



Alpha Kappa Alpha 68th Boule

Launching New Dimensions of Leadership
July 7 – 13, 2018 • Houston, Texas

HIGH-PROFILE SPONSORSHIP ACTIVITIES

Undergraduate Luncheon – Attended by undergraduates and graduates alike, this luncheon highlights the accomplishments and initiatives spearheaded by current undergraduate members.

Silver, Gold and Diamond Member Recognition Luncheon – This luncheon recognizes members that have attained milestones as members of the sorority – 25, 50 and 75 years of membership. Attendees will include not only those being recognized but also members who want to congratulate them on the achievement.

Educational Advancement Foundation Luncheon – During this luncheon, chapters and individuals who have endowed scholarships will be recognized and several special scholarship recipients will be announced. In addition, this luncheon will be a fundraiser to support the AKA-EAF scholarship endowment.

Legacy Dinner - This dinner celebrates multi-generational membership, e.g., grandmothers, mothers and daughters, as well as extended family aunts, cousins and in-laws. Attendees will include not only those being recognized but also members who want to celebrate with them.

Heritage Club Dinner – An elite group of members provide additional financial support to the sorority each year. This dinner is a token of appreciation for their support.

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 backpacks and school supplies to needy children; refurbishing a playground area or park; and health screenings and information sessions. A full list will be available upon request.

Forums – Topical forums will feature informational panel discussions. This may provide the sponsor with the ability to designate one or more panelist. Estimated attendance: 500.

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.

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.