



VIRTUAL AFA ANNUAL MEETING
2020 SUPPORT GUIDE





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

We believe that our members deserve the opportunity to expand their Core Competencies, participate in networking events, and enrich their advising toolkit. In this spirit, AFA is offering a full virtual Annual Meeting experience.

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 furthers the fraternity/sorority advising profession. The AFA Foundation also recognizes organizational and individual donors through giving circles, donor receptions, and the donor recognition 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 2020 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 58% for emails, compared to an industry standard of 24%, and a click rate of 10% compared to 2.8%. In addition to the standard Annual Meeting 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 on the virtual platform, 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)
- Gifts over \$7,000 will have the opportunity to give remarks to all conference attendees

ANNUAL MEETING OVERVIEW

Over 85% of our membership typically attends the AFA Annual Meeting. We believe that our members deserve the opportunity to expand their Core Competencies, participate in networking events, and enrich their advising toolkit. In this spirit, AFA is offering a full virtual Annual Meeting experience.

The Virtual Annual Meeting will take place December 8-10, 2020.

The AFA 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, interact with colleagues, meet business partners in the virtual exhibit hall, bid on items in the AFA Foundation Silent Auction, and recognize the achievements of our members.

NEW FOR 2020

We are exploring several new opportunities in 2020 for our sponsors and exhibitors including isolated virtual exhibit hall time in the conference agenda, expanded time to address conference attendees, and more sponsorship opportunities in the mobile app to allow you 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 partnered to streamline our Annual Meeting support opportunities. All funds received in support of the AFA Annual Meeting (except for 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.

All opportunities for recognition are a first come/first served basis and **all agreements must be solidified by October 31, 2020** to receive full recognition benefits at the Annual Meeting.

As an Annual Meeting supporter, your company 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 contact Joslyn McGriff, assistant executive director, at joslyn@afa1976.org to discuss additional options.**

There are five different supporter levels available:

Diamond \$10,000 and up

Platinum \$7,000 - \$9,999

Gold \$5,000 - \$6,999

Silver \$3,000 - \$4,999

Bronze \$1,000 - \$2,999

ANNUAL MEETING SUPPORT

Diamond Level Supporter (\$10,000+)

All Diamond Supporters receive complimentary recognition on the virtual platform, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting. Supporters are verbally acknowledged throughout the Annual Meeting. You will have an opportunity to publicly address the virtual audience during one of our general sessions. Full contact attendee list is provided pre-conference and post-conference. Diamond supporters are also welcomed to participate in our virtual exhibit hall at no cost.

Platinum Level Supporter (\$7,000+)

All Platinum Supporters receive complimentary recognition on the virtual platform, on the AFA website, in social media posts and with multi-media presentations throughout the Annual Meeting. Supporters are verbally acknowledged throughout the Annual Meeting. You will have an opportunity to publicly address the virtual audience during one of our general sessions. Full contact attendee list is provided pre-conference and post-conference. Platinum supporters are also welcomed to participate in our virtual exhibit hall at no cost.

- **Opening Virtual General Session Keynote – Thank You, Beta Theta Pi Fraternity & Foundation!**
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. The supporter receives verbal recognition during the conference and has the ability to provide remarks during one of the live sessions.

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

All Gold Supporters receive complimentary recognition on the virtual platform, on the AFA website, in social media posts, and with multi-media presentations throughout the conference. Supporters are verbally acknowledged during one of the general sessions. Pre-conference and post-conference registration list (emails only) is provided as a supporter benefit.

- **\$5,000 – Virtual AFAAM Lunch**
This opportunity gives the supporter direct access to attendees by providing an e-gift card for lunch. In the email going out to all attendees, the supporter will be advertised and highlighted for their gift.
- **\$5,000 – Virtual Town Hall**
This opportunity gives the supporter unique positioning before the main Virtual AFA Annual Meeting with verbal recognition at the start of each session. Umbrella updates/town hall sessions will take place the week before educational sessions.

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

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

All Silver Supporters receive complimentary recognition on the virtual platform, on the AFA website, in social media posts, and with multi-media presentations throughout the conference. Access to the conference registration list is available upon request.

- **Virtual Connections Kickoff – Thank you, 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 virtually network, learn about AFA, and relax before the Annual Meeting begins.
- **\$3,500 – Virtual Higher Education Leadership Panel**
Navigating uncertainty became the tagline for fall 2020 planning for many in higher education. This panel will be comprised of voices from a variety of stakeholders who fraternity/sorority life professionals interact with in their work. The session will identify the key learning which took place in fall 2020, identify trends as we look to the future of higher education, and discuss ways fraternity/sorority professionals can continue to support institutional and organizational priorities in their work. Supporting this panel will include verbal recognition during the event.
- **\$3,500 – Virtual Annual Meeting Coffee**
This opportunity gives the supporter direct access to attendees by providing an e-gift card for coffee. You may provide an advertisement or logo and text to include in the email. In the email going out to all attendees, the supporter will be advertised and highlighted for their gift.

