



79th SOUTHWESTERN REGIONAL CONFERENCE | HOUSTON, TEXAS

SPONSORSHIP OPPORTUNITIES



Why Sponsor?

DEMONSTRATE YOUR COMMITMENT TO IMPACTING AND ENHANCING THE LIVES OF WOMEN AND THEIR FAMILIES AND BECOME A 2020 SPONSOR!

It is the mission of Sigma Gamma Rho Sorority, Inc. to enhance the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. Our goal is to achieve greater progress in the areas of education, health awareness, and leadership development. Our members, affiliates, staff, and community partners work to create and support initiatives that align with our vision.

The Southwestern Region, comprised of the great states of Arkansas, Oklahoma, Louisiana, and Texas, executes programs and initiatives aligned with the sorority's mission throughout our respective communities.

With nearly **600 attendees** at the Southwestern Regional Conference and **85,000 members** of Sigma Gamma Rho Sorority, Inc., sponsorship provides tremendous visibility for your organization. Our attendees are comprised of educators, entrepreneurs, corporate executives and purchasing decision-makers, college students, as well as representatives from government agencies and advocacy organizations.

All sponsors are recognized on the regional website, and social media. Sponsors may also be recognized in the conference app, in print, on-site event signage and/or in media coverage.

QUESTIONS? PLEASE CONTACT:

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We also welcome suggestions for customized sponsorships.



Event Overview

The **79th Southwestern Regional Conference** will be held at the Westin Galleria in Houston, Texas and will be hosted by the Gamma Sigma Alumnae Chapter of Houston, Texas.

The Conference is the largest gathering of members of the Southwestern Region of Sigma Gamma Rho and is attended by women who are educators, entrepreneurs, corporate executives and purchasing decision-makers, college students, as well as representatives from government agencies and advocacy organizations. With three days of robust programming, the conference features business meetings, keynotes and workshops from renown thought leaders, engaging panel discussions, networking receptions, and a vendor expo. The conference also celebrates the scholastic achievement and community impact of our members and affiliates.

CONFERENCE ATTENDEES

EVENT DETAILS



50

Speakers

35

Sponsors



100

Exhibitors

OPPORTUNITY CONNECTIONS

1,000

Exhibitor Attendees

450

Workshop & Forum Attendees

600

Registered Attendees

SCHEDULE AT A GLANCE

Thursday, March 19

- Giving Initiative & Presentation
- Community Meeting & Reception
- VIP Reception
- Vendor Expo

Friday, March 20

- Plenary Sessions
- Undergraduate Luncheon
- Step Show
- Vendor Expo

Saturday, March 21

- Wellness Initiative – 5K Walk
- Plenary Sessions
- Life Member Luncheon
- Workshops & Forums
- Awards & Achievement Banquet
- Vendor Expo

Sunday, March 22

- Prayer & Praise Service
- Conference Adjournment

VISIT SIGMASWREGION.COM FOR THE MOST UP-TO- DATE INFORMATION ABOUT THE CONFERENCE, INCLUDING THE MOST UPDATE SCHEDULE, SPEAKERS, VENDOR INFORMATION AND MORE.

SPONSORSHIP OPPORTUNITIES



Sponsor Base Benefits Packages

This Base Benefits Grid is provided for ease of comparison of sponsorship levels. All Base Benefits are coupled with the unique benefits of the chosen Branding Opportunities that are outlined on the following pages.

CORPORATE SPONSOR BASE BENEFITS	Title Sponsor \$22,000	Event Sponsor \$10,000	Outreach Sponsor \$7,000	Experience \$5,000	Activities \$2,500	Partner \$1,000
# of Sponsorships Available	1	4	1	7	20	Unlimited
Booth size	20 x 20	20 x 10	10 x 10	10 x 10	10 x 10	10 x 10
Marketing recognition and visibility featuring your logo on the regional website	Yes	Yes	Yes	Yes	Yes	Yes
Social media recognition and promotion	Yes	Yes	Yes	Yes	Yes	Yes
Company visibility listed with URL in Conference Mobile App	Yes	Yes	Yes	Yes	Yes	Yes
Option to place items in the conference bag distributed to all attendees (items must meet specs provided by the Southwestern Region of Sigma Gamma Rho Sorority, Inc.)	Yes	Yes	Yes	Yes	Yes	Yes
On-screen branding when company is noted	Yes	Yes	Yes	Yes	No	No
Reserved tables of ten (10) at meal functions (excluding Life Member Luncheon)	3 - All Meals	2 - Choice	1 - Choice	No	No	No
On-site logo visibility via various signage throughout the venue	Yes	Yes	Yes	No	No	No
Logo on conference website homepage	Yes	Yes	No	No	No	No
High visibility speaking opportunity for CEO or other C-Suite representative	Yes	No	No	No	No	No
Company executive participation in Community Meeting & Reception	Yes	No	No	No	No	No
Company recognized as Title Sponsor on all print materials and in conference app	Yes	No	No	No	No	No
Company listed in conference print advertising	Yes	No	No	No	No	No
Signage at conference function venues	Yes	No	No	No	No	No
Company prominently featured on conference website and in pre-event e-blasts	Yes	No	No	No	No	No
One (1) junior suite at host hotel	Yes	No	No	No	No	No



