MESSAGE FROM THE NATIONAL PRESIDENT

Delta Sigma Theta Sorority, Incorporated is the largest public service organization comprised of predominantly African-American, college educated women.

We are pleased to invite you to join us as a corporate partner as we prepare for our 53rd National Convention to be held in August 2017 in Las Vegas, Nevada. The Sorority proudly convenes this biennial event which attracts over 10,000 of the most astute entrepreneurs, corporate leaders, politicians, educators, students and key influencers.

We provide a week of high-impact educational, cultural and social experiences for all participants and their extended families. By partnering with our organization, your company can build brand awareness and actively engage with attendees.

Key benefits of partnering with Delta Sigma Theta Sorority, Inc.;

An opportunity to:
- network and establish relationships with professional African-American women who drive more than 85% of the purchasing power within their household.
- showcase your company, increase brand awareness, and demonstrate your commitment to leaders who shape our future.
- have prominent on-site visibility in the Exhibit Trade Show (attended by 20,000+ daily)

Your support will enable Delta Sigma Theta Sorority, Inc. to continue its mission of public service, the core pillar upon which our organization was founded. More than one hundred years later, our reach has extended to over 1,000 chapters operating in the United States, England, Germany, the Caribbean, Japan and Korea. These chapters serve as the conduit through which our membership renders community service via our Five-Point Programmatic Thrust: 1) Economic Development, 2) Educational Development, 3) International Awareness and Involvement, 4) Physical and Mental Health, and 5) Political Awareness and Involvement.

As you review the contents of our 2017 Partnership Opportunities Brochure, it is my hope you will find connections that will allow you to determine how best to collaborate with Delta Sigma Theta Sorority, Inc. A member of our National Corporate Partnerships Task Force will follow up with you once you have had an opportunity to review the materials.

Thank you in advance for your consideration and we look forward to your support at our 53rd National Convention and beyond.

Sincerely,

Dr. Paulette C. Walker,
National President and CEO
Delta Sigma Theta Sorority, Inc.
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DELTA’S PROFILE

A GLOBAL REACH

Delta Sigma Theta Sorority, Incorporated, the largest public service organization comprised of predominately college educated African-American women, is a private, not-for-profit organization whose purpose is to conduct public service through established programs in order to empower local communities throughout the world. The Sorority currently has approximately 1,000 chapters located in the United States, England, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Africa and the South Korea.

PROGRAM RELEVANCY

The major programs of the Sorority are based upon the organization’s Five-Point Programmatic Thrust. Through strategic public and private partnerships, Delta’s members develop innovative program approaches under: Economic Development, Educational Development, International Awareness and Involvement, Physical and Mental Health, and Political Awareness and Involvement. Delta members are engaged in a wide array of public service programs and projects, and National Non-Profit alliances, extending the Delta reach and impact at the community, state and national levels.

STRENGTH IN NUMBERS

The African-American market exerts enormous influence on American culture. Its impact shows no sign of waning, given the projected population growth and increased buying power of African-Americans. As a result, advertisers and marketers will continue to recognize, study, and communicate with this consumer community, which includes members of the Sorority. In addition, studies indicate that African-American women are the single biggest influence on the growth of African-American spending. According to the Nielsen Company study entitled, “African-American Consumers: Still Vital, Still Growing,” by 2019, African-American buying power is projected to be $1.4 Trillion.
The Delta Consumer:

- Over 60% of members are the primary breadwinner
- 75% are employed full-time
- 50% hold graduate degrees
- 75% are homeowners
- 24% of membership are collegiates*
- 76% of membership are Alumnae**
- 46% are between the ages of 35 and 54; 18% are between 18 and 34
- 75% are employed full-time
- The Sorority has approximately 1,000 chapters across the globe

*Collegiates (members enrolled in a college/university)
**Alumnae (members who are college graduates)
JOIN US IN MAKING A DIFFERENCE
and elevate your company’s brand!

