

SEVENTH DISTRICT SPONSORSHIP OPPORTUNITIES



2024

2024 87TH SEVENTH DISTRICT MEETING
APRIL 4- APRIL 7, 2024- IP CASINO RESORT, BILOXI, MS



CORPORATE SPONSOR

Since our inception in 1935 the Seventh District of the Omega Psi Phi Fraternity Incorporated, has worked diligently to fulfill the mission and mandates of our International Office, which is primarily to enrich the lives of people within our communities, nationally, and globally. The Seventh District and its chapters have awarded more than \$1,000,000 in monetary scholarships and boasts a yearly overall gifting in the amount of \$150,000.00-plus collectively. Along with awarding scholarships, the Seventh District annually implements several programs and initiatives related to but are not limited to: Civic and Community Engagement, Fatherhood & Mentoring, STEM and Career Development. The Seventh District currently has a total of 160 Chapters across four states (Alabama, Florida, Georgia, and Mississippi) and makes up 28% of the total international membership of 30,000 plus members.

The Seventh District Meeting throughout the course of the year will have several micro meetings, however our annual meeting is a collective from all comprised states within our district whereas registrants and participants alike will be able to take advantage of the several opportunities for leadership development, strategic initiatives, scholarship opportunities for our Undergraduate Cohorts and showcasing the talents of our best and brightest high school students.

Our Host for the 2024 meeting will be the Iota Upsilon Chapter which is in Biloxi, Mississippi. Since re-convening from non-face to face meetings during COVID we have seen an upward trajectory in meeting registration exceeding our norm of 1,200 to well over 1,900+ in registration in the last two years; another element that has added additional value is an opportunity for our National Leadership and surrounding district leadership teams to be a part of our meeting platform and agendas. As a Corporate Partner, you will receive direct access to our registrants along with being able to provide for additional access to your brand and organization.

The Seventh District along with the Iota Upsilon Chapter of the Omega Psi Phi Fraternity, Incorporated is overly excited about the idea of having you be a part of our 87th Seventh District Meeting 2024 as a Corporate Sponsor. We are also publishing a souvenir journal as another outlet for advertisement.

“
IN MANY WAYS, YOUR SPONSORSHIP DIRECTLY
REFLECTS YOUR DAILY BELIEF IN THE WORK
OMEGA DOES
”

ABOUT OMEGA PSI PHI

Omega Psi Phi Fraternity, Inc. is the first international fraternal organization to be founded on the campus of a historically black college.

Omega Psi Phi was founded on November 17, 1911, at Howard University in Washington, D.C., and incorporated under the laws of the District of Columbia on October 28, 1914.

Today, Omega Psi Phi now has over 750 chapters throughout the United States, Bermuda, Canada, China, Germany, Ghana, Hawaii, Italy, Japan, Korea, Mexico, Panama, The Bahamas, The Netherlands, St. Croix VI, St. Thomas VI, St. Maarten, the United Arab Emirates and the United Kingdom.

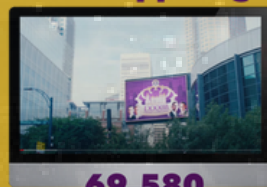
Worldwide members of the Fraternity work to support and enhance the communities in which we live with programs that emphasize social action, education and healthcare. The Fraternity sponsors Scholarships, Achievement Week programs that seek out and give due recognition to those individuals who have made a noteworthy contribution toward improving the quality of life and Essay contest that support college-bound high school seniors.

We volunteer to assist and support organizations such as Habitat for Humanity, dedicated to one of our own members, the Charles R. Drew Memorial Scholarship Commission and Charles R. Drew Blood Drive, which was formed to give recognition to future leaders of society and to foster scholastic achievement in the Fraternity, the Fatherhood Initiative program, Academic Scholarships and our Mentoring programs, just to name a few.

It is not by accident that many of America's great black men are or were Omega Men

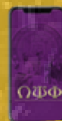


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INTERNAL EMAIL MARKETING
32,590+
PER EMAIL CAMPAIGN



mobile **app**

8,000 DOWNLOADS
IOS/ANDROID



CONSIDER TEAMING UP WITH THE SEVENTH DISTRICT AND THE IOTA UPSILON CHAPTER "

Value sponsorships consist of the following:

- Omega Psi Phi-centered branding opportunities
- Webinar and issue-based partnerships
- Sponsorship-focused access to Omega membership
- Social media-intensive digital sponsorships

Our sponsors receive the unique benefit of an assortment of carefully craft-ed benefits that align with their chosen sponsorship levels. Broadly, those benefits include:

- Carefully placed advertisement in our quarterly Seventh District Publication.
- Assorted in-person or virtual webinar-based issue-focused discussions and panel sessions.
- Reserved seating at signature events throughout the conference.
- Conversational opportunities with the District Representative, Executive Council, and Chapter Leadership.