Sponsor Packages

Event Sponsorships Available:

- **Awards & Achievement Banquet** – Attended by all registrants, guests, and community partners, this banquet highlights the accomplishments and initiatives spearheaded by graduate chapters, members, and affiliates.
- **Undergraduate Luncheon** – Attended by undergraduates and graduates alike, this luncheon highlights the accomplishments and initiatives spearheaded by current undergraduate members.
- **Life Member Luncheon** – This luncheon recognizes members that have attained at least 10 years of service as members of the sorority and provide additional financial support to the sorority each year. Attendees will include not only those being recognized but also members who want to congratulate them on the achievement.
- **Public Meeting Reception or VIP Reception** – The conference will kick-off with an opening event that will welcome members to Houston, recognize local and national leaders. Attendees will include members as well as Houston residents, particularly family and members of other Greek-letter organizations.

Outreach Sponsorships Available:

- **Community Service Projects** – Leading up to and during the conference, members will engage in 29 community service projects throughout the Houston area. Activities will include: providing home furnishings for former foster students moving into their first home; providing financial donations for youth swim lessons; creating toys for needy children; and creating memorable gifts for children in foster care. A full list will be available upon request.

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Sponsor Packages

Activities Sponsorships Available:

- **Forums and Workshops** – Topical forums will feature informational panel discussions. This may provide the sponsor with the ability to designate one or more panelist. Estimated attendance: 450.
- **Vendor Expo** – Throughout the conference, registrants and guests will be able to frequent the vendor expo to shop, get information, and/or meet candidates in the sorority's regional and national election. Estimated attendance: 1,000.

Experience Sponsorships Available:

- **Cyber/Internet Café Rest Areas** – There will be areas in the convention center where members can rest briefly and charge their phones/tablets/laptops. This will provide the sponsor with an opportunity to engage with members and provide information about their product or service.
- **Social Media Photo Booths** – There will be areas in the convention center where members can pose for photos that can be uploaded to social media. This will provide the sponsor with an opportunity to engage with members and obtain email addresses/social media identifiers.
- **Internet Sponsor** – Be the one who makes access possible! Give everyone the opportunity to easily connect to the conference network by tweeting, updating their blogs, posting on Facebook, and catching up with email.

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Exhibitor Eligibility & Pricing

Although not a sponsorship opportunity, you may wish to participate in the vendor expo taking place each day of the **conference Thursday, March 19 – Sunday, March 22, 2020.**

EXHIBITOR PACKAGES	REGULAR	LATE (After 4.22.2020)
VENDOR, PARTNER, or CORPORATE EXHIBITOR		
Standard Registration - Registration includes two (2) 6 ft tables and 2 chairs at a price	\$600	\$1,000
Additional Tables	\$50 each	\$100 each
AVAILABLE TO REGIONAL OR INTERNATIONAL CANDIDATES ONLY:		
Candidates Table - Registration includes one (1) 6 ft tables and 1 chairs at a price	\$100	\$500

All exhibitor transactions are final in accordance with the Southwestern Region of Sigma Gamma Rho Sorority, Inc.'s No Refund Policy. Booth position on the exhibit floor is determined by a the region's vendor coordinator.

ELIGIBILITY

The following groups are eligible to exhibit:

- Certified Vendors of Sigma Gamma Rho Sorority, Inc.
- National and Regional Partners of Sigma Gamma Rho Sorority, Inc.
- Candidates seeking election for a regional or international office in Sigma Gamma Rho Sorority, Inc.
- Pre-approved government agencies, corporations, universities, strategic partners and media sponsors, and affiliate nonprofit organizations

The Southwestern Region of Sigma Gamma Rho Sorority, Inc. reserves the right to approve all exhibitor applicants.

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TO REGISTER AS AN EXHIBITOR or FOR MORE INFORMATION on the base benefits associated with each of the various exhibitor packages, including the Vendor Policy & Contract Terms please visit SIGMASWREGION.COM



Advertising Opportunities & Pricing

Although not a sponsorship opportunity, you may wish to promote your organization or brand in the conference app teach day of the **conference Thursday, March 19 – Sunday, March 22, 2020. Below are the two types of In-App Advertising available.**

Tier I In-App Advertising **\$300**

- Ad appears in multiple locations throughout the app
 - Home - shown at bottom of page
 - Agenda - shown at end of screen
 - Profile - shown at end of screen
- Ad will rotate throughout the duration of the conference
- Ad appears on the region's website www.sigmaswregion.com

Tier II In-App Advertising **\$150**

- Ad appears on the Home page of the app; shown at bottom of page
- Ad will rotate throughout the duration of the conference

AD SPECIFICATIONS

Ad Specifications:

- Must be CAMERA READY Artwork
- Acceptable formats for all files include: PNG and JPEG.
- Ad/logo dimensions should be 500px W x 225px H.
- image resolution of 72 pixels per inch and file size not exceeding 20 MB
- Ads may be cropped and framed

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TO PURCHASE AD SPACE or FOR MORE INFORMATION on the base benefits associated with advertising please visit SIGMASWREGION.COM