



Convention Sponsorships 2018

78th International Gamma Phi Beta Convention
It Starts with Us | June 28-July 1, 2018

Overview

Every other year, Gamma Phi Beta Sorority hosts a convention to bring together collegiate, alumnae members of Gamma Phi Beta to learn new ideas, conduct business and reconnect with members.

A sponsorship of our Convention in 2018 would be a prime opportunity for your company to target women, as past Conventions have had more than 900 Gamma Phi Beta members in attendance (55 percent collegiate and 45 percent alumnae members). Each attendee is considered to be a leader and will return to their local chapters to report about Convention. Convention will be advertised in *The Crescent* quarterly magazine, as well as our website, GammaPhiBeta.org.

We hope you will join us for our 78th biennial Convention at the Hyatt Regency Dallas at Reunion Tower from June 27 to July 1, 2018.

Tell me more about Gamma Phi Beta

Gamma Phi Beta International Sorority was founded by four women in 1874 at Syracuse University in Syracuse, New York. During an era when women were discouraged from attending college, four bold and courageous friends came together to form a women's society. They bonded together to face adversity and encourage one another's intellectual growth. Now, 143 years later, we celebrate the vision and dedication of those women for whom the word "sorority" was first coined – and all who have come since.



GAMMA PHI BETA

Mission

To inspire the highest type of womanhood.

Vision

We will build confident women of character who celebrate sisterhood and make a difference in the world around us.

Guiding Principles

- We promote lifelong commitment, intellectual and personal growth and service to humanity.
- We perpetuate our heritage as we commit to the growth of our Sorority.
- We foster enduring friendships.
- We advocate ethical behavior, respect, authenticity, accountability and integrity.
- We aspire to excellence in all that we do.



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Fill out an application at
GammaPhiBeta.org/Convention
 by April 1, 2018.

Levels of Support

It Starts with Us Sponsor \$5,000

- Logo recognition and 150-word company profile in Convention program book.
- Company profile and logo recognition on the Gamma Phi Beta Convention website and Gamma Phi Beta Convention app, with link to company website.
- Logo recognition on Convention signage displayed in a high-traffic area throughout the four-day event.
- Full-page color ad in Convention program book (sponsor-supplied artwork due May 1).
- Company collateral included in 900+ registration packets (sponsor-supplied artwork for an 8.5x5.5" double-sided print piece due May 1; Gamma Phi Beta will cover printing costs).
- Logo recognition displayed on screen at the conclusion of all meals and general sessions throughout the four-day event.
- Individual post-event social media post on Gamma Phi Beta's official Facebook, Twitter and Instagram platforms with sponsor recognition, company logo and company provided link (link on Facebook and Twitter).
- Complimentary copy of Convention participant list* for target marketing.

**The participant list is the property of Gamma Phi Beta Sorority, Inc., and shared for one time use for sponsor's target marketing.*

Friends of Gamma Phi Beta Sponsor \$1,000

- Logo recognition in Convention program book.
- Logo recognition on the Gamma Phi Beta Convention website and Gamma Phi Beta Convention app.
- Logo recognition on Convention signage displayed throughout the four-day event.
- Company collateral included in 900+ registration packets (sponsor-supplied)**.
- Half-page color ad in Convention program book (sponsor-supplied artwork due May 1).

Program Advertisement \$350

- Full page color logo ad in the Convention program book (sponsor-supplied artwork).

**Company Collateral for Registration Packets

Company must supply 1,000 inserts (not to exceed 8 1/2" by 11") to Gamma Phi Beta, 12737 E. Euclid Drive, Centennial, CO 80111 attn. Maureen Walker by May 18, 2018. Sample of flyer must be approved by Gamma Phi Beta by April 18, 2018.

Questions

Please address any questions or concerns to Managing Director of Marketing and Communications Maureen Walker at 303.799.1874 ext. 323 or mwalker@gammaphibeta.org.