



2023-2024 Association Support Opportunities 'Because You Believe' Educational Partners

The mission of the Association of Fraternity/Sorority Advisors (AFA) is to 'elevate the standard for effective professional practice in working with sororities and fraternities in higher education'. Founded in 1976, AFA has consistently supported professionals at all levels and within all contexts doing the professional work of moving fraternity/sorority communities forward.

Each year, approximately 1,500 current members find a home within our Association and come to AFA for the critical professional development, empirical research, advocacy, and community-building that are essential to developing and retaining the talent necessary to support students in their fraternity/sorority experiences. Over 8,000 members have been served by AFA since its inception in 1976.

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 are uniquely positioned to provide access to academic, social, and cultural developmental opportunities compared with more narrowly focused student affairs offerings.
- Fraternity/sorority communities need talented, consistent administrators to drive substantial transformative change.

The AFA Foundation supports the Association, individual members, and our wider interfraternal 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 donor recognition during the Annual Meeting.

'Because You Believe' Educational Partners

Both the Association and the AFA Foundation want to ensure that all 'Because You Believe' educational partners are recognized for their support, be it one time or ongoing. The AFA Foundation wants to ensure the maximum amount of support to the Association so that educational costs related to all AFA programs and services, including the Annual Meeting, remain reasonable for attendees.

'Because You Believe' Educational Partners gain access to a robust community of engaged professionals committed to elevating the work of fraternity/sorority professionals, including:

- A community of 1,500 current members and over 3,000 historical donors representing over 350 college campuses and over 100 fraternities and sororities.
- An eager and engaged audience. AFA has a higher than average open rate for email promotion and communication.
- Opportunity to be featured in monthly and quarterly industry trade publications designed to generate thought-provoking content that drives innovation within higher education and the fraternity/sorority profession.

'Because You Believe' Partners gain access to the following benefits and recognition opportunities by level:

TITANIUM	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$12,500+	\$10,000- \$12,499	\$7,500- \$9,999	\$5,000- \$7,499	\$2,500- \$4,999	\$1,000- \$2,499

PROMOTION AND AUDIENCE REACH

Featured advertisement space within 1 (one) issue of Perspectives, AFA's quarterly digital magazine, including the opportunity for custom content.

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General recognition as a 'Because you Believe' Educational Partner once/year within an Association Update email.

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Use of 'AFA Because you Believe' Partner logo.

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Recognition on AFA's website as a Premier 'Because you Believe' Educational Partner.

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EXECUTIVE ACCESS

Access to AFA Executive Director for one (1) day to participate in strategic planning with your team and/or to discuss current and future trends in the fraternity/sorority profession.

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AFA ANNUAL MEETING

Complimentary Recognition on AFA Annual Meeting Virtual Platform

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Participation in the AFA Annual Meeting Exhibit Hall at no cost.

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Complementary Registrations

Up to 3	Up to 2	Up to 1			
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VIP Seating at meal of choice (up to 8 attendees) and General Sessions (up to 1 row).

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Access to AFA Annual Meeting Attendee List

14 days prior	10 days prior	7 days prior	7 days prior	5 days after	
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Opportunity for Recognition at Selected Annual Meeting programs/events (as detailed within the Annual Meeting Support section)

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Invitation to Attend

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OTHER AFA PROGRAMS/EVENTS

Recognition as a 'Because You Believe' Educational Partner at all AFA programs, both regional and national.

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Introductory and recognition/stage time with attendees at specific programs at which partnership is being recognized.

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2023 Annual Meeting Support Opportunities

The AFA Annual Meeting is the industry's premier face-to-face educational and networking forum for those affiliated with fraternities and sororities within the higher education setting. We believe that our attendees deserve the opportunity to expand their Core Competencies, participate in networking events, and enrich their professional toolkit. As an educational partner, you can increase your brand recognition among fraternity/sorority professionals and volunteers and have access to key decision makers in the field of higher education and student affairs.

The Annual Meeting will take place November 28 - December 1, 2023 in Tampa, Florida.

The virtual 'Annual Meeting 2023 Reloaded' program will take place in early-to-mid Spring at a date to be determined. This program will include a collection of the best programs delivered at the in-person Annual Meeting for a virtual audience.

