



Partnering with the Professional Fraternity Association

The Professional Fraternity Association is excited to announce our Annual Sponsorship Program for 2024!

The Professional Fraternity Association's mission is to be the trusted resource for educating and serving our members. The partnership between the PFA associate members and fraternal members is a crucial part of this achieving this mission, and we look forward to fostering more connections and better showcasing our associate partners.

In the Annual Sponsorship Program of 2023, PFA sponsors saw the typical Convention exposure opportunities that were familiar from previous years. In addition to those familiar Convention sponsor benefits, our 2023 sponsors saw new year-round benefits, such as being featured on the PFA website and in digital communications.

The sponsorship offerings listed in this packet provide associate partners with opportunities for year-round visibility to the PFA fraternal professionals. These opportunities also provide associate partners the ability to further support the professional fraternity industry beyond the Annual Convention and establish themselves as the experts in their service industry. 2024 Sponsorship benefits will run from January through December of 2024.

Please note, while we offer structured sponsorship tiers and benefits to our associate members, we are happy to work with your organization to create a more personalized sponsorship opportunity to meet your marketing goals. Let's get creative!

As PFA grows, we invite you to grow with us, with exclusive exposure to our fraternal members and new opportunities to connect and engage with them. To secure your spot as a 2024 PFA Sponsor, fill out our [Sponsor Form](#) today!

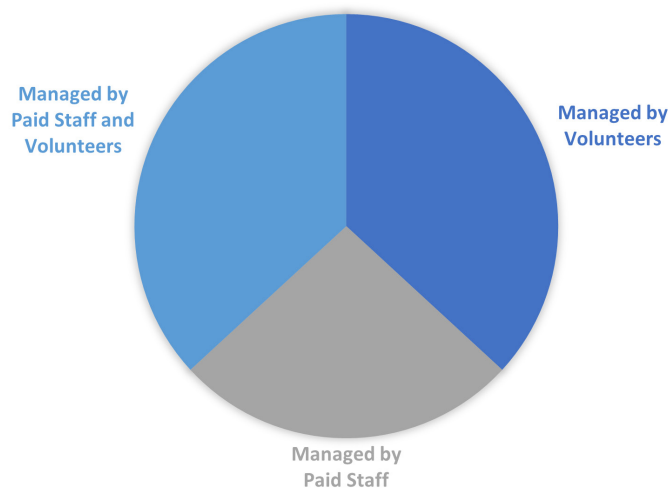
Thank you for your continued support of PFA,

Raleigh Crafts
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What you should know about PFA Fraternal Members

More than half our
members have
100+ Chapters
Nationally and Internationally

Organizational Structure of PFA Members



At the 2023 PFA Annual Convention

24 Fraternal Organizations
Represented by
Decision-makers

37 Fraternal Members
in Attendance

Benefits for the Associate Member

- At the 2023 Convention, we had over 3 hours of scheduled exhibit time with additional opportunities each day for continued networking
- PFA associate members have exclusive exhibiting opportunities at the annual convention
- Starting in 2024, PFA Sponsors at the Gold and Platinum levels will have an exhibit hall table held for them through July 31, 2024
- Exclusive access to the Fraternal Member Directory behind the PFA member portal

PFA's 3-5 Year Strategic Plan

Based on PFA Fraternal and Associate member feedback, industry trends, and internal analytics, the following three strategic pillars were identified to continue to move PFA forward. The plan clarifies objectives and ownership of tasks to ensure traction over the next 3-5 years.

PFA's Strategic Plan aligns the PFA mission - "PFA will strive to foster stronger & more consistent engagement that results in awareness of the value provided and of the needs of our members have, empowering us to deliver more relevant resources and education" - with an executing vision, PFA will:

1. Foster a Learning Community that creates stronger & more consistent engagement among our members
2. Establish a Feedback Learning Loop for continuous improvement through gaining regular insights of the needs of our members, fostering more awareness of the value PFA provides, and promoting the sharing of trends
3. Deliver more relevant resources and education to our members, supported by our Feedback Learning Loop

PFA's three primary pillars/goals support each other and overlap to achieve the mission of the organization.



