

OMEGA PSI PHI
FRATERNITY, INC.

.....

**72nd SECOND DISTRICT
CONFERENCE**

Hosted by the Iota Phi Chapter

APRIL 30 - MAY 3, 2020

.....

***CORPORATE SPONSORSHIP
OPPORTUNITIES***



WELCOME TO PITTSBURGH!

An aerial photograph of Pittsburgh, Pennsylvania, showing the city skyline, the Allegheny River, and the iconic yellow arch bridge. The image is overlaid with a semi-transparent purple filter.

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FOR MORE INFORMATION ABOUT THE CONFERENCE, PLEASE CONTACT:

Maurice Smith, Deputy Marshal
412-952-4162
oppsponsors@gmail.com

Randy Brockington, Deputy Marshal
412-657-9022
oppsponsors@gmail.com

Dear Members, Businesses, Friends, and Patrons,

On behalf of the Second District Representative, Kendall J. Smalls, and all The Men of the Second District of Omega Psi Phi Fraternity, Inc., I humbly greet you in the name of friendship and community. Omega Psi Phi Fraternity, Inc., a nonprofit international organization, was founded on the campus of Howard University in 1911 with a commitment to service for the betterment of all mankind.

We will be hosting our 72nd Annual Second District Conference. The Conference is expected to draw more than 2,000 attendees from the five states of the Second District, as well as the Third District (Virginia and the District of Columbia) — including Fraternity members, families, friends, state and local dignitaries, community guests, patrons, and the general public.

In an effort to provide continual support and services to the communities of the Second District and to help in sustaining the productive lives of our youth, please consider supporting this worthy effort by becoming a corporate sponsor of the Conference and/or purchasing an ad in the 72nd Second District Annual Souvenir Journal. Your ad will also be shared with more than 3,000 professionals – and their families and friends – in the Second District. Through our combined efforts, we are able to remain steadfast in making a positive impact in the communities in which we live and serve.

We thank you in advance for your time, consideration and support!

Sincerely,

Dr. Rahmon Hart

2020 72nd District Marshal
2ndDistrictMarshal@oppf.org

FACTS & FIGURES

Founded in

1911

at Howard
University

700

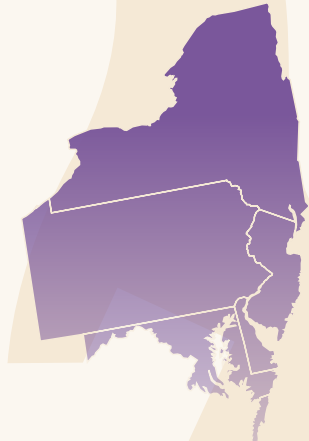
chapters abroad

125,000 members

2,700

members across 84 chapters
(62 graduate and
22 undergraduate chapters)
in the 2nd District

Mandated Programs
include Achievement Week,
Scholarship, Talent Hunt,
Social Action Programs



Second District includes Maryland,
Delaware, Pennsylvania,
New Jersey, and New York

DEMOGRAPHICS



College-educated men
between ages of 18 & +80 years

- **52%** of men own homes, with 22% owning additional property
- **73%** of men own more than 1 vehicle
- **83%** of men own a credit card with 66% owning multiple cards
- **87%** of men own cell phones and 79% own a computer
- The official website reaches well over **250,000** members & associates



Average income
for post-graduate
men is between
\$75,000 & \$250,000



SPONSORSHIP PACKAGES

FOUNDER SPONSOR

\$25,000

- Official conference sponsor, including name recognition for Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, and Youth Leadership Conference
- Opportunity to offer corporate remarks during conference events identified above
- Opportunity to present corporate products and 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 Iota Phi Chapter website for one (1) year
- Reserved Seating for 16 (2 tables of 8) and 24 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center

PURPLE & GOLD SPONSOR

\$20,000

- Sponsor of Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, or Youth Leadership Conference (choose three events)
- Opportunity to offer corporate remarks during Founders' Banquet events identified above
- Opportunity to present corporate products and 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 Iota Phi Chapter website for one (1) year
- Reserved Seating for 12 (2 tables of 6) and 20 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center.

