

# SPONSORSHIP PACKET

## NATIONAL CONVENTION 2019



# Omega Phi Beta Sorority, Incorporated National Convention 2019

New Orleans, LA | August 8-11



Dear Potential Sponsor,

Omega Phi Beta Sorority, Incorporated (OPBSI) would like to invite you to partner with us as a sponsor at our upcoming National Convention and 30<sup>th</sup> Anniversary Gala taking place in New Orleans, Louisiana from August 8<sup>th</sup> through 11<sup>th</sup>, 2019.

OPBSI was founded on March 15, 1989 as a Latina-oriented non-profit organization dedicated to serving our community and providing a rich sisterhood. It comprises of women from various ancestries throughout the world including: Latin America and the Caribbean, as well as parts in Africa, Europe and Asia. Our diversity is not only limited to our ethnicity but also to the various characteristics and talents that we bring as individuals that come together as a unit to make OPBSI a successful, prosperous and advancing organization. We now span across the nation with over 50 undergraduate and alumnae entities consisting of 1,500 + diverse educated women. Our focused efforts are on empowerment, philanthropy, education, and activism through a sisterhood.

At large, the National Convention provides a forum to gain leadership development, recognize community leaders, host workshops and network sessions, collaborate in partnership and support future undertakings. In addition, OPBSI invites member, supporters, partners, friends and family to join us as we explore the resilience and perseverance of grassroots organizations and movements. We will have enrichment and professional development opportunities as well as social and bonding opportunities. Our Convention is spearheaded entirely by volunteers and funded by the contributions of our members and sponsors like you! We need your help to make this weekend a success!

The National Convention is a fantastic opportunity for your company to support a worthy cause and at the same time receive valuable exposure. Sponsorship may be gained by either donating in-kind or financial contribution. There are many ways to partner with us ranging from three different sponsorship levels to showing us support through your expertise, ability to donate service goods, and gifts in-kind. As a participating sponsor, you may receive the following benefits:

- ♦ Reference in Promotional Material
- ♦ Logo Placement on Program and/or Website
- ♦ Complimentary Tickets to Award and/or Showcase
- ♦ Opportunity to include branded items in gift bag
- ♦ Reserved Table Seating to Event(s)
- ♦ Sponsor recognition

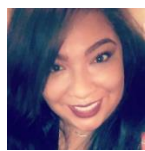
Lastly, in the enclosed sponsorship packet, you'll find the About Omega Phi Beta, Sponsorship Levels, and Sponsorship Form. Feel free to contact our team with any questions at [Events@OmegaPhiBeta.org](mailto:Events@OmegaPhiBeta.org). We look forward to collaborating with you!

Sincerely yours,



*Ana Verdejo*

Ana Y. Verdejo  
Chair, Board of Trustees



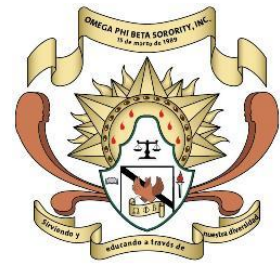
*LeAna Flores*

LeAna Flores  
National President

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### About Us

Omega Phi Beta Sorority, Incorporated (OPBSI) was founded on March 15, 1989 as a non-profit organization in the State of New York. We are a Latina-oriented sorority dedicated to serving our community and providing a rich sisterhood. Our membership comprises of women from various ancestries throughout the world including: Latin America and the Caribbean, as well as parts in Africa, Europe and Asia. Our diversity is not only limited to our ethnicity but also to the various characteristics and talents that we bring as individuals that come together as a unit to make OPBSI a successful, prosperous and advancing organization.

### Herstory

We were founded in 1989 at Albany, State University of New York by seventeen dedicated women of various cultural and ethnic backgrounds who came together to create an outlet for women to initiate change and fight against the injustices historically suffered by our gender. As the first Latina-oriented organization in the history of the University at Albany, our Founders struggled to establish our organization, our purpose and most importantly, set a precedent.

