



2024 Partnership Opportunities



Organization Overview & Mission

History & Mission



Phi Beta Sigma Fraternity was founded at Howard University in Washington, D.C., January 9, 1914, by three young African-American male students. The Founders, Honorable A. Langston Taylor, Honorable Leonard F. Morse, and Honorable Charles I. Brown, wanted to organize a Greek letter fraternity that would truly exemplify the ideals of Brotherhood, Scholarship, and Service.

The Founders deeply wished to create an organization that viewed itself as “a part of” the general community rather than “apart from” the general community. They believed that each potential member should be judged by his own merits, rather than his family background or affluence and without regard to race or nationality. They desired for their fraternity to exist as part of an even greater brotherhood which would be devoted to the “inclusive we” rather than the “exclusive we”.

From its inception, the Founders also conceived Phi Beta Sigma as a mechanism to deliver services to the general community. Rather than gaining skills to be utilized exclusively for themselves and their immediate families, they held a deep conviction that they should return their newly acquired skills to the communities from which they had come. This deep conviction was mirrored in the Fraternity’s motto,
“Culture For Service and Service For Humanity”.

The Mission of the Fraternity is: To become the leading proactive community service organization focusing on issues that positively impact males in our communities.

Today, Phi Beta Sigma has blossomed into an international organization of leaders. No longer a single entity, members of the Fraternity have been instrumental in the establishment of the Phi Beta Sigma National Foundation (501c-3), the Phi Beta Sigma Federal Credit Union and The National Sigma Beta Club Foundation (501c-3,) The official male pre-college mentoring organization of the fraternity. Zeta Phi Beta Sorority, founded in 1920 with the assistance of Phi Beta Sigma, is the sister organization of the Fraternity with over 100,000 women worldwide.

Phi Beta Sigma Fraternity has over 550 chapters both Alumni and Collegiate with over 125,000 men worldwide. This global membership of educated and professional men from ages 20 and above and yes there are men in the organization who are over 90 years old. We are proud to have amongst our ranks; University Presidents, US Congressman such as Adriano Espaillat, a former President of the United States of America in William “Bill” Clinton, Former US Department of Education Director, medical doctor, top names athletes, such as Emmitt Smith, heads of states in African countries, elected officials at all levels of government and that list goes on. The men of Phi Beta Sigma have been and will continue to be a powerful force in communities around the world. Our brothers are dedicated to the work of improving the quality of life for all people.

Prominent Members

Phi Beta Sigma has captured within its ranks great men of American History. The Sigma Scroll inscribes names of achievement of areas in politics, education, sciences, medicine, law, business, politics, fine arts, civil rights and sports. Sigma's are men of vision, men of service, men of culture and men of leadership.

Some of our prominent members are listed below:



John Lewis American civil rights leader who served in the United States House of Representatives.



Rev. Sharpton is an American civil rights activist, Baptist minister, talk show host and politician.



Al Roker is an American weather forecaster, journalist, television personality, actor, and author.



William Jefferson Clinton is an American politician who served as the 42nd president of the United States from 1993 to 2001.



Terrence Howard is an American actor, rapper, singer-songwriter, and record producer.

Conference Overview

For over 100 years Phi Beta Sigma Fraternity has been involved in providing service for humanity and we are so very excited about our Eastern Regional Conference that will be held April 3, - April 7, 2024. This historic celebration will take place at The Hotel, University of Maryland College Park located at 7777 Baltimore Avenue College Park, Maryland 20740.

Our Regional Conference will bring together our brothers of Phi Beta Sigma, our sister organization Zeta Phi Beta Sorority, Inc., and other Divine Nine member organizations and our guests.

We invite you to be a part of this Eastern Regional Conference as a sponsor and/or advertiser in our conference souvenir journal. Your investment will reap multiple returns. By supporting our mission, many more people are exposed to the many programs and services we provide in the various communities where we have chapters.



Reasons to Support The Conference

1

Marketing & Advertisement

Opportunity to market your company's message, products and/or services.

2

Supports Diversity & Equity

An opportunity to recruit to fill open positions.

3

Networking

Provide valuable connections with different industry professionals.

4

Grow and Learn

Personal development and opportunity to attend workshops, lectures and roundtable discussions.



Partnership Opportunities



Greetings!