"The Power of Giving"

Scholarship

“IT IS EASIER
TO BUILD
STRONG
CHILDREN
THAN IT IS
TO REPAIR
BROKEN
MEN.”

One of the Four Cardinal Principles of the Omega Psi Phi Fraternity, Incorporated is **Scholarship**. The Seventh District continues to live up to this cardinal principle.

At the on-set of planning for this year's 87th District Meeting, the Executive Leadership felt it befitting to give back by fostering and cultivating new and old community partnerships. Hence, we are committed to carry the torch of "Good Deed".

Collectively the Seventh District along with its 160 chapter and over 8,000-plus members have continued to support and provide scholarships in the amount of **\$1,000,000.00** in an effort to assist our programming and the youth in their endeavors to achieve a higher education. This year we want to raise the bar and without your support none of this will happen.



CONSIDER TEAMING UP WITH THE SEVENTH DISTRICT AND THE IOTA UPSILON CHAPTER



Target Demographic: Create a pipeline of potential customers-by leveraging our captivating and affluent audience.



Exposure of your Brand: Increase your year-round presence to our diverse registrant base.



Positive Impact: Align your company with the positive social impact that our chapters are engaged in yearly as a part of our mandated profile from our International space; this will further provide opportunities for those within our respective communities.

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OUR SPONSORS RECIEVE THE UNIQUE
BENEFIT OF AN ASSORTMENT OF
CAREFULLY CRAFTED BENEFITS
THAT ALIGN WITH THEIR CHOSEN
SPONSORSHIP LEVELS

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SPONSORSHIP OPPORTUNITIES

FOUNDERS' SPONSOR \$15,000

Official conference sponsor, including name recognition and brand exclusivity for one of the following events:

- Founders' Banquet*
- Ronald E. McNair Undergraduate Luncheon*
- Golf Tournament*
- Life Membership Luncheon*
- Opportunity to offer corporate remarks during events identified above*
- Opportunity to present corporate products & services during conference, including promotional items in registration packets
- Corporate banner/logo displayed at sponsored events and within event/conference areas
- Exclusive press release sent announcing company's sponsorship
- Three (3) full-page advertisements in the District Conference souvenir journal
- Prime logo placement in all marketing collateral
- Company logo on programs presented at above functions
- Ten (10) complimentary seats (one table) at the Founders' Banquet, Achievement Banquet, Undergraduate Luncheon
- Opportunity for advertisements/logo to be posted on Seventh District Meeting website for one (1) year
- Series of social media videos and post uniquely branded with company logo for one (1) year
- One month posting on Hwy. 90 Convention Center Marque as Founder Sponsor

SPONSORSHIP OPPORTUNITIES

MANHOOD SPONSOR \$10,000

Official event sponsor, including name recognition and brand exclusivity for the (2) of the following events/areas:

- Talent Hunt Presentation
 - Step Show
 - STEM
 - Opportunity to offer corporate remarks during (2) events identified above
 - Opportunity to present corporate products & services during conference, including promotional items in registration packets
 - Corporate banner/logo displayed at sponsored events
 - Placement in 5,000 advertisement flyers
 - One (1) full-page advertisements in the District Conference souvenir journal
 - Five (5) complimentary seats at the Founders' Banquet, Achievement Banquet, or Undergraduate Luncheon
 - Opportunity for advertisements/logo to be posted on Seventh District Meeting website for 6 months
 - Series of social media videos and post uniquely branded with company logo 6 months prior to District Meeting
 - One week posting on Hwy.90 Convention Center
- Marque as Platinum Sponsor

SPONSORSHIP OPPORTUNITIES

SCHOLARSHIP SPONSOR \$5,000

Choice (1) of sponsorship from the following:

