

# **71st Second District Conference**



**Sponsorship Package  
April 2019**



# Omega Psi Phi Fraternity Inc.

Cordially invites you to the

## 71<sup>st</sup> Annual Second District Conference

Delaware | Maryland | New Jersey | New York | Pennsylvania

2<sup>nd</sup> District Representative - Brother J Kendall "Biggy" Smalls

2<sup>nd</sup> District Marshal - Charles W. Moore Jr.

Dover Downs Hotel and Casino

Dover, DE

April 25-28 2019

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# Omega Psi Phi Fraternity, Incorporated

71<sup>st</sup> Second District Conference

Host Chapters – Psi Iota & Psi Epsilon

Delaware | Maryland | New Jersey | New York | Pennsylvania

Dear Corporate Representative:

From April 25 to April 28 2019, the Second District of Omega Psi Phi Fraternity, Incorporated will host its 71st District Conference in Dover, DE and we ask you to join us as a corporate sponsor! Omega Psi Phi Fraternity, Inc., a nonprofit organization, was founded on the campus of Howard University in 1911, with a commitment to service for the betterment of all mankind. The Fraternity, with over 125,000 members, has over 700 chapters across the US and abroad.

Since it was established in 1947, the Second District of Omega Psi Phi Fraternity, Inc. has worked tirelessly to fulfill the mission and mandates of our International Headquarters which is primarily to enrich the lives of people in communities, nationally and globally. Over the last six years, the Second District has awarded scholarships to more than 700 students, totaling more than \$1,000,000. In addition to awarding scholarships, the Second District annually implements numerous programs and initiatives related to Mentoring/Tutoring, Fatherhood, Stop the Violence, Assault on Illiteracy, Habitat for Humanity and Business and Economic Development. The Second District boasts 2,700 members across 84 chapters – 62 graduate chapters and 22 undergraduate chapters.

The Second District Conference is the annual business meeting for the five states that comprise the District – Maryland, Delaware, New Jersey, New York and Pennsylvania. Approximately 700- 800 conferees will register for the District Conference; however, attendance is expected to draw more than 1,200 Fraternity members over the duration of the Conference. Members from various other Districts will attend, as well as State and local dignitaries, community guests, patrons, Fraternity members' families, friends, and the general public metropolitan area will be in attendance. As a sponsor, you will receive marketing access to our nearly 2000 attendees.

The Second District is excited about the prospect of having your corporation participate in many ways in the 2019 District Conference. We will offer a schedule of events that will provide your corporation with the opportunity to promote your services and products with conferees and the general public. We humbly seek your corporate participation and donations to help make the 2019 District Conference a success. Your financial support will enable Second District Chapters and the local host chapterS, Psi Iota & Psi Epsilon, to support and positively impact the lives of communities we serve.

Sincerely,

J Kendall "Biggy" Smalls

36th Second District Representative

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## OMEGA PSI PHI FRATERNITY, INC.

Omega Psi Phi Fraternity, Incorporated, headquartered in Decatur, Georgia, is an international fraternal organization, with over 125,000 college-educated members. Throughout its 103 years of existence, Omega Psi Phi Fraternity has continued its commitment to provide unparalleled service to communities in the United States and abroad. The Fraternity was founded on November 17, 1911, at Howard University in Washington, D.C. The founders were three Howard University undergraduates – Edgar A. Love, Oscar J. Cooper, Frank Coleman – and Faculty Adviser, Dr. Ernest E. Just. The Fraternity motto is "Friendship is Essential to the Soul." Manhood, Scholarship, Perseverance and Uplift were adopted as the Cardinal Principles. Omega Psi Phi Fraternity was incorporated under the laws of the District of Columbia on October 28, 1914. It has over 700 chapters throughout the United States, Bahamas, Canada, Ghana, United Kingdom, Virgin Islands, South Korea, Japan, Liberia and Germany. The Fraternity is comprised of 12 districts spanning the nation and internationally. There are notable Omega Men locally, nationwide and worldwide in such fields of endeavor as the arts and athletics, business and education, civil rights, government and the military, law and law enforcement, and the sciences and medicine. Omega Psi Phi Fraternity, with its storied history of accomplishments and service to mankind, will continue to serve as an agent of positive change and uplift in local, national and global communities.



## **OUR MISSION**

“FRIENDSHIP IS ESSENTIAL TO THE SOUL”

The Second District Conference is the annual business meeting for the five states that comprise the District – Maryland, Delaware, New Jersey, New York and Pennsylvania. The conference brings together over 1000 men of attainment to fellowship around the four cardinal Principles of the Omega Psi Phi Fraternity, Inc., Manhood, Scholarship, Perseverance and Uplift.

