

ZETA PHI BETA SORORITY, INCORPORATED

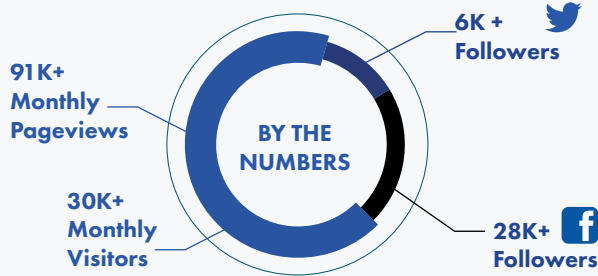


# JOIN OUR 100 YEAR *Celebration*

2020 CENTENNIAL SPONSORSHIP OPPORTUNITIES



## SNAPSHOT: SOCIAL MEDIA/DIGITAL REACH



ZPHIB2020.COM ZPHIBHQ ZPHIBHQ

**Zeta Phi Beta Sorority, Inc.** is a diverse group of 125,000+ professional college-educated women, primarily African American. In addition to our extraordinary membership, we also work with affiliate youth groups and friends of Zeta, called Amicae. In 2020 we will commemorate a 100 year legacy of sisterhood, service, scholarship, and finer womanhood with multiple celebrations and activities taking place in Washington, D.C.

We encourage and invite potential sponsors to participate in our Centennial celebration as we will be the third of the largest African-American sororities to host a centennial celebration. Special events will start on January 16, 2020 and culminate on June 29, 2020 in Washington, D.C. We anticipate approximately 10,000+ women will be in attendance at our week-long celebration in June 2020, with an additional 5000+ spouses, family members, friends and male fraternity members.

Our 100 year celebration provides potential sponsors with an opportunity to connect with our members while gaining significant recognition among college-educated African American women, their families and friends.

### 2020 CENTENNIAL CELEBRATION DATES/EVENTS

#### JAN 16 – 20, 2020

3000+ attendees in Washington, D.C.; 15,000 at Regional locations across the domestic U.S. and in global chapter locations/ Centennial Founders' Day Weekend

- Founders' Brunch
- Event at the Smithsonian National Museum of African American History and Culture
- Formal Dinners (including regional satellite broadcasting)
- Finer Womanhood Empowerment Summit
- Global Day of Service

#### JUNE 24 – 29, 2020

15,000+ attendees in Washington D.C./Centennial Blue and White Takeover

- Opening Ceremony
- Finer Womanhood Empowerment Summit
- Centennial Expo and Center Stage
- Concert
- Century Service Awards
- Reunion Parties
- Global Day of Prayer
- Global Day of Service

### MILESTONES ON THE JOURNEY:

- Over \$2 million donated to date by 2020 Visionaries representing individual members, chapters, states, and regions
- \$250,000 contribution to the National Museum of African American History and Culture in Washington, D.C.
- Global Day of Service - pledge of 20 million hours of service by our members
- \$1 million scholarship campaign

### KEY PARTNERSHIP OPPORTUNITIES:

- Event Sponsorship and recognition
- Empowerment Summit participation
- Centennial EXPO and Centennial Stage involvement
- Tailored marketing and branding experiences
- Social media interactions
- Souvenir Journal Ads

### ZETA PHI BETA DEMOGRAPHICS

**125K+** Members

**Ages 18 to 100+**

College Graduates and Undergraduates

**850** Chapters located in United States and International

**3K** Women and Youth Auxiliary Groups

**10K** Centennial Participants

## TITLE SPONSOR PACKAGE / \$100,000

- Featured Major sponsor of Centennial
- Sponsorship for the Finer Womanhood Empowerment Summit
- Primary sponsor at the January and June Celebrations
- Eight (8) US Regional Conference speaking opportunities and complimentary exhibit/showroom space
- Invitation to participate in The 2020 Centennial Community Connection events
- Inclusion in Centennial and National Press Releases and Public Announcements
- Event Signage: Digital and Free standing
- Full page color ad in Commemorative Journal
- Color ad in Centennial Guide
- Ad in the Centennial ARCHON (National Magazine)
- Special recognition and Ten (10) complimentary tickets to all public programs
- VIP status and photos
- Interview in Media Room
- Two (2) Complimentary Exhibit Booths (10x10)
- Logo link on Centennial and National websites
- Inclusion in Social Media communication
- Tailored social media acknowledgement during Centennial Events
- Centennial EXPO: On-site brand activation (opportunity to participate in workshops, distribution of materials and samples)
- Up to ten (10) co-branded messages (with Zeta) distributed to Zeta membership

## VISIONARY SPONSOR PACKAGE / \$50,000

- Featured sponsor of Centennial
- Inclusion in all Centennial and National Press Releases and Public Announcements
- Event Signage
- Full page color ad in Souvenir Journal
- Full page B&W ad in Centennial Guide
- Ad in the ARCHON (National Magazine)
- Special recognition and six (6) complimentary tickets to all public programs
- VIP status and photos
- Interview in Media Room
- Complimentary Exhibit Booth (10x10)
- Logo link on Centennial and National websites
- Tailored social media acknowledgment during Centennial
- On-site brand activation (opportunity to participate in workshops, distribution of materials and samples)
- Up to five (5) co-branded messages (with Zeta) distributed to Zeta membership
- Opportunity for customized features
- Opportunity for category exclusivity

## DIAMOND SPONSOR PACKAGE / \$25,000

- Featured sponsor of Centennial
- Inclusion in all Centennial Press Releases and Public Announcements
- Event Signage
- Full page color ad in Souvenir Journal
- Full page B&W ad in Centennial Guide
- Ad in the ARCHON (National Magazine)
- Special recognition and four (4) complimentary tickets to all public programs
- VIP status and photos
- Interview in Media Room
- Complimentary Exhibit Booth (10x10)
- Logo link on Centennial website
- Active social media acknowledgment during Centennial Event
- On-site brand activation (opportunity to participate in workshops, distribution of materials and samples)
- Up to three (3) co-branded messages (with Zeta) distributed to Zeta membership
- Opportunity for customized features

## GOLD SPONSOR PACKAGE / \$10,000

- Recognition as Centennial sponsor
- Inclusion in select Centennial Press Releases and Public Announcements
- Event Signage
- Half page color Ad in Souvenir Journal
- Sponsor photo opportunities
- Discounted Exhibit Booth (10x10)
- Logo link on Centennial Website
- Social media acknowledgment during Centennial
- Opportunities for early access to event tickets and reserved seating

**Note:** Individual Event Sponsorship and Customized Sponsorship packages are available to meet your objectives. Email [sponsorship@zphib2020.com](mailto:sponsorship@zphib2020.com) for more details.