

THE JOURNEY TO
CENTENNIAL



*Sponsorship Incentive
for Sponsoring Sorors and Amicae*

Centennial 2020
WASHINGTON, DC

Sponsorship OPPORTUNITIES

VISIONARY SPONSOR

- Featured Sponsor of Centennial
- Inclusion in all National Press Releases and Public Announcements
- Event signage
- Full page color Ad in Souvenir Journal
- Black and white ad in Centennial Guide
- Ad in the ARCHON (National Magazine)
- Special recognition and six (6) complimentary tickets to all public programs with reserved seating
- VIP status and photos; Interview in Media Room
- Complimentary Exhibit Booth (10x10) in VIP Sponsor section; Lounge sponsor
- Partnership Executive assigned
- Logo link on Website beginning at contract signature through 2020
- Active social media acknowledgment during conference
- On-site brand activation (participation in workshops, distribution of materials and samples)
- Up to "5" co-branded messages (with Zeta) distributed to Zeta membership
- Customized features

\$50,000

DIAMOND SPONSOR

- Featured event sponsor plus four (4) complimentary tickets with reserved seating
- Inclusion in all Centennial National Press Releases/Public Announcements
- Event signage
- Full page color Ad in Souvenir Journal
- Black and white ad in Centennial Guide
- Ad in the ARCHON
- VIP status and photos; Interview in Media Room
- Complimentary Exhibit Booth (10x10) in VIP Sponsor section
- Partnership Executive assigned
- Logo link on Website for 12 months during Centennial year
- Active social media acknowledgment during conference
- On-site brand activation (participation in workshops, distribution of materials and samples)
- Up to "3" co-branded messages (with Zeta) distributed to Zeta membership
- Customized features

\$25,000

GOLD SPONSOR

- Featured event sponsor plus two (2) complimentary tickets with reserved seating
- Inclusion in all Centennial National Press Releases and Public Announcements
- Event signage
- Full page color Ad in Souvenir Journal
- Special recognition
- VIP status and photos; Interview in Media Room
- Complimentary Exhibit Booth (10x10) in VIP Sponsor section
- Logo link on Website for 6 months during Centennial year
- Active social media acknowledgment during Centennial
- Customized features

\$10,000

Members of Zeta Phi Beta Sorority, Incorporated and Amicae are invited to assist the Centennial Sponsorship Team in building relationships with corporations and organizational entities that will opt to provide a sponsorship at a \$5,000 or greater level for Centennial Sponsorship.

PARTNERSHIP INCENTIVE REQUIREMENTS

The recommending member may have influence with the partner as an employee, a significant contact in the organization, or through an established relationship with a key decision maker. The Sponsorship Incentive form must be submitted to the Centennial Sponsorship Chair, Cathy Mock, for approval **prior** to the discussion with a potential partner.

PARTNERSHIP INCENTIVE REQUIREMENTS

A financial and active Zeta will be assigned to execute the partnership agreement upon signature. The Corporate Sponsorship Chair will designate the Partnership Executive who she determines will best execute the agreement and the elements of responsibility. The Partnership Executive will be responsible to:

1. Involve the Sponsoring Member if not designated as the Partnership Executive;
2. Assist in managing the paperwork requirements to finalize the partnership inclusive of the funding;
3. Work with the partner to submit all agreed to elements of the partnership including ad submission, exhibit requirements;
4. Assist in setting up the partner exhibit and information at the event;
5. Host the partner at designated events as the official hostess;
6. Introduce the partner to key Zeta leadership and other guests;
7. Encourage member participation with the partner at the event;
8. Engage partner in PR opportunities at the event;
9. Create and produce an annual partnership report;
10. Acknowledge with written communication the partner's participation after each event.

INCENTIVE

Sponsoring Members who recommend a partner that Zeta is successful in signing a Centennial Sponsorship Agreement will receive a credit of 10% of the total sponsorship amount up to a maximum of \$1000 to be applied to their Visionary Plan.

DISCLAIMER

Submission of a potential partner does not guarantee that a partnership will be established. While every attempt will be made to pursue those that are aligned with the programs and plans of Zeta, not all may be given the same level of time and energy. The level of influence, the strength of the relationship and the value of our offering to the potential partner will be major considerations in the pursuit of the partnership.



ZETA PHI BETA SORORITY, INCORPORATED

Centennial

SPONSORSHIP INCENTIVE FORM

SPONSORING MEMBER OR AMICAE

PLEASE SUBMIT FORM VIA EMAIL TO:

SPONSORSHIP@ZPHIB2020.COM

GENERAL INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

Affiliation: **ZETA** **AMICAE**

POTENTIAL PARTNER

Company/Organization Name: _____

Contact Name: _____ Position/Title: _____

Relationship/Influence with Contact: _____

Potential Partner Phone: _____

Potential Partner Email: _____

POTENTIAL SPONSORSHIP LEVEL

\$50,000
VISIONARY SPONSOR

\$25,000
DIAMOND SPONSOR

\$10,000
GOLD SPONSOR

CUSTOMIZED FEATURES REQUESTED

1. _____

2. _____

3. _____

4. _____

AUTHORIZED SIGNATURES

SPONSORING MEMBER _____ DATE _____

CATHY MOCK, CENTENNIAL SPONSORSHIP _____ DATE _____

VALERIE HOLLINGSWORTH-BAKER, INTERNATIONAL PRESIDENT _____ DATE _____