IT’S A WIN WIN!
Becoming a sponsor of Delta Sigma Theta Sorority, Incorporated provides you the unique opportunity to partner with our members to deliver impactful community service programs, educational initiatives and events while building brand awareness and demonstrating your company’s commitment to public service and corporate social responsibility.

Each program and event reaches a different audience ranging from millennials to seniors and features an entertaining and engaging way for sponsors to connect with members and the communities we serve together.

WE’LL FIND THE RIGHT FIT!!
If you’re looking for an opportunity to connect with college-educated African-American women, Delta Sigma Theta Sorority, Incorporated has over 370 collegiate chapters across the US and internationally.

Our members include influencers representing federal, state and local governments as well as corporate executives and leaders in education, arts and entertainment. A partnership with Delta means access to thousands of influential women leaders with a passion for making a measurable impact in communities and throughout the world.

LET’S MAKE IT HAPPEN!
Get your name in front of our membership and their spheres of influence by investing in a Delta partnership package that works for you. Together, we can make a difference while reaching goals and objectives that are good for business locally, regionally and nationally.
LEADERSHIP DELTA FELLOWS

The Delta Fellows Program, sponsored by Delta Sigma Theta Sorority, Incorporated, is a leadership development program providing members with in-depth experiences, training across a wide range of areas and ongoing mentorship. The participants will experience an opportunity to build their leadership potential and expand their horizons.

The one year program brings together members from Delta’s seven regions to participate in creative, multi-disciplinary training aimed at developing leadership and strategic management. The fellows will engage in a combination of classroom work, discussion on a variety of topics, case studies and peer advice. They will have an opportunity to hone their strategic thinking ability in areas including negotiations, organization effectiveness, marketing, global issues, health/wellness, and community/civic engagement.

In addition to their leadership training, each fellow is matched with a mentor during the program year. This affords them a chance to receive personal insights and advice from leaders at the top of their fields.

LEADERSHIP DELTA

Leadership DELTA (Defining Emerging Leaders Through Advocacy) is a leadership development program for collegiate initially focused on STEM talent, now being broadened to include STEM, business and social science majors.

• Leadership and professional development
• Mentoring relationships

The Leadership Academy Committee’s vision:

• We will develop a strong pipeline of members well-prepared and ready to assume leadership roles on the local, regional and national level and outside the sorority.

• We will enable members with the knowledge and skills needed to run an effective and efficient organization at all levels of the sorority.

DELTA S.I.Z.E.D.

Delta S.I.Z.E.D. – Sorors, Invigorated, Zealous, Energized, and Determined for Physical Activity

The sorority is now committed to integrating physical activities during all of our conventions, conferences and state meetings. We encourage Deltas across the globe to incorporate physical fitness options and “movement moments” any time we gather for an event. In addition, there are also great opportunities to offer wellness classes for the community sponsored by a local chapter.

WOMEN’S BUSINESS COMPETITION

The DST Business Plan Competition will provide learning opportunities to rising entrepreneurs that are looking to make their mark in the community. The experience will empower women-owned small business owners through education and training and help many turn dreams into reality.

To be eligible for the DST Business Plan Competition participants must be 18 years or older, a legal resident or US citizen or members of Delta Sigma Theta Sorority, Inc.; interested in opening a for-profit start-up business in your service area; or, an owner of an existing for-profit business located in your service area with revenues under $250,000.
TENTATIVE AGENDA

THURSDAY, AUGUST 3RD
▲ General Registration
▲ Grand Officers Reception

FRIDAY, AUGUST 4TH
▲ General Registration
▲ Delta Praise & Worship
▲ Club Delta

SATURDAY, AUGUST 5TH
▲ General Registration
▲ Formal Opening
▲ Plenary Sessions
▲ Collegiate Luncheon
▲ Step Show
▲ Club Delta

