



AFLV SPONSORSHIP GUIDE

2 0 2 0

ABOUT AFLV

AFLV exists to accelerate progress in fraternity & sorority communities through change-enabling experiences.

Guiding all that we do, AFLV will use these fundamental principles as our operating system:

- Challenge conventional wisdom to discover new solutions to critical problems.
- Be entrepreneurial, maintaining nimble operating practices that enable it to invest in emerging opportunities and address unmet needs in the fraternity/sorority industry.
- Models best-in-class experience design and execution.
- Actively commit to providing inclusive and accessible experiences.
- Work to develop better organizations by developing better individuals.
- Prioritize time and resources to support the people and initiatives most likely to affect systemic change and sustainable progress in the undergraduate fraternal experience.
- Make fiscally responsible decisions.

2020 ORGANIZATIONAL PARTNER MEMBERSHIP

Becoming an Organizational Partner is your way to access 4,000+ students from 250+ campuses that AFLV subscribers through our programs and services. Organizational partnership is open to any organization looking to support and engage college students, both now and in life after college. Benefits of partnership include **access to exhibiting, sponsorship and sharing what your organization does best with our experience attendees.**

Through students, advisors, and fraternal stakeholders, our conferences give your organization a connection point no other association can provide. To connect with as many potential partners as possible, **annual organizational partnership is free.** This allows AFLV to find the right partnership for your organization, whether that's conference sponsorship, exhibiting, or digital advertising. Our annual renewal process will open August 2019 with exhibiting opportunities launching in October 2019.

For more information about Organizational Partnership, visit aflv.org/OrgPartnership.

AFLV CENTRAL/NATIONAL BLACK GREEK LEADERSHIP CONFERENCE

AFLV Central, which includes the National Black Greek Leadership Conference, is the largest, most diverse interfraternal conference in the country, bringing together approximately 3,800 undergraduate leaders and higher education professionals from over 225 colleges/universities, for programming, networking, and idea sharing for fraternity/sorority communities.

The 2020 conference will be Jan. 30–Feb. 2 in Indianapolis. Exhibitor placement is determined on a first-come, first-served basis. The earlier you sign up to be an exhibitor, the better chance you have to get your desired space.

For more information about exhibiting, visit aflv.org/OrgPartnership.

AFLV WEST/NATIONAL CULTURAL GREEK LEADERSHIP CONFERENCE

AFLV West, including the National Cultural Greek Leadership Conference, is the largest and most diverse interfraternal conference in the region, bringing together approximately 700 undergraduate leaders and higher education professionals from more than 60 colleges/universities, for programming, networking, and idea sharing.

The 2020 conference will be April 2–5 in San Diego. Exhibitor placement is determined on a first-come, first-served basis. The earlier you sign up to be an exhibitor, the better chance you have to get the space you want.

For more information about exhibiting, visit aflv.org/OrgPartnership.



EXPERIENCE SCHOLARSHIPS

We're excited to announce that not only will your sponsorship fuel our experiences, but it will also provide scholarship opportunities for future attendees. Unless otherwise indicated*, 10% of your sponsorship dollars go directly to funding scholarships!

CONFERENCE SPONSOR OPPORTUNITIES

Maximize your investment at our conferences, targeting your outreach in a way that is most beneficial for your company or organization. Pricing and benefits of sponsorship vary, but all sponsors receive signage recognition, social media promotion and recognition during our keynote gatherings. Act fast; opportunities are sold on a first-come, first-served basis!



