



AFLV  
SPONSORSHIP  
GUIDE  
2016-2017

## About The Association of Fraternal Leadership & Values

The Association of Fraternal Leadership & Values (AFLV) is a non-profit 501c3 status organization (TID #34-1348463). We educate and cultivate diverse 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.

## 2016-2017 Associate Member Information

Associate Membership is an annual fee of \$500 and provides numerous member benefits including exhibiting, sponsoring, and advertising opportunities and exclusive access to members through our online community and other outreach. If you sign up by September 16, you'll receive a special [10% discount](#).

## 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 3,000 undergraduate leaders, representing more than 200 higher education institutions, for programming, networking, and idea sharing about the issues that face fraternity/sorority communities.

Our 2017 conference will be February 2-5 in Indianapolis, IN. Exhibitor Registration begins August 17, 2016. New this year, we are offering first-come first-serve placement in the Exhibit Hall. The earlier you sign up to be an exhibitor, the better you are placed. This special placement offer ends September 16, 2016, so act fast!

### AFLV Central Participation

This is our most popular event, so note space is limited! Because of your support, your Associate Membership can receive the following benefits:

- Single mailing list, standard rate for 8'x8' exhibit hall booth, and one professional registration: \$1,250
- Priority Upgrade (better exhibit hall placement): \$1,500
- Premium Upgrade (best exhibit hall placement): \$1,750
- Additional Professional registration: \$250 with meals/\$115 without meals

## 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 over 700 undergraduate leaders, from more than 70 colleges/universities, for programming, networking, and idea sharing about the issues that face fraternity/sorority communities.

The 2017 conference will be held April 6-9 in San Diego, CA. New this year, we are offering first-come first-serve placement in the Exhibit Hall. The earlier you sign up to be an exhibitor, the better you are placed.

### AFLV West Participation

Because of your support, your Associate Membership can receive the following benefits:

- Single mailing list, standard rate for 8'x8' exhibit hall booth, and one professional registration: \$1,000
- Priority Upgrade (Better exhibit hall placement): \$1,250
- Additional Professional registration: \$250 with meals/\$100 without meals

## Duo Discount

Our most successful Associate Members attend BOTH AFLV Central & West, and we make it easy! After you complete the registration for AFLV Central, we will send you a 10% discount code to use on the AFLV West. If you have questions about the discount code or process, please contact [Kyle Moyer](#) via email.

## 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!

Sponsorship	Sponsorship Details	AFLV Central	AFLV West	20% Discount for Both Conferences
Thursday Night Entertainment	Includes: social media promotion, sponsorship listing in the program book, and time to address the audience, distribute promotional materials or show a video.	\$2,000	\$1,500	\$2,800
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.	\$3,500	\$2,500	\$4,800
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 Closing 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	\$2,000	\$4,000
Professionals' Lounge	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items.	\$2,000	\$1,500	\$2,800

Professionals' Reception	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items and include registration inserts.	\$3,000	\$2,000	\$4,000
Professionals' Lunch	Includes: social media promotion, sponsorship listing in the program book, and opportunity to distribute promotional items and include registration inserts.	(sold) Thank you to <a href="#">Pi Beta Phi!</a>	\$3,000	n/a
Professionals' Coffee Breaks	Includes: social media promotion and sponsorship listing in the program book.	(sold) Thank you to <a href="#">Innova!</a>	(sold) Thank you to <a href="#">Innova!</a>	(sold) Thank you to <a href="#">Innova!</a>
Professionals' Institute	Includes: social media promotion, sponsorship listing in the program book, and opportunity to address the audience and distribute promotional items.	\$3,000	\$2,000	\$4,000
Affiliation Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	(sold) Thank you to <a href="#">St. Jude's!</a>	(sold) Thank you to <a href="#">St. Jude's!</a>	(sold) Thank you to <a href="#">St. Jude's!</a>
NBGLC/NCGLC Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	\$3,000	\$1,500	\$3,600
Student Lunch	Includes: social media promotion, sponsorship listing in the program book, and the opportunity to address the audience and distribute promotional items.	(sold) Thank you to <a href="#">Phired Up Productions!</a>	(sold) Thank you to <a href="#">Phired Up Productions!</a>	(sold) Thank you to <a href="#">Phired Up Productions!</a>
Candy Bar	Includes: social media promotion and sponsorship listing in the program book.	(sold) Thank you to <a href="#">Delta Gamma!</a>	(sold) Thank you to <a href="#">Delta Gamma!</a>	(sold) Thank you to <a href="#">Delta Gamma!</a>
Charging Station	Includes: set up and custom graphic placement.	\$1,500	\$1,500	\$2,400
Social Media Advertising	Includes: boosted posts and engagement with AFLV.	Pricing varies, please inquire.	Pricing varies, please inquire.	Pricing varies, please inquire.

