

SPONSORSHIP PACKET



Southern Region

Delta Sigma Theta Sorority, Inc.

Reclaiming

 *our* members | communities | time

Amaris L. Johnson
Southern Regional Director

Jaylin C. Martin
Southern Regional Representative



dtsouthernregion.com



sponsorships@dtsouthernregion.com

DELTA SIGMA THETA SORORITY, INCORPORATED

Forward with Fortitude
SCHOLARSHIP, SISTERHOOD, SERVICE, AND SOCIAL ACTION



49TH Conference SOUTHERN

REGIONAL

JULY 4-7, 2024 | NASHVILLE, TENNESSEE

AMARIS L. JOHNSON
SOUTHERN REGIONAL DIRECTOR

ELSIE COOKE-HOLMES
INTERNATIONAL PRESIDENT & CHAIR, NATIONAL BOARD OF DIRECTORS

JAYLIN C. MARTIN
SOUTHERN REGIONAL REPRESENTATIVE



A Letter From our Regional Director and Regional Representative

On behalf of the Southern Region of Delta Sigma Theta Sorority, Inc., we would like to express our excitement at the notion of your involvement in the 49th Southern Regional Conference taking place July 4-7, 2024, in Nashville, TN. This is a unique opportunity for you to align your brand with Delta Sigma Theta Sorority, Inc. as we engage in leadership development, empowerment, and activation to for public service. **For 111 years, Delta Sigma Theta has demonstrated a commitment to sisterhood, scholarship, service, and social action** – using our influence to promote equity and inclusion, foster empowerment among women and girls, and facilitate programs benefiting our communities.

The Southern Regional Conference provides members the opportunity to come together in unity to expand our knowledge, connections, and resources needed to build and grow capacity for delivering critical programs grounded in the Sorority's **Five-Point Programmatic Thrust - Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, Political Awareness and Involvement**. We seek your support! To tackle issues of equity, diversity and inclusion, education, financial freedom, and social justice, we must work together. Let's fortify our positions as change agents with strategic partnerships that can continue to grow for years to come.

With our theme **Forward with Fortitude**, we aim to continue our rich history of service. We encourage you to join the power of the **largest African American service Sorority, a network of talented and civic-minded women excelling on their college campuses and in their professions**. We want to go beyond your names and logos and have you join us to dive headfirst into having a **real, tangible impact** in the Nashville community and beyond.

Be a supporter of education, economic empowerment, health and wellness, social justice, or collegiate engagement. You can sponsor a conference event, workshop, or engagement activity, donate materials or goods, or work with us to customize your participation to show how your organization and brand epitomizes these values. With your sponsorship, not only will you **help drive change, aid communities in need, and promote inclusion and equity**, you will play an active part in ensuring our over 5000 conference attendees are equipped with the knowledge, skills, and new relationships that expand local impact across the five states of the Southern Region. You will invest in aligned values and further exemplify your commitment to capacity building and outreach.

Help us invest in our communities; better yet, **help us transform them for the betterment of all**. Thank you for your consideration. We look forward to seeing you in Nashville.

With gratitude,

Amaris L. Johnson

Southern Regional Director

Jaylin C. Martin

Southern Regional Representative



We want your expertise. We want your programs and ideas. We want your stories.



The 2024 Southern Regional Conference presents a unique opportunity for sponsors to be part of the conference through direct attendee engagement, customized workshops tailored to your expertise, and opportunities to market your products and services before, during, and after the conference.

We want our sponsors to have an impact at the conference, but also foster longer term engagement with our over 200 local chapters across the Southern Region – Alabama, the Bahamas, Florida, Georgia, Mississippi, and Tennessee. Help us craft experiences for our attendees that align with your mission and values. Create, develop, and run a program at the conference that our network of women leaders can take with them back to their hometowns, where they can share them with their chapters, partners, and communities.

Help us build something that will live beyond our conference.

Help us build something that will last.





Forward with Fortitude:

Engaging Our Sisterhood, Empowering Our Communities, Elevating Our Impact



Who We Are

Delta Sigma Theta Sorority, Inc. was founded in 1913 by 22 students at Howard University in Washington, D.C. The Sorority is grounded in core principles of scholarship, sisterhood, service, and social action. We are a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. The major programs of the Sorority are based upon the organization's Five-Point Programmatic Thrust: Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement.