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

All Bronze Supporters receive complimentary recognition on the virtual platform, on the AFA website, in social media posts, and with multi-media presentations throughout the conference. Access to the conference registration list is available upon request.

- **\$2,500 – Health & Wellness Virtual Break**
Many attendees want to keep up their healthy routines, even in a virtual setting. Supporting the health and wellness break will include an advertisement before the health and wellness session. You may provide a 60-second-long advertisement or static image and text to be read. This supporter opportunity is eligible for renewal for consecutive years.
- **\$2,500 – Ignite Fraternity Virtual Experience**
Ignite Fraternity is a showcase for speakers presenting great, well-formed ideas in under 10 minutes. The supporter's brand/logo will appear on the slide deck for each speaker and they will receive the ability to provide remarks or a video for 5 minutes during the program. This support opportunity is eligible for renewal for consecutive years.
- **\$1,500 – Educational Spotlight Series (4 available)**
New to the Virtual AFA Annual Meeting experience, AFA has created four Spotlight Series to help professionals identify sessions which will aid in their Core Competency growth. The topics the series will highlight are: student safety, management & supervision, research & assessment, and new professional skill sets. These Spotlight Series will highlight three 60-minute educational sessions that attendees should attend if they are looking to move to a place of practice and proficiency in their work. Supporting a Spotlight Series will allow for a verbal recognition at the start of each spotlight program and a slide with your logo will be displayed at the end of each session.

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

GENERAL CONFERENCE SUPPORT

General conference support opportunities include options \$999 and below. These opportunities will allow the individual/organization to receive AFA Foundation donor credit.

■ **\$500 – Ask the Experts Session**

This is your QVR opportunity. This is a 30-minute presentation where you will get to highlight your programs, services, or project demonstration. Share with attendees how your products will assist in their work, support their community, or provide a solution to a hurdle impacting higher education currently. Note, it is responsibility of the supporter to provide a 300 word description for their session which will be displayed in our Whova meeting platform. This supporter opportunity also includes one virtual conference registration and a list of all conference attendees post event.

ANNUAL MEETING DIRECT ADVERTISING

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.

■ **\$15,000 – Annual Meeting in a Box (exclusive contract)**

The Annual Meeting in a Box is a wonderful opportunity to provide a hand-on experience during the virtual conference. The exclusive contract option gives your company or organization unique placement in front of every attendee plus the ability to address the membership directly. The box will be branded using AFA and your company/organization logos. Inside, you can place one branded promotional item and an accompanying flyer highlighting your company/organization. Mailing to each attendee is included in the sponsorship.

■ **\$3,000 – Annual Meeting in a Box (multiple sponsors)**

The multiple sponsor option gives five (5) different companies or organizations unique placement in front of every attendee. The box will be branded using AFA and your company/organization logos. Inside, you can place one branded promotional item and an accompanying flyer highlighting your company/organization. Mailing to each attendee is included in the sponsorship.

■ **\$500-\$2,600 – Whova Advertiser**

Whova is the Virtual Annual Meeting desktop event portal and 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.

■ **\$175-\$275 – Virtual Annual Meeting Online Exhibits**

Create a space where attendees can “drop by” at any time and engage with you and your offerings. Exhibitors will receive one conference registration with the ability to purchase additional seats at a discounted price. This opportunity is available at \$175 for current vendor member and \$275 for non-members, and your online exhibit can include items like:

- Videos showcasing your products and services or recorded webinars that highlight your industry expertise
- Other content marketing pieces (blogs or articles, white papers, or reports) that address the needs of the fraternal community
- A discussion board, where you can hear directly from attendees and respond to their questions or feedback
- The opportunity to set up meetings with attendees via your own video platform

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

OPPORTUNITIES OUTSIDE OF THE ANNUAL MEETING

If you are interested in any of the below opportunities outside of the Annual Meeting, please contact Andrea Starks-Corbin, director of marketing & communications, at andrea@afa1976.org.

- **\$500 – Vendor of the Month**

The Vendor of the Month will have the opportunity to be featured in our monthly online newsletter, the 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, and Instagram with 1,000+ followers. The Vendor of the Month is responsible for all content. Depending on the month, we may have other promotions; however, they will not be affiliated with Vendor of the Month.

- **Advertise within Perspectives Magazine**

Advertising in Perspectives can be bundled within a sponsorship package for a discounted price or sold separately.

THANK YOU SUPPORTERS & SPONSORS

2019 Annual Meeting Supporters

Beta Theta Pi Fraternity & Foundation

Delta Gamma

Alpha Sigma Tu

Order of Omega

Delta Zeta

Michelle Guobadia

Pi Beta Phi

Bonny Shade & the 2019 Day of Giving Donors

Kappa Kappa Gamma

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CAMPUSPEAK & Launch Point

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2019 Annual Meeting Sponsors

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