Sampling of PFA Members

Alpha Chi Sigma
Alpha Kappa Psi
Alpha Omega Epsilon
Alpha Phi Omega
Alpha Rho Chi
Delta Epsilon Mu, Inc.
Delta Kappa Alpha
Delta Omicron
Delta Sigma Pi
Kappa Epsilon
Kappa Eta Kappa

Kappa Kappa Psi
Kappa Psi Pharmaceutical
Lambda Kappa Sigma
Mu Beta Phi Military Fraternity, Inc.
Mu Epsilon Delta
Mu Phi Epsilon
Phi Alpha Delta
Phi Beta
Phi Chi Theta
Phi Delta Chi
Phi Delta Epsilon

Phi Sigma Pi
Pi Sigma Epsilon
Rho Pi Phi Pharmacy
Sigma Alpha
Sigma Alpha Iota
Tau Beta Sigma
Phi Gamma Nu
Theta Tau

2024 Associate Partner Program

| Benefit | Platinum - \$5,000 | Gold - \$3,000 | Silver - \$2,000 | Supporting - \$250-\$1,000 |
|---|--------------------|----------------|------------------|----------------------------|
| Logo and company description to appear on the PFA website, with a link to company website | X | X | X | X |
| Recognition at all events, in-person or virtual | X | X | X | |
| Sponsor Recognition in PFA Today and other appropriate communications | X | X | X | |
| Exhibit hall table held for your organization through July 31, 2024 (space will be limited) | X | X | | |
| Right of first refusal for chosen 2023 sponsorship opportunities in 2024 | X | X | | |
| Company logo to appear on PFA's home page for the annual year, with link to company website. | X | | | |
| Complementary Convention registration (valued at \$275 – does not include exhibit booth fees) | X | | | |
| Convention Platinum Package (see below) | X | | | |
| Convention Gold Package (see below) | | X | | |

Convention Package Details

| PFA Convention 2024 Partner Opportunities | Platinum | Gold | Availability |
|--|----------|------|-----------------|
| Opening Reception - Sponsored by Convention Host | N/A | N/A | N/A |
| Friday Evening Reception – Sponsored by Convention Host | N/A | N/A | N/A |
| Closing Reception | X | | 1 Opportunity |
| Keynote Speaker Sponsor - Receive five minutes of podium time or show a short video and introduce the speaker. | X | | 3 Opportunities |
| App Push Notifications (2 opportunities) | | X | 2 Opportunities |
| Meal/Break/Happy Hour Sponsor Signage | | X | 6 Opportunities |

Exhibit Hall

Exhibiting at the PFA Convention is the perfect way to spread the word about your company's products and services. As an exhibitor, you will be able to attend all convention activities and network with attendees. Exhibiting opportunities are limited and exclusively available to PFA Associate Members.

Exhibiting includes:

- One (1) complimentary event registration with the purchase of an exhibit booth spot
- One 6' table with approximately 64 square feet of space to set up your display
- Pre- and post-event attendee lists
- A pre-event pamphlet of fraternal member attendees with vendor needs (as available) and space for taking meeting notes

| PFA Convention Exhibit Hall Opportunities | Availability | Cost |
|---|------------------|-------------|
| Exhibit Hall Spots | 30 Opportunities | \$875* |
| Additional Registrations | Unlimited | \$275* each |

*Reflects early-bird pricing. Regular pricing increases to \$895/\$295 respectively

Convention Program & App Sponsors

To remain nimble and meet the needs of the Convention attendees, PFA is moving to a more sustainable Convention App and Digital Program. Both will allow staff to share resources, attendee information, and stay connected throughout the convention.

Digital ads will be structured like previous years.

| | | |
|------------------------|---------------|---------|
| Convention App Sponsor | 1 Opportunity | \$2,500 |
|------------------------|---------------|---------|

| | |
|-----------------------------------|-------|
| Digital Program – Full Page Ad | \$400 |
| Digital Program – Half Page Ad | \$250 |
| Digital Program – Quarter Page Ad | \$150 |

Build Your Own Sponsor Package

The structured sponsorship tiers listed in this packet are intended to help your organization meet your marketing goals, but we understand you might have additional marketing needs. We are happy to work with your organization to create a more personalized sponsorship opportunity to meet your marketing goals. Let's get creative! Contact us today at headquarters@professionalfraternity.org.