In under a year, OPBSI co-founded the Latino Greek Council (LGC) at the University at Albany. This council served as a support system for those organizations that did not share the agenda or identified themselves with the already established councils at the University at Albany. The LGC has proven its sustenance as it has served as the framework and model for other Latino Greek Councils on a National level nationwide.

With an emphasis on community service and sisterhood, OPBSI immediately became a positive influence within the community at the University at Albany, as well as in the city of Albany. Thus began our growth first at neighboring universities, and today across the nation. What brought together our seventeen founders still attracts so many women today. Although our orientation is Latina, we are open to women of all cultural backgrounds, our motto “Serving and Educating Through our Diversity” is a testament to how we embrace not only cultural or ethnic differences, but also socio-economic, ideological, and differences in identities and abilities. OPBSI thrives on the diversity of its members and we attribute a lot of our success to our organization’s ability to embrace each member’s differences.

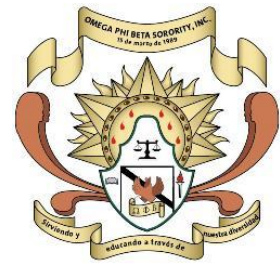
As OPBSI moves towards the future we can look back with pride. Since 1989 we have served and educated a multitude of communities, donated thousands of dollars to various charities and philanthropic causes, completed thousands of hours in community service, and continued to excel in academic pursuits, inclusive of recognition at various campuses as the sorority with the highest grade point average. Along with our accomplishments within our communities we have excelled as a sisterhood by providing each other with unconditional support in professional and personal endeavors. OPBSI has been able to capture the true essence of sisterhood and we are eagerly open to extend our family to others.

OPBSI was established due to the desire of identifying with and establishing our culture as well as symbolizing order, strength and unity. Our founders set their precedent and today we stand alongside them and exemplify what our values, traditions, and customs symbolize.

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### *Our Programs & Initiatives*

#### **RAY OF HOPE WALK**

The Ray of Hope Walk to End Violence against Women (ROHW) brings to life our vision of “a world without oppression where empowered women celebrate the essence of womanhood and act as resources in the advancement of their communities.” By raising awareness of Violence against Women, the ROHW helps support local and national organizations that work towards ending gender-based violence. This annual event focuses on challenging women and men alike to be a part of the movement to end this global epidemic. Our goal is to create a safe, equitable and nurturing society for women and girls. Since its inception, the ROHW has raised over \$60,000 for organizations such as the National Organization for Women (NOW), MADRE Inc., V-Day, INCITE!, PAVE (Promoting Awareness | Victim Empowerment), AF3IRM, and SisterSong Women of Color Reproductive Justice Collective.

#### **REACH FOR THE GOLD SCHOLARSHIP**

The Reach for the Gold Book Scholarship is awarded to a college bound high-school senior demonstrating academic excellence and a commitment to service and her community. The winner receives \$1,000 towards the cost of academic text books and materials in an effort to help her succeed her first year in college. It is administered by our Alumnae Association and available to students across the nation.

#### **THE GOLDEN COLIBRI GRANT**

The Golden Colibri Grant has been established to recognize and support professional and academic development among alumnae members of OPBSI. The Alumnae Association awards \$500 annually to one grant recipient towards the pursuit of an advanced degree, professional certification, specialization, or license. In order to foster mentorship and networking among alumnae members, the award recipient is expected to present her experiences and reflections to the Sorority at large in the format of her choice, within a year following receipt of grant.

#### **STEPPIN' OFF TO UNITE LATINAS (S.O.U.L.)**

S.O.U.L. was created as an affiliate to the National Step/Stroll Team to bring together girls age 8-17 to learn about responsibility, creativity, friendship, and dedication through the fundamentals of the art of stepping. Current participants in this program include young women from the NYC Metropolitan area. One of our most important goals is to assist in teaching these young women the skills needed to succeed in all aspects of their lives.

