

2018 Boule SPONSORSHIP OPPORTUNITIES

Alpha Kappa Alpha Sorority, Inc.® (AKA) will host its 68th Boule in Houston, TX on July 6-12, 2018. Information about the conference and our sponsors will be circulated to the sorority's 70,000 active members. We anticipate that approximately 20,000 African American women will attend the conference, many of whom will bring family members.

Sponsorship in the form of a monetary contribution or in-kind gift will enable AKA to deliver solutions designed to improve conditions in our communities and implement programs that yield lasting positive results. Sponsoring Alpha Kappa Alpha Sorority's Boule provides an opportunity to gain significant, measurable, high-profile recognition among college-educated, affluent African American women and families. As one of our corporate partners, you can sponsor programs and events that align with your company's marketing and philanthropic priorities.

We are pleased to explore mutually beneficial creative strategies that will meet your company's strategic branding, imaging and visibility needs and support AKA. We have a track record of successfully collaborating with companies to develop unique opportunities for prominent signage, promotional displays and product placements. These vehicles will simultaneously promote your company and evidence your commitment to diversity, education and community investment. Simply stated, the return on investment for corporate sponsorship could be exponential.



70K

ACTIVE MEMBERS
REACH MEMBERS THROUGH
TARGETED EMAIL
AND SOCIAL MEDIA

20K

EVENT ATTENDEES
DISTRIBUTE PRODUCT SAMPLES
OR INFORMATION TO
CONFERENCE ATTENDEES

Please see the opposite side of this page for detailed information and sponsorship form.



Alpha Kappa Alpha 68th Boule

Launching New Dimensions of Service

July 6-12, 2018 • HOUSTON, TEXAS

Sponsorship Levels

DIAMOND – \$100,000

- Prestige logo placement during the conference and on sorority website and social media
- Formal recognition at Public Meeting
- Mention in conference press release
- Opportunity for signature sponsorship of a high-profile special event: Undergraduate Luncheon, 25/50/75 Year Member Recognition Luncheon, Service Project, Conversations Series Taping, Public Meeting/Reception or Closing Gala
- Opportunity to distribute information to the membership via an electronic-blast message and social media
- Workshop presenter/panelist opportunity
- Product samples distribution via registration kits
- Booth in Exhibit Area and/or Recruitment Area
- Full-page advertisement in an *Ivy Leaf*® magazine issue, and Back-Cover of conference agenda/program
- *Ivy Leaf*® magazine conference coverage

PLATINUM – \$75,000

- Logo placement during the conference and on sorority website and social media
- Formal recognition at Public Meeting
- Mention in conference press release
- Opportunity for signature sponsorship of a high-profile special event: Undergraduate Luncheon, 25/50/75 Year Member Recognition Luncheon, Service Project, Conversations Series Taping, Public Meeting/Reception or Closing Gala
- Opportunity to distribute information to the membership via an electronic-blast message and social media
- Workshop presenter/panelist opportunity
- Product samples distribution via registration kits

PLATINUM (continued)

- Booth in Exhibit Area and/or Recruitment Area
- Full-page advertisement in *Ivy Leaf*® magazine
- *Ivy Leaf*® magazine conference acknowledgement
- Conference agenda/program acknowledgement

EMERALD – \$50,000

- Logo placement during the conference and on sorority website and social media
- Mention in conference press release
- Opportunity for signature sponsorship of the Public Meeting/Reception, Closing Gala or Service Project
- Product samples distribution via registration kit
- Booth in Exhibit Area and/or Recruitment Area
- Full-page advertisement in *Ivy Leaf*® magazine
- *Ivy Leaf*® magazine conference coverage acknowledgement

PEARL – \$25,000

- Opportunity for sponsorship of the Public Meeting/Reception or Service Project
- Product samples distribution via registration kits
- *Ivy Leaf*® magazine conference coverage acknowledgement
- Boule agenda/program book acknowledgement
- Logo displayed on sorority website and social media

GOLD – \$10,000

- Product samples distribution via registration kits
- *Ivy Leaf*® magazine conference coverage acknowledgement
- Boule agenda/program book acknowledgement
- Logo displayed on sorority website and social media

We can partner with you to customize a package to meet your sponsorship objectives.

For additional information, please contact Executive Director Cynthia D. Howell at 773.684.1282, email chowell@aka1908.com or send form below to: Alpha Kappa Alpha Sorority, Incorporated 5656 South Stony Island Avenue, Chicago, Illinois 60637

SPONSORSHIP LEVEL: Platinum Emerald Gold Silver Unique event sponsorship (specify)

COMPANY NAME: _____

CONTACT NAME: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

PAYMENT TYPE: CREDIT CARD CHECK

CREDIT CARD NUMBER: _____ EXP: _____

SIGNATURE: _____