



2021 Annual Meeting Support Opportunities

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

This year, AFA will be hosting two unique professional development opportunities which both depend on the generous support of our donors and sponsors. 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 both an in-person event in Dallas, TX and a virtual Annual Meeting.

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 often need additional resources not readily given by college administrators (compared to more conventional programs).

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 an supporter of the 2021 Annual Meeting you will receive the following:

- Visibility through email announcements and social media blasts to the association's membership. AFA has 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 both the virtual platform and in-person signage, on the AFA website, in social media posts, and with multi-media presentations throughout the Annual Meeting.
- Recognition in pre-conference marketing and the conference onsite programs, signage/banners and sponsor slideshow PowerPoint shown in general and educational breakout session rooms.
- Access to conference attendee list (pre-conference and post-conference)
- Name badge ribbon denoting "Sponsor"
- Gifts over \$5,000 will receive VIP seating during all general sessions and meal functions

We are exploring several new opportunities in 2021 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. Those wishing to support educational offerings (e.g., keynote speakers, panels, expert sessions, etc.) may do so via gifts to the AFA Foundation. Those wishing to fund receptions, breaks, and advertising opportunities may do so through the association. In addition, all support opportunities outlined in this guide are for the in-person experience, unless explicitly stated.

Support opportunities for recognition are a first come/first served basis and all agreements must be solidified by **October 31, 2021**, to receive full recognition benefits at the Annual Meeting. Support opportunities and amounts may change as programming is finalized. We will work with each supporter to find an appropriate support alternative, if needed.

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

ANNUAL MEETING OVERVIEW

The AFA Annual Meeting is the industry's premier face-to-face and virtual educational and networking forum for those affiliated with fraternities and sororities within the higher education setting. We believe that our members deserve the opportunity to expand their Core Competencies, participate in networking events, and enrich their advising toolkit. As a sponsor, you can increase your brand recognition among risk management professionals and have access to key decision makers in the field of higher education risk management.

The in-person event will take place December 1-4, 2021 in Dallas, TX, and the virtual Annual Meeting will take place November 29-December 3, 2021.

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.

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 both the virtual and in-person audiences. A full contact attendee list is provided pre-conference and post-conference. Diamond supporters are also welcomed to participate in the exhibit hall at no cost.

- **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 program book and on the AFA Annual Meeting website.

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 both the virtual and in-person audiences. Full contact attendee list is provided pre-conference and post-conference. Platinum supporters are also welcomed to participate in the exhibit hall at no cost.

- **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!

This 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.

- **Opening General Session Keynote - Tentative Support Agreement in Place**

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 from the stage and has the ability to provide remarks during the session.

- **Networking Breaks (4 Available) - \$7,500**

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.

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

- **Exhibit Hall Reception - \$7,000**

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.

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

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.

- **Asks the Experts** - *Tentative Support Agreement in Place*

The Ask the Experts sessions are 1-hours blocks which allow Annual Meeting attendees to learn from great minds about aspects of higher education which intersect fraternity/sorority life, develop Core Competencies to places of practice and proficiency, and provide a way for attendees to get a pulse on the industry and experience moderated Q&A time with an expert. Each expert provides a 20-30 minute overview of their topic area, expanding on how the trend affects and impacts the work of those in the fraternity/sorority profession, and then attendees are able to engage the experts in further discussion.

Supporting this program provides the opportunity to give opening remarks prior to the start of the event.

- **AFA Exchange (Formerly Fireside Chats)** - \$5,500

The AFA Exchange provides the opportunity for campus-based professionals, headquarter professionals, and volunteers to establish and maintain the relationships and partnerships necessary for the continual progress of the fraternal movement. The purpose of these interactions is to develop collaborative relationships that lead to sustained conversations throughout the year and facilitate the sharing of ideas and issues that will assist in providing a constructive experience for undergraduate development. *Note, all AFA Exchange Programs will be held virtually.*

Supporting this program provides the opportunity to give opening remarks prior to the start of the event.

- **Virtual #AFAAM Lunch** - \$5,000

This opportunity gives the supporter direct access to attendees by providing an e-gift card for lunch.

In an email going out to all attendees, the supporter will be advertised and highlighted for their gift.

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. Supporters are verbally acknowledged during one of the general sessions. Access to the conference registration list is available upon request.

- **Connections Kickoff** - *Sold - Thank you, Phired Up!*

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 before events, learn about AFA, and relax before the Annual Meeting begins.

Supporting this program provides the opportunity to give opening remarks prior to the start of the event.

