



Partnering with the Professional Fraternity Association

The Professional Fraternity Association is excited to announce our Annual Sponsorship and Convention Event Sponsorship Programs 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 mission, and we look forward to fostering more connections and better showcasing our associate partners.

We are currently running two separate sponsorship opportunities:

1. The Annual Sponsorship Program
 - a. In 2023 our annual sponsors saw new year-round benefits, such as getting featured on the PFA website and in digital communications.
 - b. 2024 Annual Sponsorship benefits will run from January through December of 2024.
 - c. The Annual 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.
2. Convention Event Sponsors
 - a. In 2023, we saw the typical Convention sponsor opportunities that were familiar from previous years.
 - b. There are several opportunities available specifically for sponsoring at the annual convention.
 - c. Examples are sponsoring a digital ad, lanyards, the convention app and even the attendee gift!

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.

Thank you for your continued support of PFA,

Kelsey Gomez-Morrissey

Director of Membership

Professional Fraternity Association

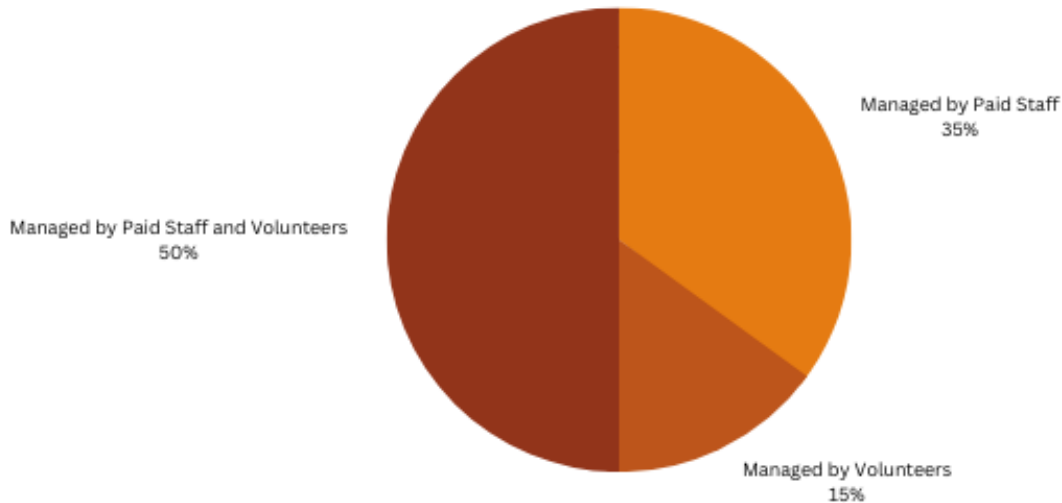
headquarters@professionalfraternity.org

317-983-5905

What you should know about PFA Fraternal Members

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

Organizational Structure of PFA Members



2023 PFA Convention

41 Fraternal Members
in Attendance

More than **20** Fraternal Organizations
Represented by
Decision-makers

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 through July 31, 2024
- Exclusive access to the Fraternal Member Directory behind the member portal

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:

- Foster a Learning Community that creates stronger & more consistent engagement among our members
- 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
- 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.



