



ALPHA PHI ALPHA FRATERNITY, INC.®

# Corporate Partnership Prospectus

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ALPHA PHI ALPHA FRATERNITY, INC. DEVELOPS LEADERS, PROMOTES BROTHERHOOD AND ACADEMIC EXCELLENCE,  
WHILE PROVIDING SERVICE AND ADVOCACY FOR OUR COMMUNITIES.





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# Investing in Leadership. Advancing Impact. Building the Future.

## ABOUT ALPHA PHI ALPHA FRATERNITY, INC.

Founded in 1906 at Cornell University, Alpha Phi Alpha is the first intercollegiate Greek-letter fraternity established for African American men. For more than a century, the Fraternity has stood at the intersection of leadership, scholarship, economic advancement, and community impact. With more than 250,000 initiated members and a global chapter footprint spanning multiple continents, Alpha Phi Alpha represents one of the most established and trusted leadership networks in the world.

Our membership includes collegiate scholars, early-career professionals, entrepreneurs, executives, public servants, and civic leaders who collectively influence industries ranging from business and technology to healthcare, education, government, and the arts. Through year-round national programming and regional engagement, Alpha Phi Alpha continues to cultivate leaders who drive progress locally, nationally, and globally.

## OUR LEGACY AND OUR FUTURE

Alpha Phi Alpha's legacy is defined by leadership that has shaped history—members who have influenced civil rights, public policy, education reform, business innovation, and global advocacy. From historic social movements to modern entrepreneurial ecosystems, Alpha men have consistently been at the forefront of transformative change.

Today, we are building on that legacy by expanding leadership development initiatives, strengthening entrepreneurship and economic empowerment programming, deepening public health and civic engagement efforts, and modernizing our digital and talent platforms. The future of Alpha Phi Alpha is focused on scalable, measurable impact—equipping the next generation of leaders with the networks, tools, and opportunities necessary to thrive in a rapidly evolving global economy.

## A DIRECT INVESTMENT IN LEADERSHIP AND TALENT

Corporate partnership with Alpha Phi Alpha is more than brand alignment—it is a strategic investment in a powerful, multi-generational talent pipeline. Through national programming, regional conferences, and our biennial General Convention, partners gain direct access to high-performing collegiate members, emerging entrepreneurs, seasoned executives, and influential decision-makers.

From recruitment pipelines and internship pathways to executive roundtables and thought leadership platforms, partnership delivers measurable workforce value, enhanced brand positioning, and authentic engagement with a dynamic professional network.

## ADVANCING EDUCATION, ECONOMIC MOBILITY AND COMMUNITY IMPACT

Alpha Phi Alpha's year-round initiatives are designed to strengthen communities and expand opportunity. Corporate investment directly supports:

- › Leadership development for undergraduate and alumni members
- › Entrepreneurship and small business pitch competitions
- › Scholarship distribution and academic advancement
- › Financial literacy and economic empowerment initiatives
- › Public health awareness and wellness programming
- › Civic engagement and community-based service initiatives

By aligning with these programs, corporations contribute to scalable solutions that promote workforce readiness, economic mobility, and long-term community resilience.

## NATIONAL VISIBILITY WITH AUTHENTIC ENGAGEMENT

Alpha Phi Alpha offers partners high-impact brand integration across digital platforms, print publications, executive convenings, regional conferences, and the General Convention—attended by thousands of leaders and professionals. Beyond visibility, we provide meaningful engagement opportunities that position partners as collaborators in advancing leadership and impact, not simply sponsors of an event.

## A STRATEGIC, LONG-TERM PARTNERSHIP

Corporations that partner with Alpha Phi Alpha join a legacy institution committed to accountability, measurable outcomes, and leadership excellence. Together, we can expand access to opportunity, cultivate transformative leaders, and strengthen communities nationwide—creating shared value for generations to come.

We invite forward-thinking organizations to invest not only in programming—but in a movement of leadership, influence, and impact that has shaped history and continues to shape the future.

## Our National Partners



# Message from Alpha Phi Alpha Fraternity, Inc.®



*Lucien J. Metellus, Jr.*

**Lucien J. Metellus, Jr.**  
General President  
Alpha Phi Alpha Fraternity, Inc.

We are pleased to invite you to join us as a corporate partner for Alpha Phi Alpha Fraternity, Inc. – the oldest intercollegiate Black Greek-letter organization – which has long stood at the forefront of the Black community’s fight for civil rights and social justice for more than 119 years.

Since 1906, forward-thinking Alpha men have challenged America to become a more perfect union. College and Alumni Brothers, alike, have marched, pushed legislation, and advocated for action through policy reforms as well as have committed themselves to actively serving the community.

We encourage you to review our Corporate Prospectus to learn more about who we are and the principles upon which our organization was founded. The success of our organization and our continued impact in the communities we serve is actively dependent upon the support of our members, corporations, and community partners.

Partnership key benefits include:

- › Showcasing your company, increasing brand awareness, and demonstrating your commitment to leaders who shape our future.
- › Networking and establishing relationships with our vast network of highly qualified African American men.
- › Partnering with our members to deliver impactful community service programs, educational initiatives, and events.

We encourage you to help support our mission by seizing upon this unique opportunity for engagement, visibility, and impact as well as one of our corporate partners.



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**Sean L. McCaskill**  
Executive Director  
Alpha Phi Alpha Fraternity, Inc.

For more than 119 years, Alpha Phi Alpha Fraternity, Inc. has been a trailblazer in advancing leadership, equity, and service in communities across the globe. Founded at Cornell University in 1906, Alpha men have consistently stood at the forefront of history — from leading civil rights movements to championing education, entrepreneurship, and public health.