PowerPoint Advertising	Includes: messaging displayed before or after conference general sessions.	Pricing varies, please inquire.	Pricing varies, please inquire.	Pricing varies, please inquire.
Guidebook App Advertising	Includes: a single ad or an exclusive sponsorship with five advertisements.	\$1,000 single - \$3,000 exclusive	\$500 single - \$1,500 exclusive	\$1,200 single - \$3,600 exclusive
Program Book Advertising Back/Inside Cover	Includes: placement on the back or inside cover of the program book.	\$1,200	\$1,000	\$1,760
Program Book Advertising Full Page	Includes: placement on the inside of the program book.	\$1,000	\$800	\$1,440
Program Book Advertising Half Page	Includes: placement on the inside of the program book.	\$500	\$500	\$800
Product Placement Table or Seat Drops	Includes: distribution to attendees. Production & shipping are not included.	\$1,000	\$750	\$1,400
Lanyards	Includes: distribution to attendees.	(sold) Thank you to <a href="#">Zeta Tau Alpha!</a>	(sold) Thank you to <a href="#">Zeta Tau Alpha!</a>	(sold) Thank you to <a href="#">Zeta Tau Alpha!</a>
Pens	Includes: distribution to attendees. Production & shipping are not included.	\$250	\$200	\$360
Head Shots	Includes: social media promotion and sponsorship listing in the program book.	(sold) Thank you to <a href="#">GreekYearbook!</a>	\$2,500	n/a
Phhphoto	Includes: branding opportunity, social media promotion and sponsorship listing in the program book.	\$2,500	\$2,500	\$4,000
Key Cards	Includes: branding opportunity, social media promotion and sponsorship listing in the program book.	\$2,000	\$1,500	\$2,800
Interpreters	Includes: social media promotion and sponsorship listing in the program book.	(sold) Thank you to <a href="#">Delta Zeta!</a>	(sold) Thank you to <a href="#">Delta Zeta!</a>	(sold) Thank you to <a href="#">Delta Zeta!</a>

## Additional Sponsorship Opportunities

### LeaderShape

LeaderShape is a 6-day institute, hosted regionally in three different locations each summer, challenging participants to focus on personal development, service and leadership; our 2016 Institutes had more than 100 undergraduate participants. Exposure opportunities include:

- **\$675 LeaderShape Conference Scholarship**  
This opportunity allows for inter/national fraternity/sorority headquarters and fraternity/sorority communities to sponsor affiliated students to attend. AFLV can manage scholarship selection or participants can be selected by the organization. Corporate sponsors are welcome and recognition can be negotiated.
- **\$350 LeaderShape Product Placement**  
A great opportunity to get your company or organization's information in front of student leaders! We would love water bottles, pens, snacks, etc. for this group. Sponsorship fee includes the cost of product production and shipping to the locations.

### Fraternal Housing Conference

The Fraternal Housing Conference 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, food trends, mental health and other important topics unique to this industry. Our 2017 conference will be held in Burlington, Vermont June 22-25, 2017. We are seeking exhibitors, sponsors and facilitators for this event.

- **\$2,500 Fraternal Housing Conference Signature Sponsor**  
Sponsorship includes exhibit hall space, consideration to present educational session (abstract, learning outcomes and brief speaker bio(s) must be submitted by April 3, 2017 for consideration), recognition on conference materials and social media during conference, full contact list of all attendees. If educational session is NOT accepted, you will be invited to give company background and introduction prior to another educational session, allowing for maximum exposure. \*This opportunity is limited to a single sponsor in a specific industry (ie. Technology, security, food service, etc.) Sponsor should be active associate members of AFLV.
- **\$1,500 Fraternal Housing Conference Scholarship Sponsor**  
Sponsorship includes exhibit hall space, a named scholarship on behalf of your company that is awarded to an attendee that illustrates need for financial assistance, recognition on conference materials and social media during conference, email contact list of all attendees. Sponsor should be active associate member of AFLV.
- **\$500 Fraternal Housing Conference Exhibitor**  
Exhibitors will have formal established networking time with attendees and be provided informal opportunities over provided meal to meet attendees and share information regarding their business/organization. If confirmed by April 3, 2017, organizational or business description and logo will be included in printed program book. Also includes recognition on social media during conference and printed contact list of attendees. All exhibitors should be active associate members of AFLV.
- **\$500 Fraternal Housing Conference Friend**  
Sponsorship includes the opportunity to provide promotional item and/or a flyer/postcard or brochure to be distributed to all attendees during the conference. Printing or production costs and shipping will be the responsibility of the sponsor. Sponsor does NOT need to be in attendance at conference to take advantage of this opportunity.

### Non-Conference Opportunities

- **\$500 Partner of the Month**  
The Partner of the Month will have the opportunity to be featured in our month online newsletter, The Buzz, 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 Partner of the Month is responsible for all content. Depending on the month (i.e. November with Rock the Vote), we may have other promotions, but they will not be affiliated with Partner of the Month.

- **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.

- **Additional Programs**

This includes online resources, Professional Institutes for advisors at other national events, the Fraternal Values Society, the Journey Service Immersion Trips, and the Gathering. Please inquire for pricing and options.

If you are interested in any of these opportunities, email Ryan O'Rourke, Executive Director, at [ryan@aflv.org](mailto:ryan@aflv.org).