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### *National Leadership*

#### BOARD OF TRUSTEES (BOT)

- Chair: *Ana Y. Verdejo*
- Vice Chair: *Stephanie Rivera, Esq.*
- Secretary: *Melissa H. Molina*
- Treasurer: *Elizaveta ReyesTomé*
- Trustee-at-Large: *Dawn C. Diaz-Torres*
- Founder Advisor: *Jane M. Vega*

#### NATIONAL COUNCIL OF OFFICERS (NCOO)

- National President: *LeAna A. Flores*
- Executive Vice President of Operations: *Veronica L. Almeida*
- Vice President of Alumnae Affairs: *Alina Acevedo*
- Vice President of Policy & Compliance: *Ladylaura Bueno*
- Vice President of Community Relations: *Brenda Lopez*
- Vice President of Expansion: *Brigitte Berroa*
- Vice President of Finance: *LeAna A. Flores, Interim*
- Vice President of Membership: *Sttefany Oliveira*
- Director of Academic Development: *Krystyna A. Gloss*
- Director of Philanthropy: *Penelope Ramirez*
- Director of Herstory & Rituals: *Zahir Ynoa*
- Director of Marketing: *Betsaida Dimas*
- Director of Technology: *Samantha Huerta*
- Alumnae Association Team: *Brianna D. Holman and Jennifer Reyes*
- Regional Vice Presidents: *Dominique Chiarella, Milena Rosas, Amanda Torres, Catherine Alcantara, Angelica E. Gumucio, Mariana Cervantes, and Kimberly Lopez*

#### EVENTS COMMITTEE (Convention Planning Team)

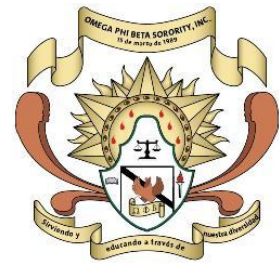
- Committee Co-Chairs: *Elizaveta ReyesTomé, Kelly Arce*
- Committee Members: *Alina Acevedo, Amber Rae Farris, Angelica E. Gumucio, Brittney Perez, Darlene Classen, Josey Garcia, Kamryn Henderson, Karla Vallecillo, Kimberly Lopez, Mackenzie Upshaw, Natalie Pertuz, Samantha Huerta, Veronica Almeida, Yesenia Llanos, and Founder Jane M. Vega*



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## Sponsorship Levels

### 24k Gold..... \$999

- ♦ Feature in all digital marketing communications
- ♦ Logo placement on printed promotional marketing materials
- ♦ Logo placement on Convention website and link to your organization
- ♦ Onsite verbal recognition by the Board of Trustees
- ♦ Full-Page Ad in the Convention Program Booklet (**valued at \$125**)
- ♦ Complimentary table at the “Beta Market” to showcase organization’s products or services (**valued at \$150**)
- ♦ A reserved partial-table at the Convention Awards Banquet – Seven (7) tickets (**valued at \$1,260**)

### Jade..... \$700

- ♦ Logo placement on printed promotional marketing materials
- ♦ Logo placement on Convention website and link to your organization
- ♦ Onsite verbal recognition by the Board of Trustees
- ♦ Half-Page Ad in the Convention Program Booklet (**valued at \$70**)
- ♦ Complimentary table at the “Beta Market” to showcase organization’s products or services (**valued at \$150**)
- ♦ Five (5) tickets to the Convention Awards Banquet (**valued at \$900**)

### Onyx..... \$400

- ♦ Logo placement on Convention website and link to organization
- ♦ Onsite verbal recognition by the Board of Trustees
- ♦ Quarter-Page Ad in the Convention Program Booklet (**valued at \$40**)
- ♦ Complimentary table at the “Beta Market” to showcase organization’s products or services (**valued at \$150**)
- ♦ Three (3) tickets to the Convention Awards Banquet (**valued at \$540**)

## Other Sponsorship Opportunities

### Advertising

- ♦ Purchase an Ad in our Convention Program Booklet:

Full Page Ad	Color image and/or text	\$125
Half Page Ad	Color image and/or text	\$70
Quarter Page Ad	Color image and/or text	\$40
Shout-Out	Single line of text	\$10