As the oldest intercollegiate Black Greek-letter fraternity, we have cultivated generations of leaders who embody excellence in every field: government, business, law, medicine, arts, and philanthropy. Today, our members continue to shape policy, build businesses, lead institutions, and inspire communities.

Our mission remains constant: to develop leaders, promote brotherhood and academic excellence, while providing service and advocacy for our communities. Yet the methods and platforms through which we achieve this mission have evolved to meet today's opportunities.

We invite you to join us as a corporate partner, where together we can scale innovative programs, uplift underrepresented communities, and create pathways of opportunity for the next generation of leaders. This prospectus outlines both our legacy programs and new flagship initiatives — offering corporate partners unique opportunities for engagement, visibility, and impact.

# Alpha Phi Alpha® at a Glance

**250,000+  
Members  
Initiated  
since 1906**

A deep and influential membership base built over more than a century of leadership and service.

**850+ Chapters  
College &  
Alumni**

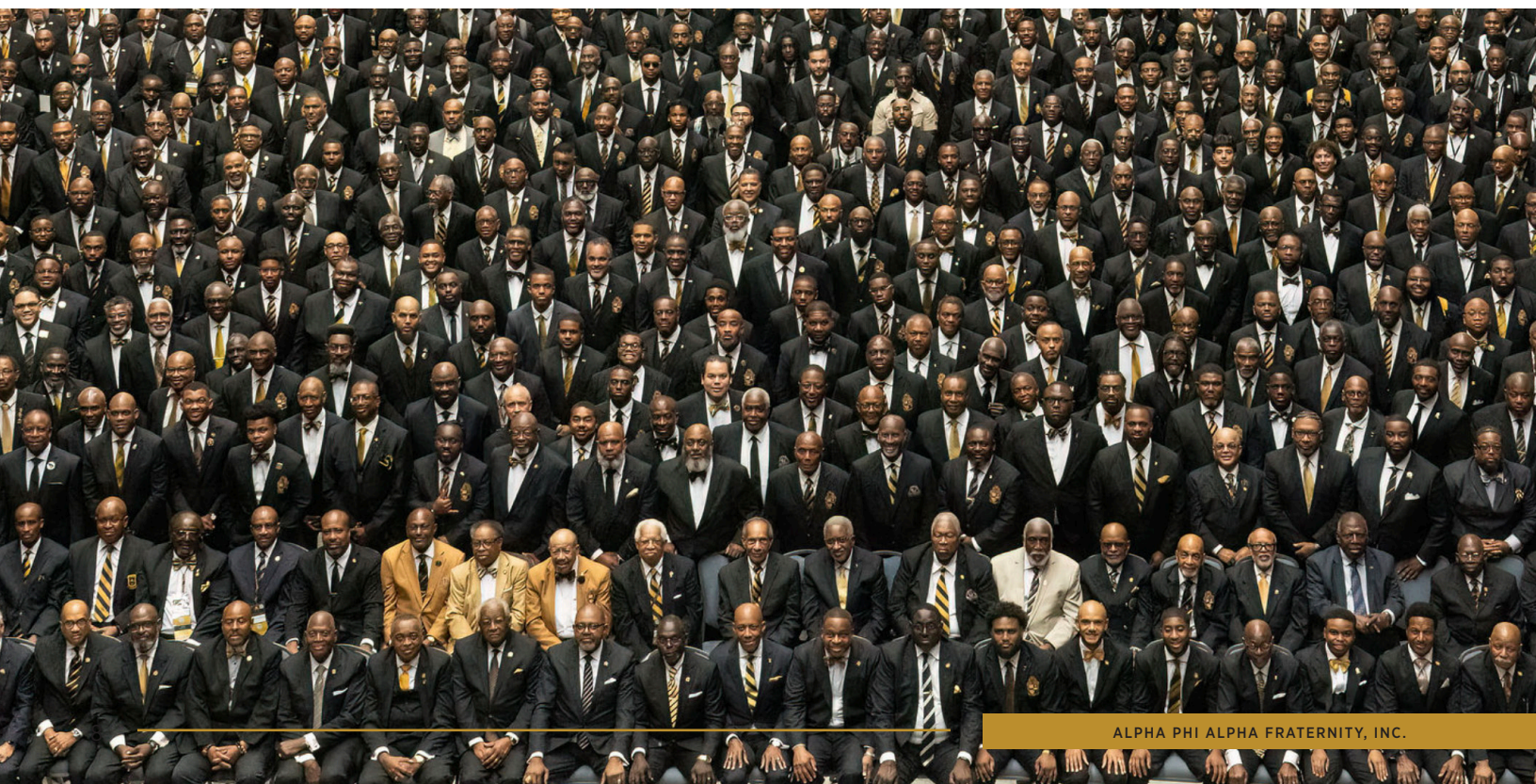
Across international countries — Fraternity presence spans North America, Europe, the Caribbean, Africa, and Asia, fostering global reach and influence.

**200,000+  
Social Media  
Followers**

Across digital platforms — broad digital engagement amplifies partner visibility and message reach.

**Global  
Reach**

North America, Europe, the Caribbean, Africa, and Asia — Footprint across multiple continents and diverse communities.



