



Delta Sigma Theta Sorority, Incorporated

# 31<sup>st</sup> South Atlantic Regional Conference

June 20 – 23, 2024

Raleigh, NC

CORPORATE SPONSORSHIP OPPORTUNITIES



*Jane and Angela*

**JANE FOX LONG AND ANGELA C. HATTON**  
Regional Conference Coordinators

## DEAR CORPORATE SPONSOR:

The 31<sup>st</sup> South Atlantic Regional Conference Coordinators, Jane Fox Long and Angela C. Hatton, in collaboration with the Special Project and Events Committee Coordinators, Jameece Pinckney and Kelly Page, are pleased to present our Corporate Sponsorship Package.

On behalf of our Regional Director, Dr. Patricia Johnson, and Regional Representative, Kamryn Dixon, you are invited to join us as a valued sponsor for our 31<sup>st</sup> South Atlantic Regional Conference, an exciting and impactful event *Celebrating our Journey to Excellence* for over 60 years. This year's event is hosted by The Raleigh Alumnae and Mu Omicron Chapters of Delta Sigma Theta Sorority, Inc., and promises not only to be a unique and memorable experience for its members around the region but also an excellent opportunity for your brand to gain visibility and recognition. *By partnering with us, you will:*

- 1. Reach Our Audience:** The South Atlantic Region has over 15,000 members and our Regional Conference attracts over 4000 attendees, consisting of North Carolina, South Carolina, the Commonwealth of Virginia, and the beautiful country of Bermuda. This diverse audience provides an ideal platform for your brand to connect with potential customers.
- 2. Gain Brand Exposure:** Depending on your sponsorship level, your logo will be prominently displayed on promotional materials, including event banners, marketing collateral, and our official regional website. This exposure ensures that your brand is front and center throughout the event.
- 3. Network Opportunities:** You will have the opportunity to engage with our regional leaders, and potential clients through an exclusive VIP reception. This can strengthen existing relationships and create new connections that can contribute to your business's growth.
- 4. Receive Social Media Coverage:** You will benefit from extensive social media coverage across our platforms, reaching a wide online audience. This includes pre-event promotion, live updates during the event, and post-event highlights.
- 5. Enhance Community Impact:** As noted in the package, during the 2021-2023 biennium, the South Atlantic Region donated over \$80,000 to community agencies and provided scholarships to graduating high school students over \$2,000,000. You will show your commitment to community development by supporting our 31<sup>st</sup> South Atlantic Regional Conference community service endeavors as well. Your sponsorship directly contributes to the success of our Five-Point Programmatic Thrust and helps us continue our mission through community service.

We have attached a detailed sponsorship prospectus outlining the various sponsorship levels and corresponding benefits. We believe that your involvement will not only enhance the success of our 31<sup>st</sup> South Atlantic Regional Conference but also strengthen the positive impact your company has within the Raleigh/Durham community.

Thank you for considering this opportunity to collaborate. We look forward to the possibility of working together to make our 31<sup>st</sup> South Atlantic Regional Conference an extraordinary success.

To learn more about your sponsorship package or if you have questions, please feel free to contact us at [saregionspecialprojects@gmail.com](mailto:saregionspecialprojects@gmail.com). We are also happy to discuss how we can tailor a sponsorship package that aligns with your marketing goals. Your support and generosity are greatly appreciated!

Best regards,



*Jameece and Kelly*

**JAMEECE PINCKNEY AND KELLY PAGE**  
SAR Special Projects and Events Committee Coordinators

# THE SENSATIONAL SOUTH ATLANTIC REGION

Home to **160 CHAPTERS** in the states of North Carolina, South Carolina, the Commonwealth of Virginia, and the Island Country of Bermuda.

**15,562**

**ACTIVE MEMBERS**

Alumnae/Collegiate: 15,171  
Members at Large: 391

**VIRTUAL AND SOCIAL MEDIA PRESENCE:**

**Facebook**

- Followers: 15.4K
- Likes: 11K
- Engagement: 11.4K
- Overall Reach: **25.8K**

**Instagram**

- Followers: 4686

**\$84,537.43**

GIVEN TO COMMUNITY AGENCIES FOR PUBLIC SERVICE INITIATIVES

**\$2,812,654.08**

AWARDED IN SCHOLARSHIPS TO HIGH SCHOOL STUDENTS

**4,242**

2022 SOUTH ATLANTIC REGIONAL CONFERENCE ATTENDANCE

2020 REGIONAL CONFERENCE ATTENDANCE COMPARED TO OTHER REGIONS

Central: 741  
Eastern: 4,896  
Farwest: 1,385  
Midwest: 2,633

**SOUTH ATLANTIC: 4,076**

Southern: 4,963  
Southwest: 3,367  
**TOTAL: 22,061**



**DELTA SIGMA THETA SORORITY, INCORPORATED** is proud of its 111 year legacy of sisterhood, scholarship, and service through social action in the communities we serve globally. On behalf of the South Atlantic Region (SAR) of Delta Sigma Theta Sorority, Incorporated (DST), we are soliciting your support for the 31<sup>st</sup> South Atlantic Regional Conference and our Special Programs and Events for 2023 – 2024. This year's theme is *"Celebrating Our Journey to Excellence: One Soror at a Time"* and we are offering multiple ways for you to serve as a sponsor. We are hopeful that you will help us reach our Corporate Sponsorship Goal of \$100,000.