MEMBER DEMOGRAPHICS



200,000 plus members

- 36% between ages 55+
- 46% between ages 35 and 54
- 18% between ages 18 and 34



24% Collegiate Members



76% Alumnae Members



75% full-time employed



>60% primary breadwinners



50% Of Members Are Advanced Degree Holders



1000+ Chapters Across the Globe



75% Of our Members Are Homeowners

The Dynamic Southern Region



THE LARGEST REGION



23,000 Members in the region



215 Chapters





\$2.5 M in Scholarships

over 60,000 scholarships in 2 years to support educational development for college and high school students

1913 Collegiate Closet

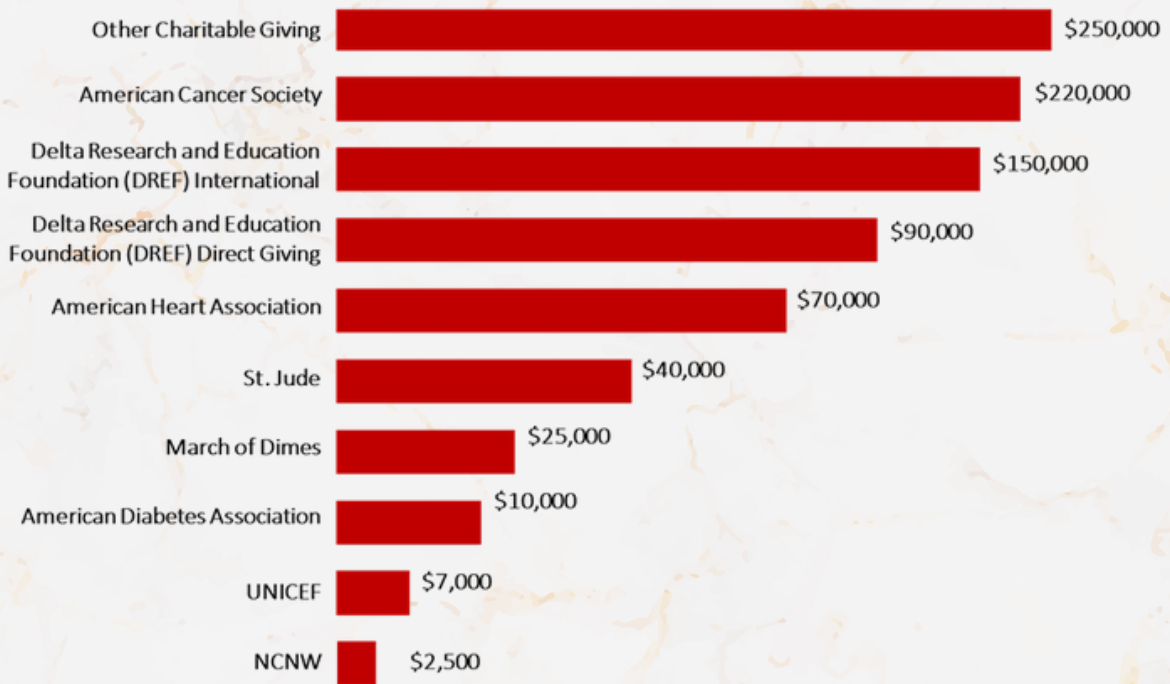
more than 5,000 professional attire items provided to collegiate members and local charities

\$15,000+ for Disaster Relief:

donated after devastating fires and storm damage

500+ women trained in Operational Excellence processes:

to strengthen their skills and capacity for effective public service and professional development



Partnerships...