## MEASURABLE IMPACT & RETURN ON INVESTMENT COMMUNITY AND SCHOLARSHIP IMPACT

- › \$600,000+ in Scholarships and Institutional Support — National giving earmarked to support HBCUs and majority-minority institutions annually
- › 100,000s Hours of Community Service — Members contribute substantive volunteer hours to service initiatives nationwide

## BRAND REACH & ENGAGEMENT

- › National Marketing Exposure — Partners featured across multiple digital channels, email networks, and event signage with measurable impression metrics
- › Audience Engagement at Conventions
- › Thousands of attendees per General Convention
- › Measurable data on booth visits, session attendance, and lead capture

## TALENT PIPELINE ACTIVATION

- › Access to Emerging & Established Professionals
- › Direct engagement at career fairs
- › Recruitment touchpoints with College and Alumni talent pools

## THOUGHT LEADERSHIP AND INFLUENCE

- › Executive Spotlight Opportunities — Keynotes, panel participation, and spotlight sessions with measurable audience metrics
- › Content Co-Creation — Branded thought leadership placements with trackable digital



Our membership spans college students, early-career professionals, executives, and civic leaders. They represent a dynamic network of talent, influence, and purchasing power across sectors. Corporate partners gain access not only to this powerful membership base, but also to the broader communities they serve — including families, alumni networks, and community stakeholders.

# General Programs & Legacy Initiatives

For more than a century, Alpha has anchored its community impact through signature programs that remain vital today.

## First of All, Servants of All, We Shall Transcend All

### Brother's Keeper

Ensures the well-being of senior Brothers, widows, and community members by providing support services, advocacy, and engagement.

### Go-to-High School, Go-to-College

Focuses on educational attainment by mentoring youth and preparing them for college readiness and success.

### Project Alpha

A collaboration with the March of Dimes that provides education, mentorship, and guidance to young males on responsibility, relationships, and respect.

### A Voteless People Is a Hopeless People

A civic engagement and voter education campaign active since the 1930s, ensuring underrepresented communities have equitable access to the ballot box.



Special Initiatives include partnerships with the Boy Scouts of America, Big Brothers Big Sisters of America, Peace Corps, and the College Life to Corporate Life (C2C) Initiative, which helps students transition into professional careers.

## FLAGSHIP INITIATIVES

In addition to our historic programs, Alpha is proud to introduce innovative initiatives that align with today's needs in business, education, and leadership:



### Alpha University

Our premier learning and training platform offers online and in-person courses that cover leadership, financial literacy, career readiness, and health. Corporate partners can underwrite courses, fund scholarships, or sponsor entire learning tracks.

### Leadership 7

The high school-to-college leadership pipeline program is built on seven pillars: academic excellence, financial literacy, civic engagement, entrepreneurship, community service, health, and mentorship. Sponsors have opportunities to host workshops and brand key learning modules.



### 40 Under 40 / 40 Over 40 Leadership Honors

Celebrating rising and accomplished Alpha leaders in business, government, and entrepreneurship. Sponsorship includes branding, media visibility, and access to a distinguished networking environment.

### Graduate School Initiative

A partnership with leading universities provides application waivers, scholarships, and fellowships for Alpha men. Sponsors can invest in talent development, mentorship, and recruitment pipelines.



### Alpha eSports Initiative

The national platform connects members to competitive gaming, technology, and digital career pathways. Partners can engage through tournament sponsorships, STEM activation, and access to emerging tech talent.

### Surgeon General Initiatives

The public health-focused program is aligned with national priorities, addressing mental health, chronic disease prevention, and community wellness through education and awareness campaigns.



### Sphinx Media

Alpha Phi Alpha's international storytelling platform amplifies leadership, entrepreneurship, and community impact through digital content, publications, and multimedia engagement.

# Partnership Opportunities

Alpha Phi Alpha Fraternity, Inc. provides a full spectrum of sponsorship and partnership opportunities tailored to corporate engagement.

## YEAR-ROUND STRATEGIC PARTNERSHIPS

Sustained partnerships that underwrite Alpha's programs and provide continuous visibility across multiple platforms and events throughout the year. Each tier builds upon the previous one, ensuring that higher-level partners receive the full scope of benefits plus exclusive enhancements.



### VISIONARY PARTNER – \$500,000+

Our highest-level partnership, reserved for corporations and institutions seeking maximum brand integration, thought leadership opportunities, and national visibility.

- › Includes all Legacy, Innovation, and Community benefits
- › Exclusive alignment with Alpha's national program areas (Education, Entrepreneurship, Leadership, Health & Wellness, Civic Engagement)
- › Title sponsor recognition at the General Convention and at all Regional Conventions
- › Co-branded national campaigns across Alpha's platforms (education drives, health fairs, entrepreneurship showcases)
- › Guaranteed speaking opportunities at marquee events
- › Invitations to private Executive Roundtables with fraternity leadership, policy influencers, and corporate peers
- › Full-page ad and feature in The Sphinx® magazine + national press release mention
- › Customized partnership activations (co-created with Alpha leadership)

### LEGACY PARTNER – \$250,000+

A premier level of partnership focused on long-term branding, signature program sponsorship, and direct engagement with Alpha members across the nation.

- › Includes all Innovation and Community benefits
- › Sponsorship of one signature initiative (Alpha University, Leadership 7)
- › Prominent branding across initiative-related events, toolkits, and campaigns
- › Exhibit and speaking opportunities at the General Convention
- › Premium sponsor recognition at the General Convention and at two Regional Conventions of your choice
- › Recognition in Alpha's Annual Report and Donor Wall
- › Half-page ad in The Sphinx® magazine
- › Digital spotlight campaign announcing partnership



#### **INNOVATION PARTNER – \$100,000+**

Designed for organizations committed to sponsoring innovation-driven initiatives and gaining meaningful regional and digital visibility.