SUNDAY, AUGUST 6TH
▲ General Registration
▲ Ecumenical Service
▲ Regional Luncheons (7)
▲ Public Meeting
▲ Gospel Concert
▲ Club Delta

MONDAY, AUGUST 7TH
▲ General Registration
▲ Plenary Sessions
▲ Social Action Luncheon
▲ Delta Extravaganza
▲ Club Delta

TUESDAY, AUGUST 8TH
▲ General Registration
▲ Memorial Observance
▲ Plenary Sessions
▲ Concurrent Workshops
▲ Literary Café (Café 1.9.1.3)
▲ Club Delta

WEDNESDAY, AUGUST 9TH
▲ Plenary Sessions
▲ Concurrent Workshops
▲ Closing Banquet
▲ After Glow Celebration

THURSDAY, AUGUST 10TH
▲ Transition of Officers
CONVENTION ACTIVITIES

PRESIDENTIAL YOUTH CONFERENCE
Seventy-five to one hundred of the participants in the Dr. Jeanne L. Noble Delta GEMS institute, the Dr. Betty Shabazz Delta Academy or the EMBODI program will be selected to travel to Las Vegas, Nevada to participate in the Presidential GEMS Institute, the Presidential Academy or the EMBODI program. A description of each event program is outlined below:

▲ DR. BETTY SHABAZZ DELTA ACADEMY
The Dr. Betty Shabazz Delta Academy was created out of an urgent sense that bold action was needed to serve and save our young females (ages 11-14) from the perils of academic failure, low self-esteem, and crippled futures. This initiative provides an opportunity for local chapters of Delta Sigma Theta Sorority, Incorporated to enrich and enhance the education that our young teens receive in schools across the nation. Specifically, we augment/complement their scholarship in math, science, and technology, their opportunities to provide service in the form of leadership through service learning defined as the cultivation and maintenance of relationships. A primary goal of the program is to prepare young girls for full participation as leaders. As shared in a recent benchmark survey of nearly half of the chapters of Delta Sigma Theta Sorority, Incorporated, this initiative has taken many forms: after-school or Saturday programs; others are weekly or biweekly throughout the school year; and still other programs occur monthly. At a minimum, chapters plan and implement varied activities based upon the needs of the early adolescents in their areas. The activities implemented most often include computer training, self-esteem and etiquette workshops, field trips for science experiences and for college exposure, and special outings to cultural events, fancy dinners, museums, plays, and concerts. In 2013, nearly 315 chapters were participating in the Dr. Betty Shabazz Delta Academy.

▲ DELTA GEMS: GROWING & EMPOWERING MYSELF SUCCESSFULLY
A natural outgrowth and expansion for the continuation of the highly successful Dr. Betty Shabazz Delta Academy, the Delta Gems program was created to catch the dreams of African-American adolescent girls aged 14-18, who may be considered at risk for academic and socio-emotional failure. This program provides the framework to actualize those dreams through the performance of specific tasks that develop a CAN DO attitude. The goals for Delta GEMS include:
• Instilling the need to excel academically;
• Providing tools that enable girls to sharpen and enhance their skills to achieve high levels of academic success;
• Assisting girls in proper goal setting and planning for their futures high school and beyond; and
• Creating compassionate, caring, and community minded young women by actively involving them in service learning and community service opportunities.
CONVENTION ACTIVITIES continued

The Delta GEMS program offers a road map for college and career planning and conducts activities that provide opportunities for self-reflection and individual growth. Delta GEMS, like Delta Academy, is implemented by chapters of Delta Sigma Theta Sorority, Inc. In 2013, nearly 360 chapters were participating in this initiative.