Reducing Food Insecurity



- Feed the Valley Food Bank
- Food Bank of North Alabama
- Meals on Wheels
- Mississippi Food Network

Increasing Educational Opportunities



- Alabama A & M
- Fisk University
- Tennessee State University
- Miles College
- Canton High School (MS)
- Carver High School (GA)
- Jim Hill High School (MS)

Supporting International Advocacy



- Soul of My Footprint
- Delta Research and Education Foundation





Conference Attendance and Target Audience

Conference Credentials

- Over 6000 total attendees
 - 5000+ onsite
 - 1000+ virtual
- 100+ vendors
- 150+ guests
- 20+ strategic partners



Southern Region Media Engagement

- 1 Million+ peak social media engagement
- 30K Facebook followers
 - 100K+ impressions
 - 540K+ post engagements
- 21K Instagram followers
 - 30K+ engagement per day
- Average 177K Website views per Quarter
 - 26K+ users
 - Average engagement time over 4 minutes



Signature Sponsorship: \$50,000

Impact Day of Service

Sponsor the public service event focused on increasing access to books for children. Provide a much-needed educational resource to enrich communication skills and literacy. Sponsorship supports book purchases, delivery, literacy parade, and a youth reading extravaganza.

Welcome Event

The conference welcome event kicks off the weekend and prioritizes brand visibility as the first opportunity for on-site engagement with attendees. Be first in line for brand recognition and demonstrate your organization's commitment to community outreach. You will connect your product or service with the conference attendees which includes plenary gatherings, an opening celebration, and a fireworks display.

Collegiate Day

Sponsor the conference Collegiate Day which provides educational and empowerment activities to over 1000 collegiate members across the Southern Region. With the theme "She Leads, She Inspires", this day of learning focuses on professional, leadership, and personal development.

Sisterhood Luncheon

Elevate your brand engagement by becoming the exclusive title sponsor of the Sisterhood Luncheon, a cornerstone event of Delta's conference and convention cycle. Engage with the 5000+ attendees, including collegiates, new graduates, as well as new and seasoned professionals.

Social Action Luncheon

Align your sponsorship with the Social Action Luncheon, a pivotal and highly esteemed regional subscription event. Engage with influential public, industry, government, and Sorority leaders who are passionate advocates at the regional and national level. The luncheon will feature a keynote speaker selected by the sorority to address advocacy in the areas of social justice and equality.



SPONSOR ENGAGEMENT

- Announcement on the region website and social media
- Visual display of logos on region website pages and social media for a period of six weeks
- Opportunity to share video messages pre-conference on region media platforms
- Logo placement during sponsored event (host placement)
- Complimentary subscription event tickets (step show and social action luncheon) with reserved seating
- Verbal sponsorship acknowledgement during event
- One-minute video shown during sponsored event
- Ceremonial "host" role, with an opportunity to make remarks during sponsored event
- Post-conference engagement with region chapters via presentation to monthly "Exec Check" (over 20,000 viewers)
- Branded activity
- Branded workshop
- Digital acknowledgement / advertisement during the conference



Signature Sponsorship: \$50,000

Region Step Show

Join 2000+ members in celebrating creativity, rhythm, and community at the highly anticipated Region Step Show. Sponsorship engages special and members alike for brand and product amplification to a multigenerational audience. This event showcases the incredible talents of step teams across the region and captivates audiences with dynamic and historic choreography to commemorate our founding and evolution.

Closing Banquet

Our Closing Banquet brings together conference attendees, speakers, sponsors, and community leaders for an evening of camaraderie, networking, and celebration. Your brand will be prominently featured throughout the Closing Banquet, including on event signage, promotional materials, and multimedia presentations. This visibility enhances brand recognition and demonstrates your organization's commitment to supporting initiatives that promote scholarship, sisterhood, and community service. You will have the opportunity to connect with influential individuals from diverse backgrounds and forge valuable relationships that extend beyond the conference.



SPONSOR ENGAGEMENT

- Announcement on the region website and social media
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Member Engagement Sponsorship: \$25,000

Recharge Lounge (Membership Services)

Enhance your visibility by supporting a lounge area located within the conference main venue for attendees to network with colleagues and recharge physically. In addition, we will also have charging station for your electronic devices. The lounge will be available during conference hours for continuous visibility of your brand and promotion of products.

Club Delta

A Club Delta sponsorship is a fantastic opportunity for your organization to gain exposure and connect with a large and diversified audience. Connect with key influencers, decision-makers, and potential partners in a lively and social atmosphere. Sponsorship engages special guests and members alike for brand and product promotion that will greatly enhance brand recognition.