The many chapters and members of the Eastern Region of Phi Beta Sigma Fraternity, Inc., will convene in College Park, Maryland for our 2024 Eastern Regional conference, to be held from April 3-7th, 2024. We are expecting not only our brothers to be present, but also our sister organization of Zeta Phi Beta Sorority, Inc., our Sigma Beta Youth Auxiliary, other Divine Nine organizations and a large contingent of honored guests.

As a part of this event, we are inviting businesses, vendors, guests and our chapters to be a part of the conference experience by providing an opportunity to market your business, product and/or services to a diverse and engaged population.

If "you" would like to participate in this event as a sponsor, vendor or "by" purchasing a journal ad, please see the corresponding links within this packet. All submissions must be received no later than Monday, February 29, 2024.

Please be advised that space is available on a first come, first served basis. Additionally, any vendor selling Phi Beta Sigma Paraphernalia must be licensed with our International Headquarters, no exceptions.

If there are any questions, please feel free to contact Ben Alston at BBB@pbseast.org.

We look forward to welcoming you and working with you in College Park!

Sincerely,
Bro. Ben Alston
Eastern Regional Director of BBB

Partnership Levels

TITLE SPONSOR

- Full page color cover positions (inside front or back) of the Conference Souvenir Journal
- Logo on all signage and listed as a sponsor in Conference Souvenir Journal .
- Speaking opportunity at our conference's official opening ceremony.
- Video Presentation of no more than two minutes to be ran during the official opening ceremony.
- Logo link on the Regional web site for one year
- Face to Face networking opportunity in the prime location in our Vendor Village
- Ten tickets all conference functions with reserved seating.

YOUR INVESTMENT ONLY:
\$10,000.00

PLATINUM SPONSOR

- Full page color ad in the Conference Souvenir Journal
- Logo on all signage and listed as a sponsor in Conference Souvenir Journal .
- Video Presentation of no more than two minutes to be ran during the official opening ceremony.
- Logo link on the Regional website for nine months
- Face to Face networking opportunity in the prime location in our Vendor Village
- Eight Tickets to all events with reserved seating

YOUR INVESTMENT ONLY:
\$7000.00

Partnership Levels

Continued

DIAMOND EVENTS SPONSOR

- Full page color ad in the Conference Souvenir Journal
- Logo on all signage and listed as a sponsor in Conference Souvenir Journal
- Logo link on the regional web site for six month
- Display in the Vendor Village to market and talk with all attendees.
- Six tickets to all events with reserved seating

YOUR INVESTMENT ONLY:

\$5000.00

GOLD EVENTS SPONSOR

- Full page color ad in the Conference Souvenir Journal
- Logo on the program of a selected event
- Logo link on the regional web site for three months
- Four tickets to all events with reserved seating

YOUR INVESTMENT ONLY:

\$2500.00

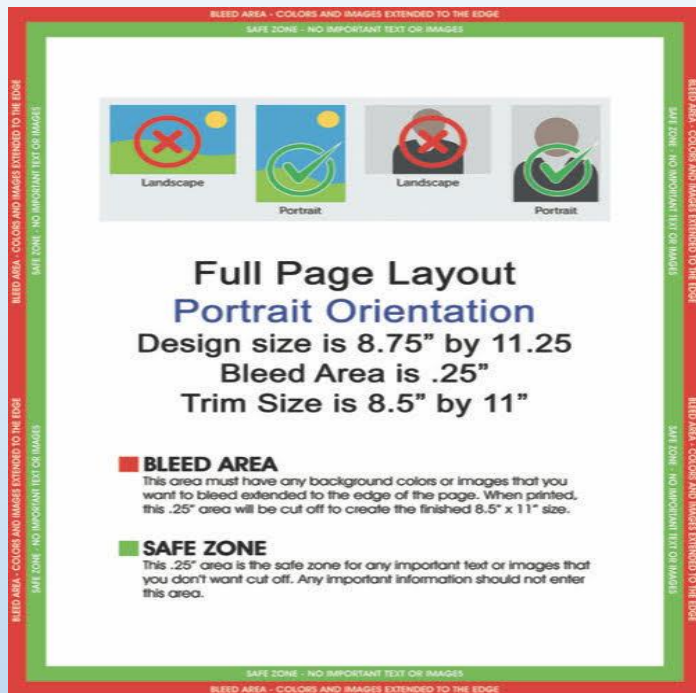
SILVER EVENTS SPONSOR

- Full page color ad in the Conference Souvenir Journal
- Logo on the program of a selected event
- Two tickets to all events with reserved seating