- › Includes all Community benefits
- › Sponsorship of an innovation-focused initiative (Graduate School Initiative, Alphapreneurship Pitch Experience)
- › Integration in national digital campaigns and monthly newsletters
- › Exhibit and speaking opportunities at a Regional Convention
- › Branded webinars, workshops, or recruitment events with College and Alumni members
- › Recognition in The Sphinx® magazine contributor highlights

#### **COMMUNITY PARTNER – \$50,000+**

Entry-level year-round partnership supporting grassroots initiatives and regional programming.

- › Sponsorship of regional initiatives (mentorship, health fairs, civic engagement)
- › Recognition in Regional Convention journals and event signage
- › Complimentary listing in the Alpha Business Directory (supplier diversity network)
- › Recognition in Alpha's quarterly impact reports

**The Benefits Matrix** outlines a tiered partnership structure that delivers scalable value across brand visibility, thought leadership, talent access, community impact, and measurable ROI. Each investment level is designed to align corporate objectives with meaningful national and regional engagement opportunities—creating strategic, year-round partnerships beyond traditional event sponsorship.

| Category           | Benefit                            | Visionary (\$500K+)   | Legacy (\$250K+) | Innovation (\$100K+) | Community (\$50K+) |
|--------------------|------------------------------------|-----------------------|------------------|----------------------|--------------------|
| Brand Visibility   | National Title Sponsor Recognition | Exclusive Category    | -                | -                    | -                  |
| Brand Visibility   | Regional Title Recognition         | Yes                   | Yes              | -                    | -                  |
| Brand Visibility   | General Convention Recognition     | Premium               | Featured         | Standard             | Listing            |
| Brand Visibility   | Sphinx Magazine Feature            | Full Page + Story     | Half Page        | Highlight            | -                  |
| Thought Leadership | Mainstage Speaking                 | Yes                   | -                | -                    | -                  |
| Thought Leadership | National Panel Participation       | Yes                   | Yes              | -                    | -                  |
| Talent Pipeline    | Private Recruiting Suite           | Yes                   | -                | -                    | -                  |
| Talent Pipeline    | Resume Bank Access                 | Curated Introductions | Priority Access  | Access               | -                  |
| Talent Pipeline    | Career Fair Booth                  | Premium               | Prime            | Standard             | Exhibit Only       |
| Community Impact   | Signature Initiative Naming Rights | Multi-Program         | Single Program   | Supporting           | -                  |
| Community Impact   | Grassroots Sponsorship             | Yes                   | Yes              | Yes                  | Yes                |
| Data & ROI         | Industry Exclusivity               | Yes                   | -                | -                    | -                  |
| Data & ROI         | Custom ROI Report                  | Quarterly + Annual    | Annual           | Standard Metrics     | -                  |
| Custom Activation  | National Custom Activation         | Yes                   | -                | -                    | -                  |
| Custom Activation  | Regional Activation                | Yes                   | Yes              | -                    | -                  |



## GENERAL CONVENTION SPONSORSHIPS

Sponsorship of the General Convention of Alpha Phi Alpha Fraternity, Inc. offers premier national visibility and direct access to thousands of leaders, professionals, and emerging talent. Partners benefit from high-impact activation opportunities—including mainstage recognition, exhibit presence, recruitment engagement, and executive networking—positioning their brand at the center of one of the fraternity's most influential gatherings.

### General Convention Marquee Events

General Convention Marquee Events represent the most anticipated and high-visibility experiences of the Convention, bringing together thousands of attendees for signature celebrations, award ceremonies, entertainment showcases, and leadership gatherings. These premier events offer sponsors elevated brand exposure, executive engagement opportunities, and dynamic activation platforms at the center of Alpha Phi Alpha's largest national stage.



#### General President's Reception

Join us at the Alpha Phi Alpha General President's Reception during the General Convention—an exclusive gathering for leaders committed to fostering excellence, brotherhood, and progress. Connect with distinguished members, share insights, and celebrate the enduring legacy of Alpha Phi Alpha Fraternity, Inc. and our General President.

**Sponsorship Cost: \$10,000 - \$50,000**

**Expected Attendance: 1,500**



#### Welcome to General Convention Concert

Join us for a celebratory reception welcoming the Brothers of Alpha Phi Alpha to the city of Orlando. Hors d'oeuvres, drinks and plenty of space for networking. As the official sponsor of our General Convention Welcome Event, you will have the opportunity to interact with some of the most influential political figures, thought leaders and opinion makers within the Fraternity and community-at-large.

**Sponsorship Cost: \$10,000 - \$25,000**

**Expected Attendance: 2,000**



### **O. Wilson Winters Life Membership Breakfast**

A momentous occasion that embodies the rich history, unwavering commitment, and profound brotherhood of the fraternity. Held amidst the vibrant atmosphere of the convention, this luncheon serves as a tribute to the esteemed members who have dedicated their lives to the principles and ideals of Alpha Phi Alpha. It is a time-honored tradition where Brothers gather to celebrate the legacy of leadership, scholarship, and service that defines the fraternity.

**Sponsorship Cost: \$10,000 - \$25,000**

**Expected Attendance: 800**



### **College Brothers Luncheon**

An inspiring gathering that epitomizes the fraternity's dedication to nurturing the next generation of leaders. Held amidst the dynamic energy of the convention, this luncheon serves as a pivotal moment for College Brothers to connect, engage, and be empowered. It provides a unique platform for young Brothers to share experiences, exchange ideas, and forge meaningful connections with peers from across the world.