▴ EMPOWERING MALES TO BUILD OPPORTUNITIES FOR DEVELOPING INDEPENDENCE (EMBODI)

The EMBODI (Empowering Males to Build Opportunities for Developing Independence) program, the sorority’s newest youth initiative, is designed to refocus the efforts of Delta Sigma Theta Sorority, Inc., with the support, action, and collaboration of other major organizations, on the plight of African-American males. Both informal and empirical data suggest that a large number of African-American males continue to be in crisis and are not reaching their fullest potential—educationally, socially and emotionally. The program, serving African-American males, ages 11-18 years, is designed to address these issues through dialogue and recommendations for change and action. Similarly, it addresses issues related to STEM education, culture, self-efficacy, leadership, physical and mental health, healthy lifestyles choices, character, ethics, relationships, college readiness, fiscal management, civic engagement and service learning. In 2013, nearly 250 chapters were participating in the EMBODI program.

GRAND OFFICERS RECEPTION

The National Executive Board Members will host a reception for the convention voting delegates and invited guests. Expected Attendance: 3,000

COLLEGIATE LUNCHEON

The Collegiate Luncheon is an event organized by the Collegiate Leadership of the Sorority. This event will feature a keynote speaker as well as spotlight Collegiate Awards such as the Collegiate Transition Award, Chapter Program of the Year, Service of the Year and Chapter of the Year. Expected Attendance: 2,000

REGIONAL LUNCHEONS (7)

Each of Delta’s seven regions (Central, Eastern, Farwest, Midwest, South Atlantic, Southern and Southwest) will host a luncheon for Deltas residing in their respective regions. This meal function typically features a special attraction, i.e. keynote speaker and/or some form of entertainment (music, drama, poetry). Expected Attendance: 700 – 4,000

SOCIAL ACTION LUNCHEON

The Social Action Luncheon will feature a keynote speaker who will address issues relating to initiatives on which the Sorority has been engaged during the year, such as criminal and social justice; economic inequality, and human/civil rights violations. Expected Attendance: 8,000

STEP SHOW

Well attended by Collegiate and Alumnae members as well as the general public, this is the weekend’s highlight featuring the Sorority’s top step teams in the nation. Expected Attendance: 8,000

GOSPEL FEST

National and/or local gospel performing artists provide entertainment through song, spiritual messages and inspirational readings. Expected Attendance: 8,000

DELTA EXTRAVAGANZA

A top recording artist(s) will be featured in concert at the Delta Extravaganza. The Osceola Award, the Sorority’s highest honor for outstanding artists, will be presented at this event. Expected Attendance: 8,000

LITERARY CAFE

This relaxed venue presents an evening of poetry, prose, and music featuring nationally known and emerging artists. Expected Attendance: 2,000
# Partnership Benefits

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<tr>
<th>Sponsorship Packages</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Pearl</th>
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<td><strong>Tickets to Subscription event of your choice</strong></td>
<td>20 Tickets</td>
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<td>10 Tickets</td>
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<td><strong>Product placement in Convention Bags</strong></td>
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<td><strong>Attend Sponsors Breakfast Session with Executive Committee</strong></td>
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<td><strong>Ad in Fall and Spring issues of Delta Journal</strong></td>
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<td><strong>Logo Placement throughout the Convention</strong></td>
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<td><strong>Premium Exhibit Space</strong></td>
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<td><strong>Career Fair Participation</strong></td>
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<td><strong>Acknowledgement in Convention Program</strong></td>
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<td><strong>Logo and link on Delta National Website for six months</strong></td>
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<td><strong>Year round partnership opportunities with Delta Sigma Theta membership</strong></td>
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<td><strong>Opportunities to provide Remarks or Video at Convention Public Events</strong></td>
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ADVERTISING INFORMATION

Specified corporate participants are entitled to an advertisement in Delta Sigma Theta’s Convention Program. This publication is distributed at registration during the National Convention. All advertisements must conform to the listed specifications and be received in Delta Sigma Theta’s Headquarters Office by May 1, 2017.

AD SPECIFICATIONS:
- Full page – 7.5”x 10” vertical
- Half page – 7.5”x 5” horizontal
- Quarter page – 3.75”x 5.0”
- Electronic File Formats accepted: PDF or JPEG
- No bleeds. A border will outline each page in the Final Program.
- No color or black and white photocopies, facsimile, or incomplete electronic files will be accepted.

