



Partnering with the Professional Fraternity Association

The Professional Fraternity Association is excited to announce our Annual Associate Sponsorship Program for 2023!

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.

In 2022, we released the first PFA annual sponsorship program as a pro-rated sponsorship opportunity that took into consideration the transition from the Convention-centered sponsorships we have historically offered, to the new annual sponsorship model PFA is inviting Associate members to participate in.

In the pilot Associate Sponsorship Program of 2022, PFA sponsors saw the typical Convention sponsor opportunities that were familiar from previous years. In addition to those familiar Convention sponsor benefits, our 2022 sponsors saw new year-round benefits, such as getting featured on the PFA website and in electronic communications.

The partnership 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.

Please note, this sponsorship packet is meant to be a starting point - if there are opportunities to meet your marketing goals that are not included within the packet, please let us know and we would be happy to get creative!

As we further establish the Annual Sponsorship program, you will see below that we have added additional opportunities for recognition throughout the year and specifically at Convention. 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.

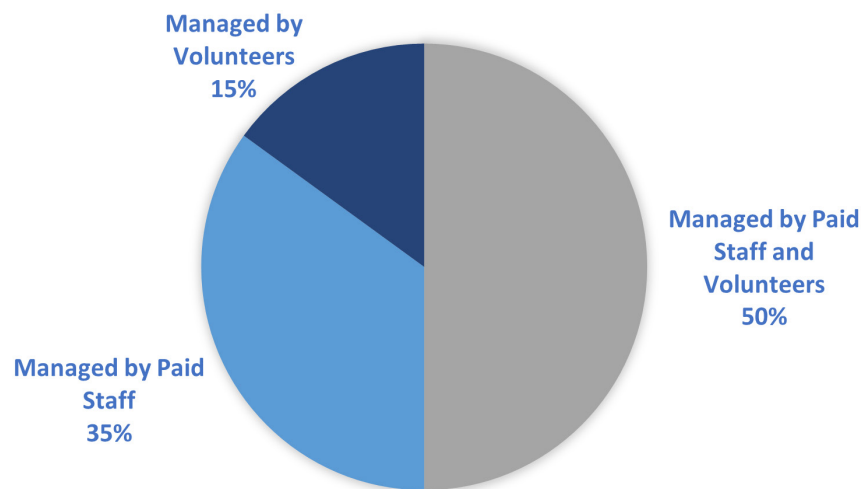
Thank you for your continued support of PFA,

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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 2022 PFA Annual Convention

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

41 Fraternal Members
in Attendance

Benefits for the Associate Member

- At the 2022 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
- Exclusive access to the Fraternal Directory behind the member portal

PFA 2022, 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 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

2023 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	
Right of first refusal for chosen 2022 sponsorship opportunities in 2023.	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		

Convention Package Details

PFA Convention 2022 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		1 Opportunity
App Push Notifications (2 opportunities)	X		2 Opportunities
Meal/Break/Happy Hour Sponsor		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. All exhibit tables are located along the perimeter of the same ballroom in which general sessions and meals take place.

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

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

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
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Digital Program – Full Page Ad	1 Opportunity	\$400
Digital Program – Half Page Ad	4 Opportunities	\$250
Digital Program – Quarter Page Ad	6 Opportunities	\$150