Opportunity	Additional Details	#AFLVCentral	#AFLVWest	20% Discount for Both Conferences
Opening General Session	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.	\$4,000	\$2,500	\$5,200
Friday Night Stroll Competition	Includes: social media promotion, sponsorship listing in the program book, one judge for the event, and time to address the audience, show a video and/or distribute promotional items.	\$5,000	n/a	n/a
Friday's General Session	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.	\$4,000	\$2,500	\$5,200
Saturday's General Session	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.	\$4,000	\$2,500	\$5,200
Sunday's General Session	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.	\$3,000	\$1,875	\$3,900
Exhibit Hall	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.	\$5,000	\$3,125	\$6,500
Dessert Breaks	Includes: social media promotion and sponsorship listing in the program book.	\$1,500	\$1,000	\$2,000
Professionals' Lounge	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items.	\$2,000	\$1,250	\$2,600

Professionals' Reception	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items and include registration inserts.	\$3,000	\$1,875	\$3,900
Professionals' Lunch	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items and include registration inserts.	\$4,000	\$2,500	\$5,200
Professionals' Coffee Breaks	Includes: social media promotion and sponsorship listing in the program book.	\$1,000	\$750	<i>No discount offered</i>
Professionals' Institute	Includes: social media promotion, sponsorship listing in the program book, and opportunity to address the audience and distribute promotional items.	\$2,500	\$1,600	\$3,280
Affiliation Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	\$7,500	\$4,750	\$9,800
NBGLC Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	\$3,000	<i>n/a</i>	<i>n/a</i>
NCGLC Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	<i>n/a</i>	\$1,875	<i>n/a</i>
Student Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	\$3,000	\$1,875	\$3,900
Starbucks Line/ Java Jackets	Includes: area branding, social media promotion and sponsorship listing in the program book. Production & shipping are not included.	\$1,000	<i>n/a</i>	<i>n/a</i>
Candy Bar	Includes: social media promotion and sponsorship listing in the program book.	\$1,500	\$1,000	\$2,000
Charging Station*	Includes: social media promotion and sponsorship listing in the program book, set up and custom graphic placement.	\$1,500	\$1,500	<i>No discount offered</i>

Guidebook App Advertising	Includes: a single ad or an exclusive sponsorship with five advertisements.	\$1,000 <i>single</i> \$3,000 <i>exclusive</i>	\$500 <i>single</i> \$1,500 <i>exclusive</i>	\$1,200 <i>single</i> \$3,600 <i>exclusive</i>
Program Book Advertising: Back/Inside Cover	Includes: placement on the back or inside front cover of the program book.	\$1,500	\$937.50	\$1,950
Program Book Advertising: Full Page	Includes: placement on the inside of the program book.	\$1,000	\$625	\$1,300
Program Book Advertising: Half Page	Includes: placement on the inside of the program book.	\$600	\$375	\$780
Product Placement/ Table or Seat Drops	Includes: distribution to attendees. Production & shipping are not included.	\$1,000	\$625	\$1,300
Lanyards	Includes: distribution to attendees. Production & shipping are not included.	\$500	<i>n/a</i>	<i>n/a</i>
Pens	Includes: distribution to attendees. Production & shipping are not included.	\$500	\$250	\$600
Photo*	Includes: branding opportunity, social media promotion and sponsor listing in the program book.	\$2,500	\$2,500	<i>No discount offered</i>
Key Cards	Includes: branding opportunity, social media promotion and sponsorship listing in the program book. Production & shipping are not included.	\$500	\$500	\$800
Interpreters*	Includes: social media promotion and sponsorship listing in the program book.	<i>Pricing varies, please inquire.</i>	<i>Pricing varies, please inquire.</i>	<i>Pricing varies, please inquire.</i>
Social Media Advertising	Includes: boosted posts and engagement with AFLV.	\$250	\$250	\$500

AFLV EXPERIENCES: SCHOLARSHIP OPPORTUNITIES

LEADERSHAPE

AFLV LeaderShape is a 4-day institute, provided in partnership with LeaderShape Inc., that challenges participants to lead with integrity while working towards a vision grounded in their deepest values. Participants explore not only what they want to do, but who they want to be. Dynamic, challenging, and exciting, the week is intended to produce a breakthrough in the leadership capacity of participants — benefiting them individually, as well as their respective communities and the organizations they will go on to lead and serve in the future.

In the summer of 2020, sessions of AFLV LeaderShape will be held in **Orlando** and **Los Angeles**.

Scholarship Cost: \$675 (includes accommodations, food, and all experience materials)

Scholarship providers can be chapters, councils, campuses, headquarters, alumni, or partner organizations. Additional benefits available for entities who support multiple scholarships.