**Sponsorship Cost: \$10,000 - \$25,000**

**Expected Attendance: 500**



### **Miss Old Gold & Black(™) Leadership Pageant**

The Miss Old Gold & Black Leadership Pageant is an elegant formal affair which showcases fraternal accomplishments and service. In addition, the event highlights and fosters the inextricable connection between success and etiquette amongst young women. The pageant portion spotlights the poise, self-confidence, communication skills, intelligence, and beauty of the contestants.

**Sponsorship Cost: \$10,000 - \$50,000**

**Expected Attendance: 3,000+**



### **Fraternal Luncheon**

The Fraternal Luncheon at the Alpha Phi Alpha Fraternity, Inc. General Convention is a cornerstone event that encapsulates the spirit of brotherhood, unity, and collective action within the fraternity. Bringing together brothers from all walks of life and generations, this luncheon serves as a vibrant tapestry of experiences, perspectives, and aspirations. Against the backdrop of the convention’s buzz, fraternity members gather to celebrate their shared commitment to the principles of Alpha Phi Alpha: leadership, scholarship, and service.

**Sponsorship Cost: \$25,000 - \$100,000**

**Expected Attendance: 3,000**



### **College Step Show**

The Annual College Step Show offers healthy competition for the Alpha Phi Alpha members that guarantees fun and entertainment for all. Your sponsorship is an opportunity to not only have the name of your business visible to thousands, but also a great way to show your support for Greek traditions. We are looking for your support to help make the Annual College Step Show a success.

**Sponsorship Cost: \$10,000 - \$50,000**

**Expected Attendance: 3,000**



### **Dick Gregory Comedy Show**

The Dick Gregory Comedy Show is a signature General Convention entertainment experience that celebrates culture, legacy, and social commentary through comedy. Named in honor of the legendary activist, comedian, and Alpha Brother, Dick Gregory, this high-energy evening brings together attendees for laughter, reflection, and community—offering sponsors premium brand visibility in a dynamic, culturally resonant setting.

**Sponsorship Cost: \$50,000**



### **Military Brothers Breakfast**

The Military Brothers Breakfast brings together distinguished military veterans, active-duty members, and Fraternity Brothers to honor the service and sacrifice of those who have served in the armed forces. This gathering provides an opportunity to celebrate military achievements, share stories of leadership, and strengthen the bonds within the fraternity while paying tribute to the fraternity's rich legacy of service to the nation.

**Sponsorship Cost: \$10,000 - \$25,000**

**Expected Attendance: 750**



### **Old Gold & Black Leadership Gala**

A premier event that offers sponsors a high-profile opportunity to connect with the fraternity's most influential members and distinguished guests. This elegant evening features a formal sit-down dinner, awards ceremony, and a live concert, celebrating leadership, excellence, and the fraternity's legacy of service. Sponsors can showcase their brand in an exclusive setting while supporting an unforgettable night of recognition and entertainment.

**Sponsorship Cost: \$10,000 - \$50,000**

**Expected Attendance: 3,000+**



### **VIP Lounge**

This space will provide an opportunity for you to promote your corporation to a group of prominent leaders that will include leaders from local officials, Alpha Phi Alpha leadership, and other invited guests that will be joining this year's General Convention.

**Sponsorship Cost: \$10,000**



### Hospitality Suites

If you are looking for an event where networking takes place, this is it! As a sponsor of our famed hospitality suites, your corporation will have the opportunity to promote your brand and logo to an audience that is eager to learn. Hospitality Suites are held each night of the convention for Brothers and their guests to relax and network.

**Sponsorship Cost: \$5,000 - \$10,000**



### Senior Brothers Lounge

This space provides special amenities to our senior Alpha Men. It is also a setting at which our young Brothers can pull up a chair and talk to a Brother about the living history of Alpha Phi Alpha®.

**Sponsorship Cost: \$10,000**



### Gaming Lounge

The Gaming Lounge offers sponsors a unique opportunity to engage with attendees in a dynamic and interactive space. Featuring popular video games and consoles, the lounge provides a fun and relaxed environment where Brothers can connect, compete, and unwind between convention sessions. Sponsors can gain visibility by aligning their brand with this high-energy experience, showcasing their support for innovative and engaging activities at the convention.

**Sponsorship Cost: \$10,000 - \$25,000**

## GENERAL CONVENTION SPONSORSHIP LEVELS

The General Convention Sponsorship Levels provide scalable partnership opportunities designed to align corporate investment with meaningful visibility, engagement, and impact. Each tier offers a tailored combination of brand exposure, exhibit presence, executive access, programming integration, and digital promotion—ensuring partners can select a level that matches their strategic objectives while maximizing their presence at Alpha Phi Alpha’s premier national gathering.

### **Jewel Sponsor – \$150,000+**

The Jewel Sponsor represents the premier Convention partnership level, offering maximum national visibility, executive access, and high-impact brand integration across the entire event experience.

- › Exclusive naming rights to a major Convention experience
- › Keynote or mainstage speaking opportunity
- › Premium activation footprint (largest exhibit placement)
- › VIP tables at signature events and awards gala
- › Featured press coverage and media recognition
- › Prominent logo placement across Convention signage and materials
- › Executive access to leadership receptions and closed-door sessions

### **Platinum Partner – \$100,000+**

Platinum Partners receive prominent co-sponsorship visibility and meaningful thought leadership positioning across signature Convention programming.

- › Co-sponsor designation for major Convention events
- › Double exhibit booth space (prime placement)
- › Branded workshop or educational session
- › Recognition in The Sphinx® magazine
- › VIP event invitations
- › Digital and on-site promotional recognition

### **Gold Partner – \$75,000+**

Gold Partners receive strong event integration and brand visibility through reception sponsorship and multi-channel promotion.