We ask for your support as a sponsor as we strive to empower and improve the quality of life through public service for black communities across the South Atlantic Region – North Carolina, South Carolina, Virginia, and Bermuda. To help facilitate your desired level of support, we have enclosed our sponsorship packages and other sponsorship opportunities.



# CORPORATE SPONSORSHIP OPPORTUNITIES

We have several sponsorship levels available, and we would be happy to talk with you to determine the best sponsorship package that meets your needs. No matter which level you select, your support will have a significant impact on the success of our event.

With an expected audience of over 3,000 guests from across the South Atlantic Region, your organization will have brand visibility, targeted marketing, and an opportunity to showcase community goodwill. Please note that you are not limited to the sponsorship packages and opportunities enclosed. We are also willing to work with you to develop a custom sponsorship package to help you realize your financial and community impact goals.

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## **DIAMOND (\$10,000 and above)**

- ▲ Red Carpet Awards Event – includes two-minutes remarks, souvenir gift
- ▲ Invitation to the VIP Pre-Red Carpet Reception – Admission for 4
- ▲ Full-page ad in the SAR Conference Electronic Souvenir Journal, promotional signage, special introduction at the Red Carpet Awards Event
- ▲ Company logo featured on the SAR website, newsletter, and banner placement throughout the conference
- ▲ Recognition on SAR social media channels

## **RUBY (\$5,000 – \$9,999)**

- ▲ Red Carpet Awards Event
- ▲ Invitation to the VIP Pre-Red Carpet Reception – Admission for 2
- ▲ Half-page ad in the SAR Conference Electronic Souvenir Journal, promotional signage, special introduction at the Red Carpet Awards Event
- ▲ Company logo featured on the SAR website, newsletter, and banner placement throughout the conference
- ▲ Recognition on SAR social media channels

## **PEARL (\$2,500 – \$4,999)**

- ▲ Red Carpet Awards Event
- ▲ Invitation to the VIP Pre-Red Carpet Reception – Admission for 1
- ▲ Quarter-page ad the SAR Conference Electronic Souvenir Journal and promotional signage at the event
- ▲ Recognition in the SAR Red Carpet Awards Event Program
- ▲ Company logo featured on the SAR website, newsletter, and banner placement throughout the conference

# OTHER SPONSORSHIP OPPORTUNITIES

## ▲ SAR Reception Event Sponsorships

- South Atlantic Region Executive Leadership Reception – \$10,000
- Pre-Red Carpet VIP Sponsor Reception – \$10,000
- Red Carpet Awards Reception – \$10,000

*\*The above referenced sponsorship opportunities will include sponsor signage.\**

## ▲ SAR Conference Sponsorships

- Red Carpet Entertainment – \$10,000
- Oversized Self Photo Frames – \$5,000
- Stationary Photo Booths – \$2,500
- Motion 360 Video – \$1,500

*\*The above referenced sponsorship opportunities will include sponsor signage.\**

## ▲ In-Kind Donations

- Company products or gifts to be included in the attendee swag bags

## How To Purchase a Sponsorship and/or Souvenir Program Book Ad

Please click [HERE](#) to make your purchase or donation.

To pay by check, please send to:  
 Raleigh Alumnae Chapter of Delta Sigma Theta Sorority, Inc.  
 P.O. Box 27414  
 Raleigh, NC 27611-7414.

(Please note in the memo line of all checks,  
 "31st SAR Conference Ad.")

Ads and/or payments received after the final deadline of April 15, 2024, may not appear in the 31<sup>st</sup> South Atlantic Region Electronic Souvenir Journal.

If you have additional questions or concerns, please send an email to: [saregionspecialprojects@gmail.com](mailto:saregionspecialprojects@gmail.com)

## ▲ Electronic Souvenir Journal

Click [HERE](#) to submit your ad today! Ads that are not fully designed or camera ready may be returned for further development. Deadline to submit ads is April 15, 2024.

### AD PRICING

Back Cover:	\$2,000
Inside Front Cover:	\$1,500
Inside Back Cover:	\$1,500
Full Page:	\$300
Half Page:	\$150
Quarter Page:	\$100
Business Card:	\$75

HALF PAGE

7.5" x 5"

FULL PAGE

7.5" x 10"

QUARTER PAGE

3.75" x 5"

EIGHTH PAGE

(Business Card)

3.75" x 2.5"

THE SENSATIONAL SOUTH ATLANTIC REGION  
 DELTA SIGMA THETA SORORITY, INC.  
*Celebrating the Journey*  
**ONE SOROR  
 AT A TIME**



The fundraiser is a partnership between the Raleigh Alumnae Chapter and Delta Research and Educational Foundation (DREF), the chapter's 501(c)3 organization. Please review the sponsorship opportunities and consider supporting us.

For all corporate sponsorships, please make checks payable to **DREF** and on the memo line, indicate "2024 SAR Conference Sponsorship."

Your contributions will support conference programs, activities and scholarship opportunities across the region. Please consider partnering with us to make a difference in the South Atlantic Region through your contributions and sponsorships by April 15, 2024.

*For additional information or questions regarding the 31<sup>st</sup> South Atlantic Regional Conference Sponsorship opportunities, please contact:*  
saregionspecialprojects@gmail.com

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*You may also learn more by accessing our website at:*

**[www.dstsouthatlanticregion.org](http://www.dstsouthatlanticregion.org)**