## **EVENT DETAILS**

The Second District Conference will offer a schedule of events that will provide your corporation with the opportunity to promote your services and products with conferees and the general public. Included in the schedule of events are the Public Forum, Founders’ Banquet, Undergraduate Scholarship Luncheon, Life Member Luncheon, Business and Economic Symposium, Social Action Programs, Talent Hunt, Red Cross Blood Drive, Health Initiatives Forum, Historically Black Colleges and Universities (HBCU) College Fair, Youth Leadership Conference and Exhibitors/Vendors.

## **SECOND DISTRICT**

In 1941, the Second District was established and included the states of New York, New Jersey and Pennsylvania. The District was later restructured in 1947 and presently comprises the states of New York, New Jersey, Pennsylvania, Delaware and Maryland. The Second District has more than 2700 members across its seven corridors and its 84 chapters – 62 graduate chapters and 22 undergraduate chapters. The District continues to support and implement the International Mandated Programs of the Fraternity. The Cardinal Principles of the Fraternity – Manhood, Scholarship, Perseverance and Uplift – guide Omega members of the Second District to continue to make a difference in the lives of individuals and families in communities served.

# Second District Conference Activities & Corporate Participation

## **Founders' Banquet**

Formal banquet with over 700 Omega Psi Phi Fraternity members and community guests attending to recognize and honor chapters and Omega Men district-wide – Maryland, Delaware, New Jersey, New York, Pennsylvania – for their fraternal and community activities and accomplishments. Corporate sponsors will be recognized during the banquet and a corporate official may offer brief remarks. Corporations will be afforded the opportunity to display a corporate banner/logo, provide corporate literature at banquet tables, attend the banquet with one complimentary table of ten (10) seats included.

## **Ronald E. McNair Memorial Undergraduate Luncheon**

Business luncheon in honor of Fraternity member and NASA astronaut, Ronald E. McNair, Ph.D., with over 700 Omega Psi Phi Fraternity members attending to recognize undergraduate and graduate Omega Men district-wide – Maryland, Delaware, New Jersey, New York, Pennsylvania – for academic achievements and scholarship awards. Corporate sponsors will be recognized during the luncheon and a corporate official may offer brief remarks. Corporations will have the opportunity to display a corporate banner, provide corporate literature at luncheon tables, may host a corporate information and recruitment table for undergraduate and graduate students outside the luncheon venue and are invited to attend event with one complimentary table of ten (10) seats included.

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### **Public Forum**

Community program with approximately 400 attendees from Baltimore City, Baltimore County, W Washington, DC and surrounding jurisdictions that will include attendees such as state, county, local politicians and officials from Pan-Hellenic fraternities and sororities who will salute and recognize Omega Psi Phi Fraternity and the Second District for its many efforts serving communities nationally and abroad. Corporations will be recognized during the program, have the opportunity to display a corporate banner, host a corporate information and recruitment table and a corporate official may provide brief remarks.

**Talent Hunt Competition** Regional arts program featuring live performances and presentations by high school students from the states of Maryland, Delaware, New Jersey, New York and Pennsylvania. High school students compete in the artistic categories of dance, dramatic interpretation, vocals, instrumental music, and visual arts. The students will be awarded for their dedication to the arts. Corporations will be recognized during the program and a corporate official may offer words of congratulation, encouragement and support at the program. Corporations will have the opportunity to display a corporate banner/logo and host a corporate information table outside the performance venue.

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**Business & Economic Symposium** Symposium will focus on topics related to business/economic empowerment and development. Corporate sponsors will be afforded the opportunity to present and promote services and products with Conference registrants and public attendees. Corporations will be able to provide attendees with information regarding their corporate social responsibility initiatives in communities. A question and answer session will follow presentations. Corporations may display a corporate banner/logo and host a corporate information table outside the symposium venue.

**Health Initiatives Forum**

The Forum will provide corporations with the opportunity to present, market and promote health services and products to Conference registrants and public attendees. Corporations may provide information related to their health initiatives and programs. During the forum, health professionals will provide Conference registrants and the public with information on health topics related to diabetes, cardiovascular disease, colon and prostate cancer awareness, mental health and wellness. A question and answer session will follow presentations. Corporations will be given the opportunity to display a corporate banner/logo and may host a corporate information table outside the Forum venue.