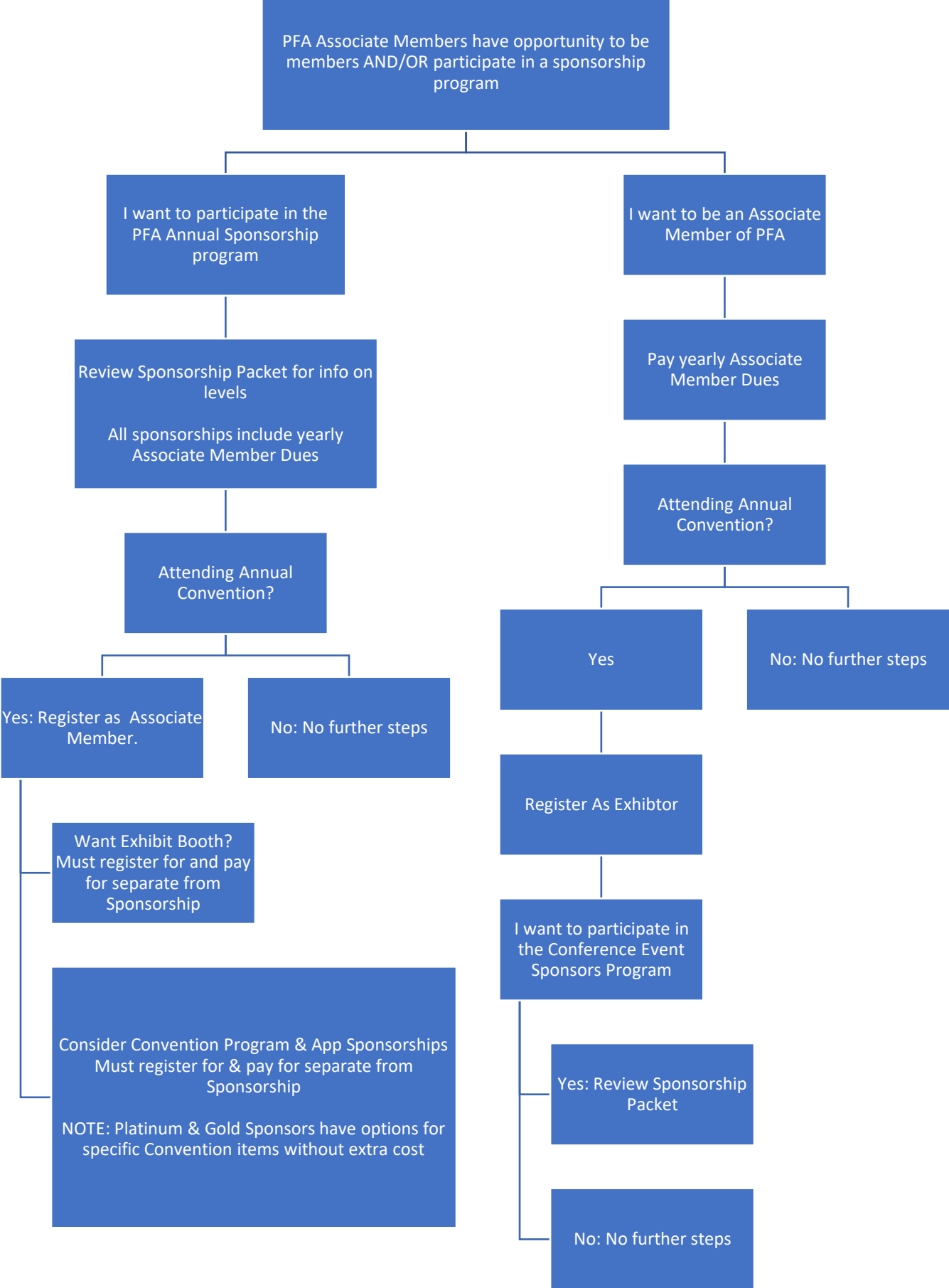
Sampling of PFA Members

Alpha Rho Chi
Beta Psi Omega
Delta Chi Xi
Delta Epsilon Mu, Inc.
Delta Omicron
Delta Sigma Pi
Kappa Epsilon

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

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

PFA Sponsorship Flow Chart



2024 Convention Event Sponsor Opportunities

Sponsoring specific items or ads at the PFA Convention is a great one-time opportunity to consider.

Convention Sponsor Opportunities	Availability	Cost
Convention App Sponsor	1 Opportunity	\$2,500
Convention Lanyard Sponsor	1 Opportunity	\$1,500
Logo on Convention Attendee Gift Sponsor	1 Opportunity	\$1,500
Digital Program – Full Page Ad		\$400
Digital Program – Half Page Ad		\$250
Digital Program – Quarter Page Ad		\$150

2024 Convention 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.
- One 6’ table with approximately 64 square feet of space to set up your display
- Pre- and post-event attendee lists - Company name on all event promotions
- A pamphlet of fraternal member attendees with vendor needs (as applicable) and space for meeting notes

PFA Convention Exhibit Hall Opportunities	Availability	Cost
Exhibit Hall Spots	30 Opportunities	\$875*
Additional Registrations	Unlimited	\$275* each
Additional Table (includes 1 registration)	Limited	\$675* each

**Reflects Early Bird Pricing*

Build Your Own Package

We are happy to work with your organization to create a more personalized sponsorship opportunity to meet your marketing goals. Let’s get creative!

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 need

s. 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

2024 Annual Sponsors Program

Runs January 2024-December 2024

Benefit	Platinum - \$5,000	Gold - \$3,000	Silver – \$2,000	Supporting - \$250-\$1,000
Logo and company description to appear on 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 2024 sponsorship opportunities in 2025.	X	X		
Company logo to appear on PFA’s home page for the entire 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		

Annual Sponsors Convention Packages

These packages coordinate with Annual Sponsorships, not with the Convention Sponsorships.

PFA Convention 2024 Partner Opportunities	Convention Platinum	Convention 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