(4) State Caucus Meeting Spaces

Talent Hunt Presentation

Step Show

- Opportunity to offer corporate remarks during Founders' Banquet event identified above
- Opportunity to present corporate products & services during conference, including promotional items in registration packets
- Corporate banner/logo displayed at sponsored events
- One (1) full-page advertisement in the District Conference souvenir journal
- Five (5) complimentary seats at the Founders' Banquet or Undergraduate Luncheon
- Opportunity for advertisements/logo to be posted on Seventh District
- Social media video and post uniquely branded with company logo

UPLIFT SPONSOR \$3,000

- One (1) cell phone charging station
- Opportunity to present corporate products & services during conference, including promotional items in registration packets
- Corporate banner/logo displayed at sponsored events
- One full page advertisement in the District Conference souvenir journal
- Two (2) complimentary seats at the Founders' Banquet or Undergraduate Luncheon.
- Opportunity for advertisements/logo to be posted on Seventh District website for three (3) months
- Social media video and post uniquely branded with company logo.

PURPLE SPONSOR \$2,000

- Sponsor of Two (2) commercial breaks or intermission at the Step Show.
- Opportunity to present corporate products & services during conference, including promotional items in registration packets
- Corporate banner/logo displayed at sponsored events
- One-half (1/2) page advertisement in the District Conference souvenir journal
- Two (2) complimentary seats at the Founders' Banquet or Undergraduate Luncheon
- Opportunity for advertisements/logo to be posted on Seventh District Website for three (3) months



GOLD SPONSOR \$1,000

- Opportunity to present corporate products & services during conference, including promotional items in registration packets
- Corporate banner/logo displayed at sponsored events
- One-quarter (1/4) page advertisement in the District Conference souvenir journal
- One (1) complimentary seat at the Founders' Banquet or Undergraduate Luncheon
- Opportunity for advertisements/logo to be posted on Seventh District website for three (3) months



TITLE SPONSOR OPPORTUNITIES

Through our Title Sponsorships, businesses like yours can craft specialized sponsor opportunities. These opportunities are available at each of our District meetings.

In many ways, the Seventh District Title Sponsorship, is a very rare opportunity. You will have thoughtful opportunities to engage with the 3,000-plus college-educated men initiated into our Fraternity. Additionally, many significant branding opportunities in this and other Omega Psi Phi initiatives are available.

The various degrees of title sponsorships offered speak to the varied options for your company to play a leading role in supporting the many community-based efforts in which we are engaged. We encourage you to join us today! Support the very critical work today of Omega Psi Phi!

Premier
\$50,000

Leadership
\$25,000

Corporate
\$15,000

****Please note that title sponsorships can be precisely sculpted for companies who desire to engage our members exclusively. We look forward to assisting you in reaching this end.*

OMEGA PSI PHI FRATERNITY, INC.

INTERNATIONALLY MANDATED PROGRAMS



ACHIEVEMENT WEEK
Recognizes those individuals who have contributed to community uplift. A High School Essay Contest is held in conjunction with the Week.



FATHERHOOD AND MENTORING
Every level of the Fraternity actively engages in the promotion of the Fatherhood Mentoring Initiative.



MEMORIAL SERVICE
Chapters conduct an appropriate service (annually) to recall the memory of those members who have entered into Omega Chapter.



STEM PROGRAM
The Fraternity's STEM initiatives are designed to get students across the world excited about science, technology, engineering, and mathematics.



SCHOLARSHIP
Promotes academic excellence among the undergraduate members. Graduate chapters provide financial assistance to student members and nonmembers.



TALENT HUNT PROGRAM
Provides exposure, encouragement and financial assistance to talented young people participating in the performing arts.



COLLEGE ENDOWMENT FUND
Each year the fraternity gives at least \$50,000 to historically black college and universities.



HEALTH INITIATIVES
Chapters facilitate, participate and coordinate activities that promote good health practices.



NAACP
Every district and chapter of the fraternity is required to maintain a Life Membership at Large in the NAACP.



RECLAMATION AND RETENTION
A concerted effort to retain active brothers and return inactive brothers to full participatory status.



SOCIAL ACTION
Chapters participate in activities that will uplift their communities and charitable organizations.



VOTER REGISTRATION, EDUCATION & MOBILIZATION
Chapters facilitate and participate in activities that uplift their communities through the power of the vote.



CONTACTS



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THE OMEGA PSI PHI FRATERNITY WILL CONTINUE TO BE A BEACON
OF HOPE FOR THE LESS FORTUNATE

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