YOUR INVESTMENT ONLY:

\$1250.00

Advertising Rates



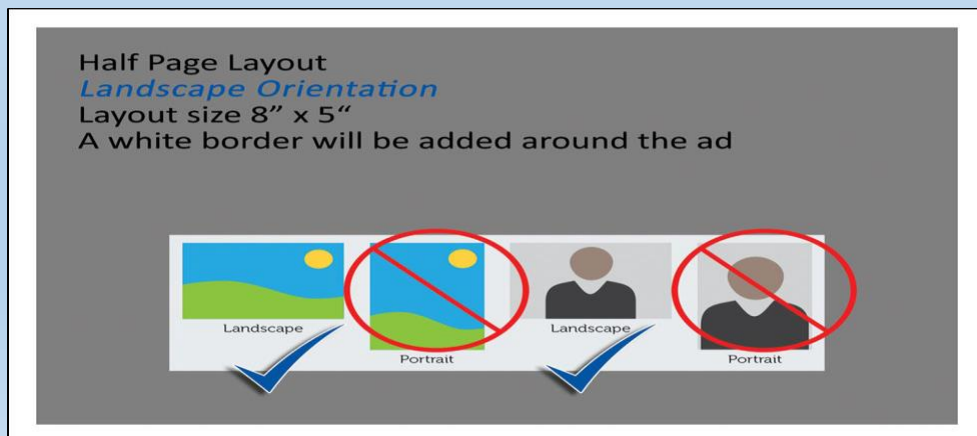
Advertising Types and Cost

- Inside Front Cover: (4-color process).....\$750
- Inside Back Cover: (4-color process).....\$750
- Full Page Color (7" width x 10" depth)...\$400
- Full Page B/W: (7" width x 10" depth)....\$300
- Half Page Color: (7" width x 5" depth)...\$350
- Half Page B/W: (7" width x 5" depth).....\$250

Design Specifications

- Full-Page Bleed Ads: 8.75" x 11.25" Trim size of page is 8.5" x 11.25"
- Half-Page Ads: 8" x 5" Live Area. A white border will print around the entire ad. The trim size of the page is 8.5" X 11"
- Finished Edition Format: 8.5 x 11", glossy, perfect bound, with pictures, profiles and advertisements

Note: Images copied from a website, social media or screen shot capture are not high-resolution enough for use in your journal ad submission



VENDOR OPPORTUNITIES

Option 1

\$300

Thursday, April 4, 2024

Friday, April 5, 2024

Saturday, April 6, 2024

Select (1) Day

Option 2

\$500

Thursday, April 4, 2024

Friday, April 5, 2024

Saturday, April 6, 2024

Select (2) Days

Option 3

\$700

Thursday, April 4, 2024

Friday, April 5, 2024

Saturday, April 6, 2024

Select (3) Days

Thank you for your interest in The 2024 Eastern Regional Conference. As a potential vendor please be aware of the following information:

1. Vendor village will open April 4-6th from 9am-7pm daily
 - a. setup time will begin at 8am - April 4-6th
 - b. Vendors village will be located in Terrapin Ballroom
 - c. All vendors can use service entrance, which is located directly behind the Hotel in between Campus Drive and Hotel Drive on Diamondback
 - d. All vendors will need to supply their own rolling carts and/or additional equipment to move in and move out of the vendor village
2. (1) 6 X 30 table and (2) chairs will be provided
3. Complimentary Wi-Fi will be provided
4. Power/electricity will not be provided
5. Vendor village will be closed at 7pm and reopened at 8am daily
6. Vendors will need to moved out of vendor village at 6pm on April 6th

Registration & Payment Information

Sponsorship Registration: - <https://forms.gle/VV2jiyF1nW4YZbrE9>

Journal Registration: - <https://forms.gle/f7bECB1jLk77Yu3y5>

Vendor Registration: - <https://forms.gle/9QDZDtZZeBTgZuQA6>



For payment remittance please
contact:



Ben Alston – BBB@pbseast.org



Electronic Funds Transfer



Checks – Please mail to:

Eastern Region of Phi Beta Sigma
145 W. Ostend Street, 6th floor
Baltimore, MD 21230



Thank You!

For more information contact:
Ben Alston
Email: BBB@pbseast.org

