

**OCTOBER 25-26TH**



**2024**

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# PHI BETA SIGMA

## HOMECOMING

### SPONSORSHIP PACKET

The Delta Nu Chapter of Phi Beta Sigma Fraternity, Inc. has made significant contributions to the University of Memphis and Memphis community through various programs and initiatives. As part of our annual homecoming celebration at the U of M, we are seeking sponsorship to support our event and ensure a memorable experience for all participants.



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# **PHI BETA SIGMA**

## **HOMECOMING CELEBRATION**

**OCTOBER 25-26, 2024**  
**MEMPHIS, TN**

**EXPECTED  
ATTENDANCE**  
**200+**

**TAILGATING | FOOTBALL GAMES  
| ALUMNI | REUNIONS | FOOD,  
ENTERTAINMENT | AND MORE.**

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# SPONSORSHIP OPPORTUNITIES

*We offer several levels of sponsorship to accommodate different budgets and marketing goals. Each sponsorship level includes a unique set of benefits.*

## **PLATINUM SPONSOR = CONTRIBUTION: \$2,000**

- o Logo placement on event materials (banners, cups, etc.)
- o Acknowledgment during the event
- o Dedicated social media mentions
- o VIP access to event areas
- o Opportunity to distribute promotional materials
- o Marketing opportunities at our restaurants: Fat Tuesday and Esco Memphis

## **GOLD SPONSOR = CONTRIBUTION: \$1,500**

- o Logo placement on select event materials
- o Acknowledgment during the event
- o Social media mentions
- o VIP access to event areas
- o Opportunity to distribute promotional materials

## **SILVER SPONSOR = CONTRIBUTION: \$1,000**

- o Logo placement on limited event materials
- o Acknowledgment during the event
- o Social media mentions

### **IN-KIND SPONSORSHIPS**

In addition to monetary sponsorships, we also welcome in-kind donations such as food, beverages, equipment, and other resources. In-kind sponsors receive benefits based on the estimated value of their contributions.



# WHY SPONSOR US?

## **VISIBILITY**

Gain exposure to a diverse and engaged audience, including students, alumni, and community members.

## **BRAND ALIGNMENT**

Align your brand with a respected organization committed to community service and leadership.

## **NETWORKING OPPORTUNITIES**

Connect with other sponsors and attendees, building relationships within the college community.

## **CORPORATE SOCIAL RESPONSIBILITY**

Demonstrate your commitment to supporting non-profit and community-based events

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## CONTACT INFORMATION



*To discuss sponsorship opportunities or learn more about our event, please contact*

## **SPONSORSHIP COORDINATOR**

**ANTONIO VINSON, M.B.A.**



**ATVINSON@GMAIL.COM**



**901-679-2366**

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