- **Higher Education Leadership Panel** - *Sold - Thank you, Pi Beta Phi!*

Navigating uncertainty became the tagline in 2021 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 2021, 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 program provides the opportunity to give opening remarks prior to the start of the panel discussion.

- **Virtual Annual Meeting Coffee** - \$3,500

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 Sponsor (\$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.

- **Health & Wellness Virtual Break** - \$2,500

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.

- **Ignite Fraternity Virtual Experience** - Sold - Thank you, CAMPUSPEAK & LaunchPoint!

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.

- **General Conference Support** - \$1,000

This opportunity will allow you to align your brand with the conference but does not connect you to a specific event or item.

As a supporter, you will receive recognition on the AFA Annual Meeting website, conference platform, and in email marketing campaigns.

- **Off-Site Excursion** - \$1,000

Conference attendees have the opportunity to attend Trinity Groves as a pre-conference off-site excursion. This optional event offers attendees a chance to connect with others, see the Dallas skyline, and eat great foods. Trinity Groves offers a variety of unique restaurant concepts all in one place.

Supporters can include their brand/logo on the bus sign, share literature or branded materials with all excursion attendees, and provide remarks or a 5-minute video during the excursion. Supporters will be noted in the program book, on the list of things to do and where to eat in Dallas resource, 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.

- **Annual Meeting in a Box (Exclusive Contract)** - \$15,000

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. 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.

- **Annual Meeting in a Box (Multiple Sponsors)** - \$3,000

The Annual Meeting in a Box is a wonderful opportunity to provide a hand-on experience during the virtual conference. 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.

- **5k Fun Run** - Sold - CSL Management

Many attendees want to keep up their healthy routines and give to a good cause at the same time. This Fun Run benefits the AFA Foundation. 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. Supporters will receive two (2) complimentary 5k registrations and 15% discount for additional company registrations. This support opportunity is eligible for renewal for consecutive years.

- **Conference Registration Area** - \$2,500

By being the exclusive sponsor of the registration area, all attendees will not only see your brand upon check-in (check-in flyers, signage, floor decals, etc.) they will also receive a promotional item (ex. post card for giveaway).

- **Tote Bag** - \$1,500

Your company 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. Sponsor-provided bags should be reusable quality with dimensions of 13x15 inches or larger. 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.

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

Whova, is the Virtual Annual Meeting 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.

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

The program book is distributed to those attendees who request a printed copy. Based on attendee feedback and sustainability, we provide 250 printed books to our in-person attendees.

- Full inside page front or back cover: \$1,250
- Inside full-page: \$900
- ½ page: \$500

- **Registration Insert or Product Placement** - \$500-\$1,000

Product placement is the opportunity for a company 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** - Sold - Thank you, 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 attendee throughout the 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. !

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.

Additional Annual Meeting Opportunities

• Exhibitors - \$1,250

Exhibiting at the Annual Meeting is a great way to get in front of AFA members while also supporting the association.

The exhibitor fees will cover 10' x 10' exhibit booth, 6' black skirted table, and two chairs. It will include one complimentary in-person registration. The complimentary registration includes access to both the in-person and virtual annual meeting, all program sessions, and meal functions. Additional registrations are \$250 inclusive for in-person and \$150 virtual.

New this year, all exhibitors will also be branded as Annual Meeting Sponsors and will have the opportunity to exhibit both in-person and virtually through the Whova platform.

Online, you can create a space where attendees can "drop by" at any time and engage with you and your offerings. A few unique opportunities available to you via the Whova platform include:

- Building an interactive showcase for attendees
- Featuring video overviews of your product and company
- Continuing interaction with remote attendees through embedded live-streamed demonstrations and panels
- Highlighting other content marketing pieces (blogs or articles, white papers, or reports) that address the needs of the fraternal community
- Attracting booth visitors with coupons and giveaways
- Connecting with visitors via video chat and 1-1 messaging
- Interacting with contests and gamification
- Exchanging virtual business cards

Please note that there are no dedicated virtual exhibit hall hours; however, the hall will be frequently promoted to attendees (via live announcements, text reminders, etc.) throughout the conference. A tutorial and tips on how to build your virtual space and maximize attendee engagement are available via the Whova platform.

If you are interested in exhibiting, 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 LinkedIn. 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 2020 Virtual Annual Meeting Supporters:

Beta Theta Pi Fraternity & Foundation

Alpha Sigma Tau

Order of Omega

Delta Zeta

Pi Beta Phi

Phired Up Productions

CAMPUSPEAK & Launch Point

CSL Management

Greek University