



# AFLV SPONSORSHIP GUIDE

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## About The Association of Fraternal Leadership & Values

*The Association of Fraternal Leadership & Values* (AFLV) exists to stimulate the growth and development of fraternity/sorority councils, chapters, and members by promoting leadership, educational, and values based experiences and resources for student leaders, their advisors, and the larger fraternal market.

Our mission is for all fraternity/sorority members to exemplify and live ethical values. We work toward our mission by educating and cultivating students and professionals through cutting edge events and services including conferences and institutes, service immersion experiences, leadership resources, and multiple venues for networking and connecting with peers and colleagues who support the advancement of the fraternal movement.

## 2018 Organizational Partner Membership

Becoming an Organizational Partner is your way to access the 4,000+ students from 250+ campuses that AFLV connects with annually, 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. Some of the benefits of partnership includes access to exhibiting, sponsorship, and sharing what your organization does best with our experience attendees. Through students, advisors, and supporters of fraternities & sororities, our conferences give your organization a connection point that no other association can provide. In order to connect with as many potential partners as possible, annual membership is free. This allows for AFLV to find the right partnership for your organization whether that's conference sponsorship, exhibiting, or digital advertising. Our annual membership renewal process will open August 2018 with exhibiting opportunities launching in September 2018.

For more information about Organizational Partnership, visit [aflv.org/OrgPartnership](http://aflv.org/OrgPartnership).

## AFLV Central/National Black Greek Leadership Conference

*AFLV Central*, including the National Black Greek Leadership Conference, is the largest, most diverse interfraternal conference in the country, bringing together approximately 3,500 undergraduate leaders from over 225 colleges/universities, for programming, networking, and idea sharing about the issues that face fraternity/sorority communities.

The 2019 conference will be held February 7-10 in Indianapolis, IN. Exhibitor registration through AFLV Early Access runs from August 2018 through September 2018 so act fast. Exhibiting placement is determined on a first-come first-serve 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](http://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 from over 60 colleges/universities, for programming, networking, and idea sharing about the issues that face fraternity/sorority communities.

The 2019 conference will be held April 11-14 in San Diego, CA. Exhibitor registration through AFLV Early Access runs from August 2018 through September 2018 so act fast. Exhibiting placement is determined on a first-come first-serve 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](http://aflv.org/OrgPartnership).

## Fraternal House Directors Conference

*The Fraternal House Directors Conference* (FHDC) has existed for more than 20 years and is the only conference catering to fraternity/sorority house directors and house corporation board/volunteers. We educate on legal issues, facility management, health & safety, and other important topics unique to this industry. Our 2019 conference will be held in Louisville, KY June 20-23, 2019, with the post-conference taking place in Lexington, KY. We are seeking exhibitors, sponsors and facilitators for this event.



### Experience Scholarships

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

# CONFERENCE SPONSOR OPPORTUNITIES

This is an opportunity to 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 because opportunities are sold on a first-come, first-served basis!



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

<b>Professionals' Reception</b>	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
<b>Professionals' Lunch</b>	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
<b>Professionals' Coffee Breaks</b>	Includes: social media promotion and sponsorship listing in the program book.	\$1,000	\$750	<i>No discount offered</i>
<b>Professionals' Institute</b>	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
<b>Affiliation Lunch</b>	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
<b>NBGLC Lunch</b>	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>
<b>NCGLC Lunch</b>	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>
<b>Student Lunch</b>	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
<b>Starbucks Line/Java Jackets</b>	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>
<b>Candy Bar</b>	Includes: social media promotion and sponsorship listing in the program book.	\$1,500	\$1,000	\$2,000
<b>Charging Station*</b>	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>

<b>Guidebook App Advertising</b>	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>
<b>Program Book Advertising Back/Inside Cover</b>	Includes: placement on the back or inside front cover of the program book.	\$1,500	\$937.50	\$1,950
<b>Program Book Advertising Full Page</b>	Includes: placement on the inside of the program book.	\$1,000	\$625	\$1,300
<b>Program Book Advertising Half Page</b>	Includes: placement on the inside of the program book.	\$600	\$375	\$780
<b>Product Placement/ Table or Seat Drops</b>	Includes: distribution to attendees. Production & shipping are not included.	\$1,000	\$625	\$1,300
<b>Lanyards</b>	Includes: distribution to attendees. Production & shipping are not included.	\$500	<i>n/a</i>	<i>n/a</i>
<b>Pens</b>	Includes: distribution to attendees. Production & shipping are not included.	\$500	\$250	\$600
<b>Phhphoto*</b>	Includes: branding opportunity, social media promotion and sponsorship listing in the program book.	\$2,500	\$2,500	<i>No discount offered</i>
<b>Key Cards</b>	Includes: branding opportunity, social media promotion and sponsorship listing in the program book. Production & shipping are not included.	\$500	\$500	\$800
<b>Interpreters*</b>	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>
<b>Social Media Advertising</b>	Includes: boosted posts and engagement with AFLV.	\$250	\$250	\$500
Opportunity		Additional Details		FHDC
<b>Fraternal House Directors Conference Luncheon</b>	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.			\$1,500
<b>Fraternal House Directors Conference Closing Brunch</b>	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, show a video and/or distribute promotional items.			\$1,500



# 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 2019, sessions of AFLV LeaderShape will be held in **Orlando, FL and Los Angeles, CA.**

**Scholarship Cost: \$690** (*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](mailto: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 2019 will take place in **Estes Park, Colorado June 11-14.**

**Scholarship Cost: \$700** (*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](mailto:ryan@aflv.org) if interested.

## THE JOURNEY

*The Journey* is a seven day, six-night, service immersion experience that will bring 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 service sites both international and domestic, The Journey creates an environment to reflect upon privilege and the impact of service both on site and the campus community. Participants will not only learn from the educational curriculum, but from 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](mailto:gehrke@aflv.org) if interested.

## Fraternal House Directors Conference

- June 20-23, 2019 | Louisville, KY

## AFLV West/National Cultural Greek Leadership Conference

- April 11-14, 2019 | San Diego, CA

## AFLV Central/National Black Greek Leadership Conference

- February 7-10, 2019 | Indianapolis, IN

Please contact Ryan O'Rourke, Executive Director, at [ryan@aflv.org](mailto:ryan@aflv.org) for more information on conference scholarships and rates for 2019

# 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 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. Depending on the month (i.e. October with Rock the Vote), we may recognize other organizations, outside of the Partner of the Month program, as outlined below.

## Partner of the Month

### Tier 1: \$500

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

### Tier 2: \$800

- 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 4th 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 4th 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](mailto:ryan@aflv.org).