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### **Receptions**

Corporations are invited to sponsor receptions for the Public Forum, Founders' Banquet, and Talent Hunt during the Conference. Corporations will be recognized as the event host of the reception, may display a corporate banner/logo and host a corporate information table outside the event venue.

### **Exhibitors/Vendors**

Corporations, organizations and agencies will be afforded the opportunity to promote, market and sell services and products to over 3000 conferees and public attendees during the four-day Conference.

### **Charles R. Drew Memorial Blood Drive & Bone Marrow Registry Drive**

Community program wherein participants will donate blood and/or be screened for the national bone marrow registry, which is held in concert with Omega Psi Phi Fraternity's community health initiatives and in honor of Omega Man and renowned physician, Charles R. Drew, M.D., the pioneer of blood plasma storage and blood transfusions and the Director of the first American Red Cross Blood Bank. Corporate sponsors may share services and information related to their health initiatives and programs, may display a corporate banner/logo, and may host a corporate information table outside the donation and screening area.

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### **Life Member Luncheon**

Luncheon is the featured premier event of the Omega Life Membership Foundation, Incorporated, which is hosted for the Omega Psi Phi Fraternity Life Members. The Luncheon serves as a forum to inform Life Members of its accomplishments, goals and to honor standout members. Omega Members are encouraged to join the Second District Life Membership.

### **HBCU College Fair**

Community initiative features and promotes Historically Black Colleges and Universities (HBCUs), in partnership with the D.C. Metro HBCU Alumni Alliance, Inc. and area HBCU alumnae and students, with area high school juniors, seniors and parents attending. Recruiters from HBCUs will be in attendance to provide information on college opportunities, scholarship opportunities, and possible on-site scholarship offers. Corporations will be recognized at the fair, may display a corporate banner/logo, provide corporate literature and corporate giveaways, host a corporate information table at the event and are encouraged to attend the event with their school-aged family and friends.

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### **Social Action**

During this session, information will be shared regarding various social action programs of the Fraternity. Corporate officials will be afforded the opportunity to share information regarding their corporate social responsibility initiatives in communities, which in some instances are similar to programs in which Omega chapters are involved such as Assault on Illiteracy, Stop the Violence Initiative, Habitat for Humanity, Health Awareness Initiatives and the Fatherhood Initiative. Corporations may host a corporate information table outside the session location.

### **Youth Leadership Conference**

Community initiative engages youth and their parents on issues of self-awareness, character, education, anti-violence, and civic responsibility. Corporate sponsors will be recognized during the conference and a corporate official may offer remarks, may display a corporate banner/logo, provide corporate literature and corporate giveaways, host a corporate information table at the event and are encouraged to attend the event with school-aged family and friends.

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# **SPONSORSHIP OPPORTUNITIES**

## **TITLE SPONSOR ~ \$15,000**

Official conference sponsor, including name recognition for Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, Golf Tournament, and Youth Leadership Conference

Opportunity to offer corporate remarks during conference events identified above

Opportunity to present corporate products & services during conference, including promotional items in registration packets

Corporate banner/logo displayed at sponsored events

Three (3) full-page advertisements in the District Conference souvenir journal

Ten (10) complimentary seats (one table) at the Founders' Banquet or Undergraduate Luncheon

Opportunity for advertisements/logo to be posted on Second District and Psi Iota Chapter website for one (1) year

## **PLATIUM SPONSOR ~ \$10,000**

Sponsor of Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, Golf Tournament, or Youth Leadership Conference (Choose Two Events)

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

Two (2) full-page advertisements in the District Conference souvenir journal

Eight (8) complimentary seats at the Founders' Banquet or Undergraduate Luncheon

Opportunity for advertisements/logo to be posted on Second District and Psi Iota

Chapter website for six (6) months

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# **SPONSORSHIP OPPORTUNITIES (cont'd)**

## **GOLD SPONSOR ~ \$7,500**

Sponsor of Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, Golf Tournament, or Youth Leadership Conference (Choose one Event)

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 advertisements in the District Conference souvenir journal

Four (4) complimentary seats at the Founders' Banquet or Undergraduate Luncheon

Opportunity for advertisements/logo to be posted on Second District and Psi Iota

Chapter website for six (3) month

## **SILVER SPONSOR (6 AVAILABLE) \$5,000.00**

STANDARD BOOTH PREFERRED LOCATION AT SUMMIT (AFTER TITLE AND PLATINUM SPONSORS)

FULL PAGE, COLOR ADVERTISEMENT IN RESOURCE GUIDE (SELECTED)

