

PHI ETA SIGMA
Elevate with Honor

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NATIONAL SPONSORSHIP PROSPECTUS

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ABOUT PHI ETA SIGMA



Founded in 1923, Phi Eta Sigma is the nation's oldest and largest honor society recognizing academic success in one's first year of college. With more than 50,000 current collegiate members on 178 college campuses, Phi Eta Sigma celebrates academic success while cultivating a community of scholars.

We seek to elevate the college experience for our members by providing meaningful connections, holistic development opportunities, and tangible leadership experience. We also provide more than \$300,000 each year in scholarships to our students to continue their education.

WHY COLLABORATE WITH US?

As with any successful organization, Phi Eta Sigma's greatest resource is the people who make up the Society. Our students are successful inside and outside of the classroom, and collaborating with Phi Eta Sigma through event and programming. Sponsorships allows your organization the opportunity to have an elevated connection with our national student network.



TOP ACADEMIC TALENT

Phi Eta Sigma Students excel in the classroom and represent the best and brightest on their respective campuses.



DIVERSE AUDIENCE

As an interdisciplinary organization, Phi Eta Sigma students represent diverse interests academically. Our chapters also represent diversity in terms of geography and institutional type.



MOTIVATED AND ENGAGED

Phi Eta Sigma students are also self-motivated leaders who are engaged on their campus. These students are opinion leaders, influencers, and decision makers for themselves and for the organizations in which they are a part.

NATIONAL CONVENTION SPONSORSHIPS

The annual Phi Eta Sigma National Convention is our premier event for chapter leaders, and provides meaningful opportunities to connect with our students and advisors in person and through our digital messaging to participants. Through workshops, keynote presentations, research presentations, vendor fairs, and service projects, convention attendees are seeking opportunities to grow as individuals, gather ideas to take back to their campuses, and make connections that will move their chapters forward. Sponsors can take advantage of the opportunity to build relationships with the opinion leaders and decision makers for our chapters with our sponsor and vendor fair, introducing sessions, digital outreach, social media engagement, and more!!!



SPONSORSHIP LEVELS

- **GOLD** - Gold level sponsorships represent the highest level of support for our national convention, and provide the most exposure and opportunities to connect with convention attendees. Gold level sponsors include all of the benefits of the silver and bronze levels with the additional opportunity to serve as a title sponsor for a signature component of the national convention.
- **SILVER** - Silver level sponsorships include opportunities for both in person interactions with convention attendees through our sponsor and vendor fair as well as engage with attendees through our virtual platforms pre-and post- the convention.
- **BRONZE** - Bronze level sponsorships provide a unique chance to engage and interact with convention attendees without having to physically attend the convention. These sponsors have the opportunity for digital and print advertising, social media engagement, and one informational email to be sent to all attendees post-convention.

SPONSORSHIP PACKAGES

	Gold (\$7,500+)	Silver (\$3,500)	Bronze (\$1,000)
Conference Registrations	2	1	n/a
Logo on Event Signage, in the Mobile App, and on Promotional Materials	1	1	1
Sponsor Link on the Convention Website	1	1	1
Social Media Engagment Package*	1	1	1
Pre- or Post- Email of Opted-In Attendees	2	2	1
Advertisement in Phi Eta Sigma National Newsletter**	3	2	1
Banner Ad on Phi Eta Sigma National Website***	12 months	6 Months	3 Months
Table at Sponsor and Vendor Fair	1	1	
Mobile App Push Notification during Convention	2	1	
Sponsorship of Convention Signature Event+	1		

*Social Media Engagement Package includes posts on Phi Eta Sigma’s Instagram account pre-convention (2) and post-convention(1) and your website or social media account on our link tr.ee for 3 months.

** The Phi Eta Sigma National Newsletter is recieved by more than 15,000 students and advisors each month. Advertisements in the newsletter are banner ads (220p x 450p).

*** Banner ads for the Phi Eta Sigma website may be changed once every three months, and recieve priority placement on the national Phi Eta Sigma Website.

GOLD LEVEL EVENTS



Each Gold Sponsor (5 available) will be allowed to select one of the following signature Convention events to serve as the title sponsor. This opportunity provides maximum exposure for these sponsors with stage recognition during the event and the opportunity to provide short remarks to all Convention attendees.

1. Friday Night Ice Cream Social (\$7,500)
2. Convention Keynote Session (\$10,000)
3. Service and Awards Luncheon (\$10,000)
4. Convention Excursion to Bowlero and Downtown Disney (\$12,500)
5. Closing Brunch (\$10,000)



THANK YOU

SPONSOR CHECKLIST



- Signed Sponsorship Agreement
- High Resolution Logo
- Name and Contact Information of Attendees (if applicable)
- Name and Contact Information for representative(s) responsible for social media and advertising content creation.