Meeting may be their first professional development experience. This event is designed to provide a forum for new attendees to network, learn about AFA, and relax before the Annual Meeting begins.

Sponsor's brand/logo will appear outside of program room, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the program. Sponsorship will be noted in the program book and on the AFA Annual Meeting website.

- **Seasoned Professionals' Seminar** - \$3,500

The Seasoned Professionals' Seminar is an extended educational block with program content designed especially for professionals with over seven (7) years of full-time experience.

Sponsor's brand/logo will appear outside of program room, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the session. Sponsorship will be noted in the program book and on the AFA Annual Meeting website.

- **New Professionals' Seminar** - \$3,500

The New Professionals' Seminar is an extended educational block designed for professionals with three (3) years or less of full-time, professional experience. The content specifically focuses on the needs of members who have just begun their professional work.

Sponsor's brand/logo will appear outside of program room, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the session. Sponsorship will be noted in the program book and on the AFA Annual Meeting website.

- **Mid-Career Professionals' Seminar** - *The Association of Fraternity/Sorority Advisors Foundation*

The Mid-Career Professionals' Seminar is an extended educational block designed to meet the professional development needs of those who have been in the field for three (3) to five (5) years as a full-time professional.

Sponsor's brand/logo will appear outside of program room, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the sessions. Sponsorship will be noted in the final program and on the AFA Annual Meeting website.

- **#Advance Program** - \$3,000

#Advance Programs connect sponsors with attendees before the Annual Meeting even starts at one of our incredibly popular "pre-cons." These sessions take place on Wednesday, December 3.

Sponsor's brand/logo will appear outside of #Advance Program rooms, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the sessions. Support will be noted in the final program and on the AFA Annual Meeting website.

Bronze Level Sponsor (\$1,000 - \$2,999)

All Bronze Sponsors receive recognition in the program book, in the conference app, conference signage, the AFA website, and multi-media presentations throughout the Annual Meeting. Pre-conference and post-conference registration list (emails only) is available upon request.

- **Variety Show** - \$2,500

The 3rd Annual AFA Variety Show is a great opportunity for members to showcase and celebrate their many talents.

Sponsor's brand/logo will appear outside of event venue, literature can be shared with all attendees, and the ability to provide remarks or a video for 5 minutes during the program. Sponsorship will be noted in the final program and on the AFA Annual Meeting website.

- **Ignite-Fraternity** - *CAMPUSPEAK*

Ignite Fraternity is a showcase for speakers presenting great, well-formed ideas in under 10 minutes.

Sponsor's brand/logo will appear outside of program space, literature can be shared with all program attendees, and the ability to provide remarks or a video for 5 minutes during the program. Sponsors are able to provide branded cups or napkins. Sponsorship will be noted in the final program and on the AFA Annual Meeting website.

- **Project Job Search** - \$2,000

Project Job Search is an extended educational block targeted for second-year graduate students to gain valuable insight as they embark on their career search. Participants receive helpful tips and words of wisdom on how to navigate the job search from the initial application to job offer acceptance. This is a valuable opportunity to make an indelible impression on future professionals.

Sponsor's brand/logo will appear outside of program room, literature can be shared with all program attendees, and the ability to provide remarks for 5 minutes during the program. Sponsorship will be noted in the final program and on the AFA Annual Meeting website.

Direct Advertising Opportunities at the Annual Meeting

Direct advertising is a great way to gain exposure and help maintain low costs for our conference attendees. All money received through the purchase of direct advertising or promotional items will be paid directly to the Association.

- **Tote Bag** - \$1,200

Your entity will receive maximum exposure on the side of all attendee tote bags. These bags are carried and used during the conference, at home, or to the office. These sponsor-provided bags should be reusable quality with dimensions of 14"x12"x8", 14-1/2"x15-1/2"x5", 15-1/2"x15", or similar. The bag sponsor is responsible for a specified amount of stock and delivery to the hotel property three days in advance of the conference start date.