Ecumenical Service

By sponsoring the conference Ecumenical / Church Service, your organization aligns itself with values such as community and connection. This positive engagement with our over 5000 attendees can enhance your brand's engagement with our diverse audience, which includes the public. Our charitable contributions received during the ecumenical service furthers our impact in the local community. Sponsorships support special guests and keynote speakers, as well as the musical entertainment.



SPONSOR ENGAGEMENT

- Announcement on Southern Regional website and social media
- Visual display of logos on region website and social media for a period of six weeks
- Logo placement during sponsored event (host placement)
- Complimentary subscription event tickets (step show and social action luncheon) with reserved seating
- Verbal sponsorship acknowledgement during event
- One-minute video shown during sponsored event
- Digital acknowledgement / advertisement during conference



Wellness Sponsorship: \$15,000

Morning Mindfulness

Show your commitment to mental well-being as a sponsor of the conference Morning Mindfulness series which provides attendees with practical tools and techniques to cultivate mindfulness, reduce stress, and enhance overall well-being. The daily activity will boost your organization's commitment to corporate social responsibility and employee well-being. This aligns with the values of today's consumers and jobseekers who increasingly prioritize organizations that prioritize their holistic health and happiness.

Get Fit Fitness Activities

Physical activity is essential for maintaining overall health and vitality. Align your brand with Get Fit in support of physical well-being, self-care, and positive lifestyle choices. Boost brand awareness, promote and demonstrate products, and market services that emphasize healthy physical habits, inclusion, and aids attendees in identifying activities that align with their preference, health needs, and abilities.

Music and Arts

As we prepare to host the conference, we are thrilled to introduce a vibrant array of music and arts activities designed to enrich the attendee experience and celebrate the power of creativity. We invite you to partner with us in sponsoring these dynamic and inspiring initiatives, which will increase exposure to music and the arts while fostering participation and engagement among conference attendees. Amplify your brand's exposure to a vibrant community of artists, creatives, and professionals. Prime visibility ensures that your brand remains top-of-mind among attendees, speakers, and influencers, maximizing your reach and impact.



SPONSOR ENGAGEMENT

- Sponsorship announcement on Southern Region website and social media
- Visual display of logos on Southern Region website and social media for a period of six weeks
- Logo placement during sponsored event (host placement)
- Verbal sponsorship acknowledgement during event



Sponsored Activities: \$10,000

Collegiate Day Keynote Speakers (Morning)

The Collegiate Day brings together distinguished speakers, pioneers in their respective domains, to offer stories, experiences, and expertise that resonate deeply with our collegiate members. Demonstrate your commitment to leadership development by sponsoring keynote speakers who bring thought-provoking discussions and insightful perspectives, all aimed at inspiring and empowering the next generation of leaders, thinkers, and changemakers.

Collegiate Day Leadership Panel (Afternoon)

The Leadership Panel presents leaders from various fields, including academia, business, technology, and the arts to broaden the perspectives of our collegiate members as they explore careers, graduate school opportunities, and community activism. As a sponsor, you support and gain access to network and scout talent among our collegiate scholars.

Regional Director Leadership Meet and Greet

This exclusive event offers engagement with the region's leaders. Meet and greet dynamic, successful, and talented women with careers spanning education, engineering, software development, the arts, government and public sector administration, non-profit engagement, and more. By sponsoring this event, you will have direct access to a select group of female professionals who possess significant spending power. These individuals are leaders in their industries, decision-makers in their organizations, and influencers within their communities. Your brand will be front and center as we celebrate their accomplishments and contributions.



SPONSOR ENGAGEMENT

- Sponsor-branded activity with visual display of logos
- Pre-conference recognition on Southern Region media and website.
- Logo placement during sponsored event (host placement)
- Verbal sponsorship acknowledgement during event and on event programming day



Workshop Sponsorship: \$5,000

Overview

Unlock prime exposure for your brand as a workshop sponsor for the 2024 Southern Regional Conference of Delta Sigma Theta Sorority, Inc. Your company, product, and/or service will receive premium visibility and publicity throughout the event. You get brand recognition, product marketing, networking, and extended reach via attendee engagement and promotional materials. Align your brand and values with the workshop offerings aimed at enhancing awareness and capacity around education, economics and finance, physical and mental health, and more as our members take advantage of continuous education.