PLATINUM SPONSOR

\$15,000

- Sponsor of Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, or Youth Leadership Conference (choose two events)
- Opportunity to offer corporate remarks during Founders' Banquet events identified above
- Opportunity to present corporate products and 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 Iota Phi Chapter website for six (6) months
- Reserved Seating for 8 (1 table) and 14 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center

SPONSORSHIP PACKAGES

SILVER SPONSOR

\$10,000

- Sponsor of Founders' Banquet, Ronald E. McNair Memorial Undergraduate Luncheon, or Youth Leadership Conference (choose one event)
- Opportunity to offer corporate remarks during Founders' Banquet events identified above
- Opportunity to present corporate products and 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
- Six (6) complimentary seats at the Founders' Banquet or Undergraduate Luncheon
- Opportunity for advertisements/logo to be posted on Second District and Iota Phi Chapter website for six (6) months
- Reserved Seating for 4 (1 table of 4) and 12 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center

BRONZE SPONSOR

\$5,000

- Opportunity to present corporate products and 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 Second District and Iota Phi Chapter website for three (3) months
- Reserved Seating for 2 (1 table of 2) and 10 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center

PATRON SPONSOR

\$2,500

- Opportunity to present corporate products and services during conference, including promotional items in registration packets
- 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 Second District and Iota Phi Chapter website for three (3) months
- Reserved Seating for 2 (1 Table of 2) and 6 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center

SPONSORSHIP PACKAGES

FOUNDATION SPONSOR

\$1,500

- Opportunity to present corporate products and services during conference, including promotional items in registration packets
- 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 Second District and Iota Phi Chapter website for three (3) months
- Reserved Seating for 2 (1 Table of 2) and 4 General Admission Tickets to the Omega Kentucky Derby Theme Party at the August Wilson Center.



“FRIENDSHIP IS ESSENTIAL TO THE SOUL.”

SPONSORSHIP FORMS

DEADLINE: March 31, 2020

Purchase Journal Ad

The Ad Journals will be printed in color. Please see below for your preference.

Item	Size	Description	Price	No. of Pages	Total
	8.5" x 11"	Back Cover Page	\$800.00		
	8.5" x 11"	Inside Back Cover	\$500.00		
	8.5" x 11"	Inside Front Cover	\$600.00		
	8.5" x 11"	Center Page Cover Page (4)	\$400.00		
	8.5" x 11"	Full Page Color	\$300.00		
	8.5" x 5.5"	1/2 Page Color	\$150.00		
	4.25" x 5.5"	1/4 Page Color	\$75.00		
	4.25" x 2.5"	1/8 Page Color	\$50.00		
	3.5" x 2"	Business Card	\$30.00		
		Patron/Name Listing	\$20.00		
		TOTAL SUBMITTED			

Become a Sponsor

Select desired sponsorship(s). All sponsorships include an ad in the Journal.
Please fill out Journal Ad form only if purchasing additional ads.

- _____ Founder Sponsor (\$25,000)
_____ Purple & Gold Sponsor (\$20,000)
_____ Platinum Sponsor (\$15,000)
_____ Silver Sponsor (\$10,000)
_____ Bronze Sponsor (\$5,000)
_____ Patron Sponsor (\$2,500)
_____ Foundation Sponsor (\$1,500)

Total Submitted \$ _____

Please fill out form below whether purchasing Journal Ads and/or becoming a Sponsor.

A camera-ready copy of your ad can be emailed to oppsponsors@gmail.com.
Please submit original photos and include name on file.

Amount of check or money order should be paid to:
Second District Conference.
Send ALL Ad Journals and/or Sponsorship Payments to:
Maurice Smith
322 Mall Blvd. #125
Pittsburgh, PA 15146-2241

Name of the Organization / Company

Contact Person's Name

Address (City, State, Zip Code)

Contact Phone Number

Email Address



WE ARE STRONGER
TOGETHER



opp2d.org