- **Program Book Advertiser** - \$500-\$1,000

You can view the [2018 program book](#) online. Print and electronic versions are viewed heavily throughout the Annual Meeting.

Full inside page front or back cover (1 currently available): \$1,250

Specifications: 8.5 by 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color

Inside full-page: \$900

Specifications: 8.5 by 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color. Multiple opportunities available.

½ page: \$500

Specifications: Half Page: 4.25 by 11 in with .25 in bleed, high-quality print PDF, 300 dpi, CMKY color

- **WhoVa Advertiser** - \$500-\$2,600

WhoVa is the Annual Meeting Conference app available for iPhone and Android users. It is free to download and was downloaded by 1,395 Annual Meeting attendees last year. All banner advertisements received more than 43,000 impressions. Company or organization logo will appear on the in-app advertising banner.

- **Co-branding** - \$500

Window or Sidewalk Clings

Window and sidewalk clings can be produced at a variety of different price points with the price of production assumed by the conference sponsor. The \$500 fee is the support fee and provides exclusivity for this opportunity. Production and shipping fees of promotional items are assumed by the entity or organization. AFA must receive materials prior to November 1, 2019.

- **Registration Insert or Product Placement** - \$500

Product placement is the opportunity for an entity or vendor to distribute a branded promotional item or flyer to all Annual Meeting attendees in the most appropriate arena. This may be during registration or other Annual Meeting special programs. Specific products we are seeking this year include: conference registration plastic envelope/packet, umbrellas, water bottles, and notepads. The sponsor is responsible for a specified amount of stock and delivery to the hotel property three days in advance of the conference start date. A registration insert may be up to an 8.5" x 11" flyer to be added to registration materials.

- **Pens** - Alpha Chi Omega

Throughout the Annual Meeting, attendees will need to take notes in educational sessions and networking meetings. Provide 1,500 branded pens to be used by Annual Meeting attendees throughout the 4-day conference. Pens will be available at registration and will go along with all conference registration materials. Production and shipping fees of promotional items are assumed by the entity or organization. AFA must receive materials prior to November 1, 2019.

- ! **Production and shipping fees of promotional items are assumed by entity or organization.**

If you are interested in any of these opportunities or would like to discuss other potential opportunities, please contact Joslyn McGriff, AFA assistant executive director, at joslyn@afa1976.org

Opportunities Outside of the Annual Meeting

- **Vendor of the Month** - \$500

The Vendor of the Month will have the opportunity to be featured in our monthly online newsletter, Association Update, and in boosted social media posts throughout the chosen month. These posts can include platforms such as Facebook with a direct audience of 3,518 and a sample impression rate of 19.45K, Twitter with a direct audience of 6,756 and potential impressions of +3.8M, Instagram with 1,000+ followers, and Snapchat. The Vendor of the Month is responsible for all content. Depending on the month we may have other promotions, but they will not be affiliated with Vendor of the Month.

- **Advertise within Perspectives Magazine**

Advertising in the magazine can be bundled within a sponsorship package for a discounted price or sold separately. There is also the option to be a contributing author.

If you are interested in any of these opportunities, please contact Andrea Starks-Corbin, AFA director of marketing & communications, at andrea@afa1976.org

Thank you to our 2018 Annual Meeting Supporters:

Platinum Level

Alpha Gamma Delta
Beta Theta Pi
Delta Gamma
GreekYearbook
The Lumina Foundation
Zeta Tau Alpha

Gold Level

Alpha Chi Rho Educational Foundation
CAMPUSPEAK
CSL Management
Delta Zeta
Gamma Phi Beta
LaunchPoint
National Panhellenic Conference
Order of Omega
Phi Mu Fraternity
Phired Up

Silver Level

Alpha Chi Omega
Holmes Murphy Fraternal Practice
Pi Kappa Alpha

Direct Advertising Support

Alpha Delta Pi
Circle of Sisterhood