- › Reception sponsorship recognition
- › Single exhibit booth
- › Half-page advertisement in Convention program
- › Digital recognition on website and event materials
- › On-site signage inclusion
- › Premium Exhibit Booth Table

### Silver Partner – \$50,000+

Silver Partners gain targeted visibility through breakout session engagement and Convention-wide promotional recognition.

- › Business session sponsorship
- › Standard exhibit booth
- › Quarter-page program advertisement
- › Recognition in Convention promotions and signage
- › Website listing
- › Premium Exhibit Booth Table

### Bronze Partner – \$25,000+

Bronze Partners receive foundational brand exposure and on-site engagement opportunities during the Convention.

- › Shared event recognition
- › Logo placement on Convention signage
- › One exhibitor booth
- › Website and program recognition
- › Exhibit Booth Table

### Supporter – \$10,000+

Supporter-level partners receive brand placement within official Convention materials and attendee touchpoints.

- › Program recognition
- › Website listing
- › Attendee bag insert opportunity

### Brotherhood Partner – \$5,000+

Brotherhood Partners demonstrate support for the Convention while gaining essential brand visibility among attendees.

Benefits Include:

- › Program recognition
- › Website listing
- › Logo placement on select Convention signage



**The General Convention Benefits Matrix** outlines a tiered sponsorship structure designed to provide scalable visibility, engagement, and strategic value at Alpha Phi Alpha’s largest national gathering. Each level offers a tailored mix of brand exposure, executive access, thought leadership opportunities, recruitment engagement, and measurable activation touchpoints—ensuring partners can align their investment with meaningful outcomes and high-impact presence throughout the Convention experience.

| Category      | Benefit                            | Jewel (\$150K+)         | Platinum (\$100K+)      | Gold (\$75K+) | Silver (\$50K+) | Bronze (\$25K+) | Supporter (\$10K+) | Brother (\$5K+) |
|---------------|------------------------------------|-------------------------|-------------------------|---------------|-----------------|-----------------|--------------------|-----------------|
| Brand & Media | Naming Rights / Title Sponsorship  | Exclusive Naming Rights | Co-Sponsor              | -             | -               | -               | -                  | -               |
| Brand & Media | Keynote / Mainstage Speaking       | Yes                     | -                       | -             | -               | -               | -                  | -               |
| Brand & Media | Exhibit Booth Size                 | 10x30 Premium           | 10x30 Double            | 10x30         | 10x20           | 10x10           | -                  | 10x10           |
| Brand & Media | SPHINX® Advertisements             | 3 Ads (Incl. Full Page) | 2 Ads (Incl. Full Page) | 1 Full Page   | 1 Half Page     | 1 Half Page     | -                  | -               |
| Brand & Media | Mobile App Recognition             | Full Page               | Full Page               | Full Page     | Half Page       | Quarter Page    | -                  | -               |
| Brand & Media | Convention Website Logo Placement  | Yes                     | Yes                     | Yes           | Yes             | Yes             | -                  | -               |
| Brand & Media | Social Media Promotion             | Up to 5 Posts           | Up to 4 Posts           | Up to 3 Posts | Up to 2 Posts   | 1 Post          | -                  | -               |
| Brand & Media | Product Placement in Attendee Bags | Yes                     | Yes                     | Yes           | -               | -               | Insert Only        | -               |
| Brand & Media | Recognition in APA Publications    | Yes                     | Yes                     | Yes           | Yes             | Yes             | Yes                | Yes             |

|                  |   |              |            |                |                |      |     |     |
|------------------|---|--------------|------------|----------------|----------------|------|-----|-----|
| Executive Access | VIP Tables at Signature Events          | Yes          | Yes        | -              | -              | -    | -   | -   |
| Executive Access | VIP Corporate Lounge Access             | Yes          | Yes        | Yes            | Yes            | Yes  | -   | -   |
| Executive Access | VIP Accommodations Access               | Yes          | Yes        | Yes            | Yes            | Yes  | -   | -   |
| Engagement       | Sponsor Major Convention Activity       | 2 Activities | 1 Activity | Shared         | -              | -    | -   | -   |
| Engagement       | Workshop at Leadership Programs         | Yes          | Yes        | Yes            | -              | -    | -   | -   |
| Engagement       | Fraternal Luncheon Speaking Opportunity | Yes          | Yes        | -              | -              | -    | -   | -   |
| Engagement       | Co-Hosted Educational Programming       | Quarterly    | Quarterly  | Twice Annually | Twice Annually | Once | -   | -   |
| Engagement       | Promotional Item Distribution           | Yes          | Yes        | Yes            | Yes            | -    | -   | -   |
| Data & Reporting | Data Collection Access (Qualtrics)      | Yes          | Yes        | Yes            | Yes            | Yes  | Yes | Yes |
| Digital          | Virtual Alpha Expo Space                | Yes          | Yes        | Yes            | Yes            | -    | Yes | Yes |

## INITIATIVE-SPECIFIC SPONSORSHIPS

Beyond conventions and year-round partnerships, Alpha Phi Alpha offers unique opportunities to align with targeted initiatives that drive measurable community impact and deliver strong visibility for corporate partners. These programs allow for deeper storytelling, custom engagement, and direct alignment with strategic corporate priorities such as supplier diversity, workforce development, entrepreneurship, and social responsibility.

### Alpha University

Alpha's premier professional development and learning platform, blending online and in-person training to equip members with leadership skills, financial literacy, career readiness, and wellness knowledge.