Please contact Lindsay Stoltz, Student Experience Director, at lindsay@aflv.org if interested.

THE GATHERING

This four-day, three-night, institute-style event will involve a small group of dedicated professionals who have interest in and will contribute to an elevated conversation that will catapult those working with fraternities and sororities to transform the work we do. *The Gathering* is intended to be a sabbatical and departure of thought to disrupt professionals' behaviors and ways of thinking. We intend to bring about compelling questions, powerful thinking, and revolutionary action to transform and bring relevance to work of the fraternal profession.

The Gathering 2020 will take place in **Mohican State Park, Ohio, June 9–12**.

Scholarship Cost: \$675 (includes accommodations, food, and all experience materials)

Scholarship providers can be chapters, councils, campuses, headquarters, alumni, or partner organizations. Additional benefits available for entities who support multiple scholarships.

Please contact Ryan O'Rourke, Executive Director, at ryan@aflv.org if interested.

THE JOURNEY

The Journey is a seven-day, six-night, service immersion experience that brings together fraternity and sorority student leaders from around the country in a week of service, immersion, cultural exploration, and development of passion and purpose. With both international and domestic service sites, The Journey creates an environment to reflect upon privilege and the impact of service both on site and in the campus community. Participants learn from the educational curriculum as well as our local partners, the community they serve, and from each other throughout the week.

The Journey is custom scheduled for each trip, but availability is limited.

SCHOLARSHIP COST:

Domestic: \$600 (includes accommodations, food, all experience materials, and cultural excursion costs)

Abroad: \$1,100 (includes accommodations, food, all experience materials, and cultural excursion costs)

Scholarship providers can be chapters, councils, campuses, headquarters, alumni, or partner organizations. Additional benefits available for entities who support multiple scholarships.

Please contact Mark Gehrke, Assistant Executive Director, at gehrke@aflv.org if interested.

AFLV WEST/NATIONAL CULTURAL GREEK LEADERSHIP CONFERENCE

- April 2-5, 2020 | San Diego

AFLV CENTRAL/NATIONAL BLACK GREEK LEADERSHIP CONFERENCE

- Jan. 30-Feb. 2, 2020 | Indianapolis

Please contact Ryan O'Rourke, Executive Director, at ryan@aflv.org for more information on conference scholarships and rates for 2020.

NON-CONFERENCE OPPORTUNITIES

AFLV is proud of the partnerships we have and seek to amplify their message to all following the work that we do. Through our Partner of the Month Program, different organizations will have the ability to share their passion with universities, students, and companies who are connected with AFLV. The Partner of the Month will have the opportunity to be featured on (1) the website through our online magazine, *Connections*, (2) in our monthly online newsletter, *The Buzz*, and (3) in a boosted social media post throughout the chosen month on our various platforms. These platforms include: Facebook, Twitter and Instagram.

PARTNER OF THE MONTH

Tier 1: \$500

- Ad in online publication and one post on AFLV Facebook, Twitter, Instagram.
- Partner is responsible for all advertisement content creation.

Tier 2: \$800

- Ad in online publication and two posts on all AFLV official social media accounts. First post to occur on the second week of the month and the second post to occur on the fourth week of the month.
- Featured ad in *Connections*.
- AFLV will design graphic elements of posted ads with all content being provided from the partner.
- Partner has first right of refusal for the same month featured the following AFLV fiscal year.

Tier 3: \$1200

- Ad in online publication and two posts in all AFLV official social media accounts. First post to occur on the second week of the month and the second post to occur on the fourth week of the month.
- Featured ad in *Connections*
- AFLV will design graphic elements of posted ads with all content being provided from the partner.
- Feature in guidebook/program with correlating experience during that month. Quarter page space/push notification at a predetermined time.
- Partner has first right of refusal for the same month featured the following AFLV fiscal year.

ADVERTISE WITH CONNECTIONS E-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. Please inquire for pricing and options.

If you are interested in any of these opportunities, please contact Ryan O'Rourke, Executive Director, at ryan@aflv.org.