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 impacting the fraternity/sorority experience and how to elevate the standard for effective professional practice. Additionally, participants will have the opportunity to engage in association business, interact with colleagues, meet business partners in the exhibit hall, bid on items in the AFA Foundation Silent Auction, and recognize the achievements of our members.

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.

'Because You Believe' Educational Partners supporting the AFA Annual Meeting will receive recognition in the following ways:

- Visibility through email announcements and social media blasts to the association's membership. In addition to the standard Annual Meeting messages, there will be opportunities to highlight supporters through individual features and spotlights.
- 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 educational partner slideshow PowerPoint shown in general and educational breakout session rooms.
- Name badge ribbon denoting "Because You Believe Educational Partner"

Titanium Level Support Opportunities

Opening General Session

The Opening General Session helps set the tone of the conference and serves as a catalyst for the connection, professional development, and recognition the Annual Meeting provides. A keynote speaker or panel discussion serves as the tentpole of the session, providing insight on the skills, relationships, and evolutions necessary 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.

Closing General Session

The Closing General Session serves as the final educational session of the Annual Meeting and caps of the learning and professional development focus of the conference. Centered around a closing keynote or panel discussion, the closing general session sends attendees back into their professional and volunteer roles with a renewed sense of purpose and helps attendees to process their learning at the conference through the keynote's/panelists' unique perspectives.

Previous General Session Programs:

- April Ryan, Black Women Will Save the World (2022)
- Anne Helen Peterson, Out of Office: The Big Problem and Bigger Promise of Working from Home (2022)
- Dr. Eddie Cole, UCLA, The Campus Color Line (2021)
- Priya Parker, The Art of Gathering and Why it Matters (2019)
- Dr. Shaun Harper, USC Rossier School of Education (2019)
- Dr. Michael Sorrell, President of Paul Quinn College (2018)
- Shabnan Mogharabi, CEO of SoulPancake (2018)

The AFA Foundation Opening Welcome Reception

As a way to reconnect on the first night of the conference, the AFA Foundation hosts a Welcome Reception welcoming all Annual Meeting attendees. The supporter(s) of this event is/are able to officially welcome attendees to the conference, increase their own branding and visibility, interact with attendees, and provide the official welcome at the opening of the general session on the morning of Day 2 of the conference.

Diamond Level Support Opportunities

Conference Wi-Fi

Attendees are able to enjoy complimentary wireless internet in meeting rooms and common areas throughout the Annual Meeting.

Supporter'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 online AFA Annual Meeting scheduling app and on the AFA Annual Meeting website.

Platinum Level Support Opportunities

Exhibit Hall Reception

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. Supporter will be listed in the program book and on the AFA Annual Meeting website.

Exchange Lounge

The AFA Exchange Lounge serves as a way for our campus professionals and headquarters professionals to connect in-person and to strategize and problem-solve about how to best serve chapters on college campuses. Campuses and organizations can organize 30 minute, 45 minute, or 60 minute connecting opportunities to build relationships that can only be accomplished in-person.

Partner's brand/logo and signage will appear on signage as an educational partner, and will also be provided the opportunity to sponsor refreshments within the lounge. Partners can provide branded cups, napkins, and other utensils in support of the Exchange Lounge.

Gold Level Support Opportunities

Ignite Fraternity

Ignite Fraternity is a showcase for speakers presenting through-provoking, well-formed ideas in under 10 minutes. Annual Meeting attendees will have the opportunity to test their public speaking skills in the context of short, timed presentations designed to 'ignite' new ways of thinking and doing. Ignite Fraternity reaches a captive audience of 200+ annual meeting attendees ready to 'think differently' about the work of the fraternity/sorority profession.

Conference Registration Area

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).

Annual Meeting Professional Tracks including New Professional, Mid-Level Professional, and Seasoned Professional

At the Annual Meeting, AFA provides curated, targeted professional intensives for new, mid-level, and seasoned professionals designed to address critical needs for each professional level that assists in building community and retaining professionals over the long term.

Partner's signage will appear on signage as an educational partner, will be identified as the sponsoring partner for our new professionals, mid-level professionals, and senior professionals tracks, and will be provided the opportunity to provide an introduction to attendees and to assist in the creation of outcomes and the identification of talent solicited to deliver those outcomes.

Silver Level Support Opportunities

Connections Kickoff

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 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.

Bronze Level Support Opportunities

Tote Bag

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.

Pens

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.