Sponsorship Opportunities:

- › Track Sponsor – Exclusive branding of a training track (e.g., Financial Literacy, Leadership Development, Entrepreneurship).
- › Scholarship Partner – Provide access to professional certifications, course fees, or continuing education for members.
- › Content Co-Creator – Collaborate on branded learning modules, case studies, or toolkits relevant to your industry.
- › Corporate Learning Series – Host a sponsored speaker series or fireside chats with executives.
- › Technology Partner – Support the platform's digital infrastructure with co-branding across all course portals.
- › Certification Endorser – Co-develop Alpha-branded credentials (e.g., Leadership Certificate, Entrepreneurship Badge).

### 40 Under 40 / 40 Over 40 Leadership Honors

Signature recognition programs that highlight rising stars and accomplished leaders within Alpha who are transforming industries, shaping policy, and leading social change. These events double as high-profile networking opportunities with influential professionals and emerging talent.

Sponsorship Opportunities:

- › Event Sponsor – Title sponsor with naming rights, branding across all promotional materials, and stage recognition.
- › Media Partner – Co-branding in digital campaigns, press releases, video highlights, and post-event recaps.
- › Networking Host – Sponsor and brand a leadership mixer or VIP reception tied to the honoree event.
- › Leadership Fellowship Fund – Provide funding for honorees to support mentoring or community projects.
- › Corporate Talent Spotlight – Highlight partner recruitment opportunities during networking sessions.
- › Alumni Engagement Sponsor – Sponsor follow-up alumni networking initiatives and digital spotlights.





### Alpha eSports Initiative

In partnership with eFoundry and Cxmmunity, Alpha Phi Alpha is proud to launch a year-round Alpha eSports Program designed to harness the power of gaming, technology, and digital culture to engage our collegiate members, connect with young audiences, and create career pathways in the multi-billion-dollar gaming and tech industries.

#### Sponsorship Opportunities:

- › Presenting Sponsor – Year-round branding across all Alpha eSports events, digital platforms, and tournaments; exclusive naming rights (“Alpha eSports powered by [Sponsor]”).
- › Tournament Sponsor – Branding and activation opportunities at national and regional gaming tournaments (in-person and livestreamed).
- › Technology Partner – Support for gaming infrastructure, streaming platforms, and digital tools; co-branded equipment or scholarships for collegiate chapters.
- › Scholarship Partner – Fund eSports scholarships, team stipends, or travel grants for collegiate participants.
- › Livestream/Media Sponsor – Logo placement on livestream overlays, digital broadcasts, and highlight reels; integration into promotional videos.
- › Career Pathway Partner – Host workshops, internships, and recruitment sessions focused on gaming, tech, and entertainment career opportunities.
- › Community Engagement Partner – Sponsor local or regional “Alpha eSports Days” at schools and community centers to showcase gaming and STEM careers.

### Graduate School Initiative

A national pipeline program providing Alpha men with graduate school access through partnerships with leading universities, offering application waivers, fellowships, and scholarships. It strengthens higher education access and creates direct talent pathways for corporations.

#### Sponsorship Opportunities:

- › Fellowship Sponsor – Provide full or partial funding for graduate study scholarships named after your company.
- › Recruitment Partner – Gain direct access to Alpha’s diverse talent pipeline for internships and career opportunities.
- › Branded Fellowship Program – Co-create fellowships in specific disciplines (e.g., MBA, STEM, Public Policy).
- › Graduate Prep Workshop Host – Sponsor career readiness and admissions workshops for aspiring graduate students.
- › Mentorship Partner – Pair company executives with Alpha scholars for one-on-one mentorship.
- › Thought Leadership Sponsor – Support research reports or whitepapers on equity in graduate education.

# Alpha Phi Alpha® Special Opportunities

Our Special Partnership Opportunities are designed to provide members and small businesses with meaningful ways to support the Fraternity while gaining visibility, credibility, and direct connections within the Brotherhood.

By participating, Brothers and partners not only strengthen Alpha's mission but also showcase their businesses, services, and personal brands to an engaged network of leaders and professionals across the country.

## BROTHERHOOD SPONSOR PACKAGES (EXCLUSIVE TO FINANCIAL MEMBERS)

These packages empower Alpha-owned small businesses to gain visibility within the Brotherhood and beyond:

- › Pharaoh – \$10,000+
  - » Featured placement in The Sphinx® and Alpha Business Directory.
  - » Exclusive recognition at General and Regional Conventions.
  - » Business spotlight on Alpha's official social media platforms.
  - » Full-page ad in The Sphinx®.
- › Supporting – \$2,500+
  - » Enhanced Alpha Business Directory listing.
  - » Quarter-page ad in The Sphinx®.
  - » Quarterly addition to the Brotherhood Matters Newsletter.
- › Vendor – \$1,500+
  - » Business Directory entry with vendor badge.
  - » Biannual addition to the Brotherhood Matters
- › Black & Gold – \$5,000+
  - » Premium listing in Alpha Business Directory (priority placement).
  - » Logo featured in Brotherhood Matters Newsletter.
  - » Recognition at one Regional Convention.
  - » Half-page ad in The Sphinx®.
  - » Advertisement Size - Half page

## MARKETING SPONSOR PACKAGES

These packages allow businesses to increase visibility, build credibility, and connect with a national audience of Brothers and partners.

- › Publishing – \$25,000+
  - » Full-page ad in The Sphinx® and Alpha Business Directory spotlight.
  - » Sponsored content opportunity in Alpha’s digital newsletter.
- › Promotional – \$10,000+
  - » Half-page ad in The Sphinx®.
  - » Featured “Business of the Month” in Alpha Business Directory.
- › Contributing – \$5,000+
  - » Quarter-page ad in The Sphinx®.
  - » Enhanced Business Directory listing.
- › Supporting – \$2,500+
  - » Business Directory listing with logo.
  - » Recognition in Alpha donor wall.