Promotional Events (Banner)

Rollins Conference Center Entrance Signs

Display logo

Approval to provide promotional items and company items as giveaways

Website listing with Company name/Logo displayed for a year

## **BRONZE SPONSOR (12 AVAILABLE) \$2,500.00**

FULL PAGE, COLOR ADVERTISEMENT IN RESOURCE GUIDE (SELECTED)

STANDARD BOOTH

DISPLAY LOGO

Approval to provide promotional items and company items as giveaways

## **WORKFORCE SPONSOR (20 AVAILABLE) \$1,000.00**

½ Page Color (selected)

STANDARD BOOTH

Approval to provide promotional items and company items as giveaways

## **PURPLE PATRON (NUMEROUS AVAILABLE) \$500.00**

¼ Page Color (selected)

Approval to provide promotional items and company items as giveaways

## **GOLD PATRON (NUMEROUS AVAILABLE) \$250.00**

Business Card Color (selected)

Approval to provide promotional items and company items as giveaways

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## IN-KIND DONATIONS

- Laptop and Printer Usage (for registration)
  - Badge Holders, Lanyards
  - Signage
  - Plaques
  - Bags
  - Pens / Writing Pens
  - Water Bottles
  - Golf Gear (i.e. golf balls, towels, etc.)
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Additional information can be obtained by contacting:



Mr. Theodore Greer at (302) 494-6701

Mr. Chris Webb at (302) 750-6007

# **SPONSOR COMMITMENT FORM**

Please RSVP and make payment by March 30, 2019, indicate your interest below and email to [Sponsorship@opp2d.org](mailto:Sponsorship@opp2d.org). If you have any questions, please contact Mr. Theodore Greer at (302) 494-6701 or Mr. Chris Webb at (302) 750-6007.

Yes, I would like to be a sponsor of the Annual 71st Second District Conference

- Please reserve a Title Level Sponsorship for \$15,000
- Please reserve a Platinum Level Sponsorship for \$10,000
- Please reserve a Gold Level Sponsorship for \$7,500
- Please reserve a Silver Level Sponsorship \$5,000
- Please reserve a Bronze Level Sponsorship \$2,500
- Please reserve a Workforce Level Sponsorship \$1,000
- Please reserve a Purple Patron Sponsorship \$500
- Please reserve a Gold Patron Sponsorship \$250

## **PAYMENT INFORMATION**

Complete this form and email it to [Sponsorship@opp2d.org](mailto:Sponsorship@opp2d.org).

To remit payment,

Please send a check or cashier's check to:

HOPE Foundation  
Post Office Box 3 9 2  
Dover, DE 1 9 9 0 3

Make payable to: 2nd District c/o the HOPE Foundation.

**PLEASE BE SURE TO SEND BOTH PAGES OF THE  
REGISTRATION!!!**



# 71st Annual Second District Conference Advertising Rates

<i>Item</i>	<i>Size</i>	<i>Description</i>	<i>No. of Pages</i>	<i>Price</i>	<i>Total</i>
<input type="checkbox"/>	8.5" x 11"	Inside Back Cover Page	0	\$325.00	\$0.00
<input type="checkbox"/>	8.5" x 11"	Inside Front Cover Page	0	\$325.00	\$0.00
<input type="checkbox"/>	8.5" x 11"	Center Page Cover Page	0	\$300.00	\$0.00
<input type="checkbox"/>	8.5" x 11"	Full Page Color	0	\$250.00	\$0.00
<input type="checkbox"/>	8.5" x 11"	Full Page Color (OPP Chapters)	0	\$150.00	\$0.00
<input type="checkbox"/>	8.5" x 5.5"	Half Page Color	0	\$100.00	\$0.00
<input type="checkbox"/>	4 1/4" x 5.5"	Quarter Page	0	\$75.00	\$0.00
<input type="checkbox"/>	4 1/4" x 2.5"	Eighth Page	0	\$50.00	\$0.00
<input type="checkbox"/>	3.5" x 2"	Business Card	0	\$30.00	\$0.00
<input type="checkbox"/>		Patron/Name Listing	0	\$10.00	\$0.00
		<b>TOTAL SUBMITTED</b>			<b>\$0.00</b>

**Name of Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State & Zip Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax Email:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

Please email logo and/or information about your  
company to [Sponsorship@opp2d.org](mailto:Sponsorship@opp2d.org).

Graphic information must be at least 300 dpi.

**Deadline for advertisement: March 20, 2019**