### Contribute In-Kind

- ♦ We happily accept in-kind donations of goods, services, or expertise such as:
  - Gift Certificates or Gift Cards of any value
  - Promotional Items
  - Food and/or refreshments
  - Special Event Tickets
  - Magazines, Newsletters, or printed materials
  - Hats, t-shirts, socks, or wearable items

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### ***Beta Market Table***

OPBSI's "Beta Market" is a vendor fair which allows our entities and sponsors to showcase their products or services. Participation in the "Beta Market" is limited to our Chapters and Collectives in good standing, Partner Level Sponsors, and Authorized Licensed Vendors. If space permits, we allow a limited number of new vendors to purchase a "Beta Market" table:

Beta Market Table	*space permitting*	\$150
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### ***Authorized Licensed Vendor***

Become an Authorized Licensed Vendor and gain the rights to produce merchandise branded with OPBSI's proprietary imagery including our Sorority Crest. All Authorized Licensed Vendors receive a reserved table at our "Beta Market". For more details contact [Events@OmegaPhiBeta.org](mailto:Events@OmegaPhiBeta.org).

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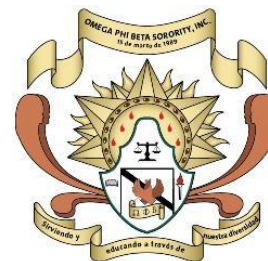
## **Ready to Sponsor?**

Complete a [Sponsorship Form](#) online by scanning or clicking on the QR code below:



Alternately, you can print and fill out the form on the next page and email it to [Events@OmegaPhiBeta.org](mailto:Events@OmegaPhiBeta.org).

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**Sponsorship Agreement**

Thank you for agreeing to become a sponsor of OPBSI's National Convention. We look forward to this partnership but first we ask that you complete the form below and send it to us via email to [Events@OmegaPhiBeta.org](mailto:Events@OmegaPhiBeta.org).

This form and payment must be submitted to us no later than **July 1, 2019**. We accept payment via check, money order, credit card or PayPal.

Organization Name: \_\_\_\_\_  
Primary Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Please select your desired sponsorship level(s); select all that apply:

- |                          |    |                       |           |
|--------------------------|----|-----------------------|-----------|
| <input type="checkbox"/> | 1. | 24k Gold Sponsor      | \$999     |
| <input type="checkbox"/> | 2. | Jade Sponsor          | \$700     |
| <input type="checkbox"/> | 3. | Onyx Sponsor          | \$400     |
| <input type="checkbox"/> | 4. | Beta Market Table     | \$150     |
| <input type="checkbox"/> | 5. | Full-Page Ad          | \$125     |
| <input type="checkbox"/> | 6. | 1/2 Page Ad           | \$70      |
| <input type="checkbox"/> | 7. | 1/4 Page Ad           | \$40      |
| <input type="checkbox"/> | 8. | Shout-Out             | \$10      |
| <input type="checkbox"/> | 9. | In-Kind Contribution* | See Below |

\*For in-kind contributions, please list or describe the products or services being donated:

\*What is the estimated value of your in-kind contribution in USD: \$

**Total sponsorship amount: \$**

*Note: Omega Phi Beta Sorority Incorporated is a registered nonprofit organization and its affiliate, Omega Phi Beta Foundation, is a 501(c)(3) organization. Per IRS Publication 526 there may be limits to deductions made on contributions where a benefit was received. As such you have the option to waive any sponsorship benefits in order to fully deduct your donation. Please indicate below if you would like to do so:*

☐ Please accept this as a gift! I would like to waive any benefits associated with this sponsorship. Initials: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_  
Today's Date: \_\_\_\_\_

*Images for ads should be in PNG or JPG/JPEG format with a minimum resolution of 200 DPI; text for ads should not exceed 100 words. Sponsorship levels 1-3 include marketing components. Please be sure to submit your organization's logo, images, marketing materials and or ads by the deadline, **July 1, 2019**.*