## ALPHA BUSINESS DIRECTORY

The Sphinx® remains the second-oldest African American publication in the nation and an archival record of our history. Advertising here reaches Brothers, partners, and libraries nationwide. (Non-Profit/Schools)

- › Inside Front Page: \$5,000 / \$2,500
- › Inside Back Page: \$5,000 / \$2,500
- › Back Cover: \$7,500 / \$5,000
- › Two-Page Spread: \$1,500 / \$750
- › Full Page: \$500 / \$350

## (INTEGRATED OPPORTUNITY)

The Alpha Business Directory (<https://apa1906.net/alpha-business-directory/>) is a growing online hub showcasing Alpha-owned businesses across industries. It connects Alpha-owned businesses across industries. It connects Brothers, corporate partners, and consumers to a trusted network of businesses, helping circulate dollars within the community.

Directory Sponsorship Options:

- › Premium Featured Listing – \$2,500/year
  - » Top placement in search results, with logo and featured business profile.
- › Standard Listing – \$1,000/year
  - » Business contact info, description, and website link.
- › Micro-Business Listing – \$500/year
  - » Basic listing for small/start-up businesses.

*All sponsors in Brotherhood or Marketing Packages automatically receive a premium directory listing.*

## SPHINX® SPONSOR PACKAGES

# Why Partner with Alpha Phi Alpha®

## Trusted Legacy

Over a century of leadership, advocacy, and impact

## National Reach

850+ chapters, 200K+ members, global presence

## Proven Impact

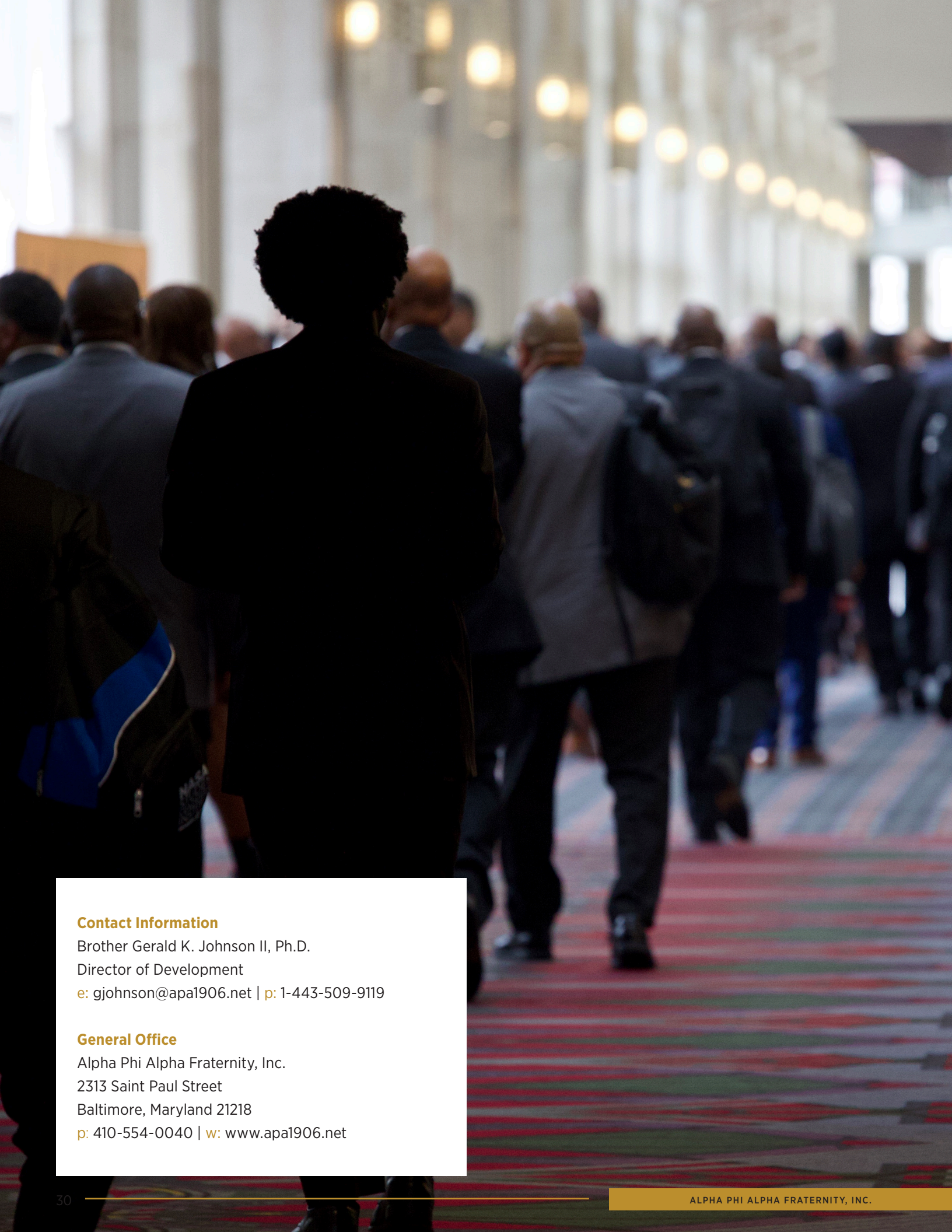
Programs spanning education, entrepreneurship, civic engagement, and health

## Influential Audience

Members are executives, entrepreneurs, policymakers, and professionals

## Shared Values

Partners gain alignment with equity, innovation, and community advancement



**Contact Information**

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