Economic Empowerment

Align your product, service, or company brand with workshops that equip attendees with the tools and knowledge to take control of their financial futures and increase their knowledge of socio-economic challenges impacting our communities. Your branded workshop will produce essential skills, strategies, and resources to build wealth, create opportunities, and achieve financial independence for conference participants and those they serve. Help us unlock the path to economic empowerment.

Educational Advocacy

Sponsor workshops that provide best practices for advocating educational equity, literacy, and expansion of educational resources in underserved areas. With a focus on developing programs for youth empowerment, these workshops seek to guide participants in development of public services that improve academic and social outcomes for today's young people.

Collegiate Engagement

Take this unique opportunity to sponsor a collegiate workshop series, featuring dynamic sessions designed to empower and inspire college-age women. Honing essential interpersonal and interprofessional skills, budgeting and finance, self-care and mental health, navigating academic and career paths - each workshop offers invaluable insights and practical tools for personal and professional growth. Your sponsorship will elevate the collegiate and new professional experiences of our youngest members to unleash their potential and launch their success.



SPONSOR ENGAGEMENT

- Branded workshop
- Logo placement during workshop
- Verbal sponsorship acknowledgement during workshop



Workshop Sponsorship: \$5,000

Physical and Mental Health

Sponsor a workshop centered on holistic wellness for women of all ages. This branded workshop will provide insightful sessions on physical and mental well-being, empowering attendees to thrive at every stage of life and equipping them with knowledge to help others in their families and communities. Promote products that align with fitness and nutrition, stress management, and self-care. Show how your company can help attendees unlock the secrets to a balanced, vibrant, and healthy lifestyle.

Activism and Social Action

This workshop aims to empower attendees to make positive contributions through gaining practical skills, knowledge, and inspiration to become an effective agent of change in their communities. Sponsors have the chance to promote their values in social action and advocacy through a workshop which teaches advocacy strategies, leadership techniques, and the art of impactful communication and partnership development. Fortify your company's commitment to the greater good.

Financial Fortitude

Budgeting, saving, investing, retiring – all topics that help women understand how to promote success for their families at all stages of life. Your company's prioritization of financial education and fiscal responsibility will be showcased as you demonstrate products, apps, or services that teach good financial principles and foster sound fiscal practices.

Continuous Education

Continuous education promotes organization sustainability and effective growth. Organizations that understand the benefit of expanding knowledge and skills, adapting to new processes and technologies, fostering effective organizational change, and enhancing professional and personal growth will be best aligned with this workshop session. Sponsor this workshop to demonstrate how your company contributes to continuous education or how your product or service provide opportunities for life-long learning.



SPONSOR ENGAGEMENT

- Branded workshop
- Logo placement during workshop
- Verbal sponsorship acknowledgement during workshop



Branded Activities: \$1,500

Collegiate Photobooth

Sharpen your brand visibility with college-age women as they engage in conference activities. Highlight health and beauty aids, programs that promote self-esteem and self-efficacy, or products/services/apps that resonate with young influencers. Sponsor the Collegiate Photobooth for company promotion that can be extended via social media engagement post-conference.

Conference Photoboosts

Expand brand visibility with attendees as they fellowship and reignite friendships and sisterly bonds. Highlight health and beauty aids or products/services/apps that resonate with women of all ages. Sponsor a conference Photobooth for company promotion that can be extended via social media engagement post-conference.

Print Media Distribution in Conference Bag

With over 5000 members and hundreds of vendors in attendance, this is a great opportunity to increase knowledge and interest around your company, product, or service. This opportunity includes distribution of print media and/or promotion items in conference bags for every attendee. Don't miss this chance for a low-cost way to reach trendsetters, influencers, and leaders across varied communities, careers, and occupational disciplines.



SPONSOR ENGAGEMENT

- Branded activity
- Logo placement for activity
- Company, product, or service print marketing material or promotional item placed in conference bag for all attendees





Southern Region Digital Conference Souvenir Journal Ads

Celebrate Delta “Forward with Fortitude” with an ad in the 49th Southern Regional Conference Digital Souvenir Journal. Ad purchases will assist the host chapters in making this conference an epic and enjoyable occasion. Click [here](#) to access the guidelines and submission form. PayPal fees apply.