MAIL TO:
Delta Sigma Theta Sorority, Incorporated
2017 ADVERTISEMENT
Attn: Patrea Logan
1707 New Hampshire Avenue, NW
Washington, DC 20009

OR EMAIL:
plogan@deltasigmatheta.org

CONVENTION PROGRAM
TRIM SIZE
8.5”X11”
VIOLET SPONSOR LEVEL

Delta Sigma Theta Sorority, Inc. is proud to again offer a unique opportunity to our Soror entrepreneurs – the **Violet Sponsorship Level**. The Violet Level, at $2,500, is available only to members of our Sorority who are business owners.

If you are interested in showcasing your business during the 2017 National Convention in Las Vegas, Nevada, please complete the **Violet Level sponsorship form**. Benefits include:

- Company and Owner (Soror) listed in the National Convention program book and on the Sorority’s national website in the sponsors’ section.

- Reserved seating at the Formal Opening and all Plenary Sessions and recognition by our National President as a Violet Sponsor.

- Violet Sponsor ribbon with your 2017 National Convention registration badge.

- Violet Corsage

- 2 Tickets to the subscription events of your choice

- Invitation to attend the Sponsors Breakfast with the Executive Committee, Corporate Partnerships Co-Chairs, and our National Convention Sponsors.

- Workshop for Violet Level small business owners during the National Convention to provide tips and tools for your company.

The deadline to register is May 1, 2017. This is an opportunity you do not want to miss!

If you have questions, please email Debra Bunkley dabunkley@bellsouth.net, Chair, Corporate Partnerships Task Force.
SPONSORSHIP FORM

Please complete the following to confirm your chosen sponsorship package. Completed forms can be returned to Patrea Logan. Please contact her at (202)-986-2400 or via plogan@deltasignatheta.org with any questions.

CONTACT INFORMATION:

COMPANY NAME

CONTACT E-MAIL ADDRESS

ADDRESS

We are interested in sponsorship level below:

❑ Diamond Sponsor .... $100,000 - $149,000
❑ Platinum Sponsor ....... $75,000 - $99,999
❑ Gold Sponsor ............ $50,000 - $74,999
❑ Silver Sponsor ........... $25,000 - $49,999
❑ Bronze Sponsor .......... $10,000 - $24,999
❑ Pearl Sponsor ............ $5,000 - $9,999
❑ Violet Sponsor* ............ $2,500

We are interested in direct Sponsorship of the following events:

1ST CHOICE

2ND CHOICE

3RD CHOICE

4TH CHOICE

$ TOTAL SPONSORSHIP COST

SIGNATURE

PAYMENT INFORMATION:

❑ Please send me an invoice
❑ I have enclosed a check made payable to Delta Sigma Theta Sorority, Inc.
❑ Please charge my credit card
   Card Type:  ❑ Visa    ❑ MC    ❑ AmEx    ❑ Discover

   CARD NUMBER

   EXPIRATION DATE  SECURITY CODE

   DATE
THANK YOU FOR PARTNERING WITH US... and we look forward to seeing you in August 2017!

EXECUTIVE COMMITTEE
Dr. Paulette C. Walker, National President
Beverly Evans Smith, National First Vice President
Taylor McCain, National Second Vice President
Cheryl Hickmon, National Secretary
Deborah A. Jones-Buggs, National Treasurer
Roseline McKinney, Executive Director

CORPORATE PARTNERSHIPS STAFF LIAISON
Patréa Logan

CORPORATE PARTNERSHIPS TASK FORCE
Debra Bunkley, Chair
Georgette C. Dixon
Valery B. Gaines
Rachael Murphy Humphrey
Thelma Kennedy-Malveaux
Charlotte McKines Lawrence
Carliss R. McGhee
Deidre Joi West