ADVERTISING GUIDELINES

- Please submit “camera ready” Ads in PDF, JPG, EPS, or TIFF formats with 300 dpi or higher resolution. Files submitted in Word, PowerPoint, Publisher and any other file types will NOT be accepted.
- All typefaces and images must be embedded or linked and submitted with the graphics.
- To ensure quality photos, it is recommended that professional photos be submitted.
- All Ads and logos will be in full color.
- Ads should be submitted via the link below.
- The file name should be in the following format:
 - **Chapter_AD SIZE or Business Name_AD SIZE**
Example: FortWashingtonAlumnae_FullPage
 - All Ads must be uploaded in the electronic Ad Request Form.
 - The deadline for all Ad submissions and payment is **Friday, May 15, 2024.**

AD RATES AND SPECIFICATIONS

TYPE	SIZE	PRICE
FULL PAGE	8.5" x 11"	\$1,000
HALF PAGE	8.5" x 5.5"	\$500
FORTITUDE PATRON	Name Listed	\$100

***Please NOTE:**

All Ads and payments received after the deadline will not be featured in the journal.



Questions may be directed to the Southern Region Digital Souvenir Journal Conference Committee at souvenir@dstsouthernregion.com.

SUBMIT AD





Regional Director's Queen of Diamonds Club

An Upgraded Experience



Dive into the dazzling world of Nash-Vegas and elevate your sisterhood experience by joining the **Regional Director's exclusive Queen of Diamonds Club!** With only 100 coveted spots available, this upgraded experience is filled with pre-conference, onsite, and post-conference benefits. Embrace the enhanced sisterhood experience as we embark on a journey filled with unforgettable moments. *Secure your place and prepare to shine bright like a diamond in the heart of Nash-Vegas!*

Fee: \$1,000

Queen of Diamonds Club Benefits:

- Name listed in the digital conference book
- Recognition on the Southern Region Website
- Southern Region "Homecoming" reversible jacket (non-customized)
- VIP seating at all non-subscription events
- Access to an exclusive digital frame recognizing you as a Queen of Diamonds member
- Special designation on your convention badge
- A commemorative Queen of Diamonds Club keepsake
- A commemorative t-shirt
- An upgraded lanyard
- Exclusive invitation to the Regional Director Leadership Meet and Greet in the RD's suite
- Banner recognition prominently displayed during conference
- Priority (early) registration for the 2025 State Cluster Cycle for 2 people





Sponsorship Package Summary

	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$1,500
	SIGNATURE	MEMBER ENGAGEMENT	WELLNESS	SPONSORED ACTIVITY	WORKSHOP	BRANDED ACTIVITY
Sponsorship announcement on Southern Region website and social media	✓	✓	✓			
Visual display of logos on Southern Region website pages and social media for a period of six weeks	✓	✓	✓	✓		
Video message to be shared as conference pre-marketing on Southern Region media platforms	✓	✓	✓			
Logo placement during sponsored event (host placement)	✓	✓	✓	✓	✓	✓
Complimentary subscription event tickets (step show and social action luncheon) with reserved seating	✓ *1 table=8 tix	✓ *1 table=8 tix				
Verbal sponsorship acknowledgement during event	✓	✓	✓	✓	✓	
1-minute video shown during sponsored event	✓	✓				
Ceremonial "host" role, with opportunity to make opening or closing remarks during sponsored event	✓					
Post-conference engagement with Southern Regional chapters and members (maximum of 2 engagements)	✓					
Digital acknowledgement / advertisement during conference	✓	✓	✓			
Sponsorship announcement on Southern Region website and social media	✓	✓				
Pre-conference engagement on Southern Region website and social media (maximum of 2 engagements)	✓	✓		✓		
Branded workshop	✓	✓			✓	
Branded activity	✓	✓		✓		✓
Company, product, service print material or promotional items placed in conference bag for all attendees	✓				✓	✓
Full-page advertisement in conference program book	✓	✓	✓	✓		

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