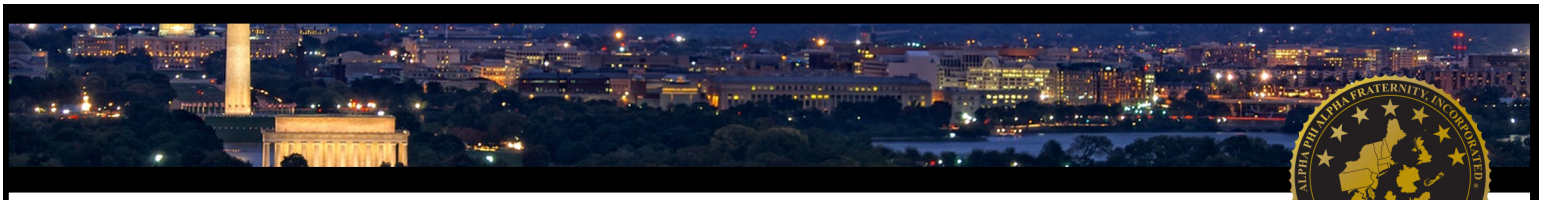
2017 CORPORATE SPONSORSHIP & PARTICIPATION BROCHURE

MARCH 30 - APRIL 2, 2017

Hilton Alexandria Mark Center
5000 Seminary Rd, Alexandria, VA 22311

ALPHAEAST.ORG



ALPHA PHI ALPHA FRATERNITY, INC. ®

EASTERN REGION

www.ALPHAEAST.com

Everett B. Ward, Ph.D.
General President

Jamie R. Riley, Ph.D
Executive Director

R. Anthony Mills, Sr.
Eastern Region Vice President

Jordan Beckford
Eastern Region Assistant Vice President

August 1, 2016

Dear Corporate Representative,

It is my pleasure to invite you and your company to participate as a corporate sponsor for the 85th Anniversary Eastern Region Convention of Alpha Phi Alpha Fraternity, Inc. The convention will be held at the Hilton Alexandria Mark Center, 5000 Seminary Road, Alexandria VA 22311 on March 30 – April 2, 2017.

Over a thousand participants are expected at the Hilton Alexandria Mark Center in Alexandria, VA (on the Potomac River within eyesight of Washington, DC) nationally recognized for its rich history and beautifully preserved 18th- and 19th-century architecture - a thriving boutique scene; acclaimed, chef-driven restaurants; vibrant arts and culture; and a welcoming, walkable lifestyle. This Anniversary Eastern Region Convention attracts some of the nation's most astute professionals, entrepreneurs, corporate and political leaders, and decision-makers in the eastern region of the United States.

This is the audience you want to reach. They are intelligent, savvy consumers interested in absorbing new information about products, services, career opportunities and corporations that can help them in their daily lives. Corporate participation in this Annual Eastern Region Convention will provide invaluable benefits to your company and is an excellent opportunity for you to showcase your company and your commitment to building leaders that shape the future.

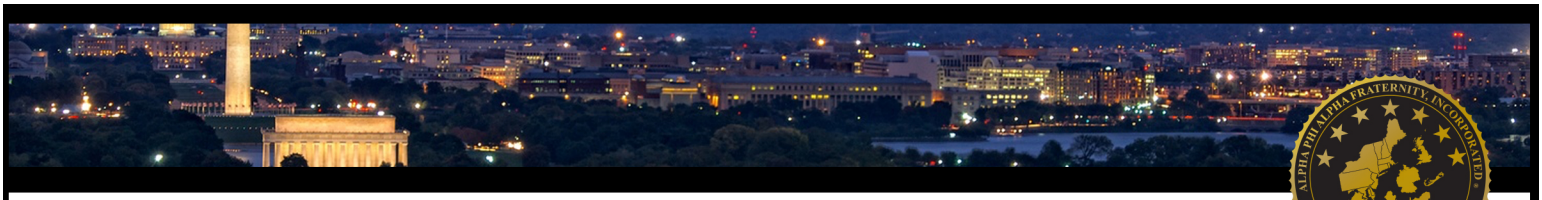
As you prepare to participate, the Eastern Region Convention has a group rate (Single or Double) of $134.00 per night at the Hilton Alexandria Mark Center. To make a reservation call 1-800-HILTONS, request the group rate for Alpha Phi Alpha Fraternity, Inc. or visit http://hotel.AlphaEast.com. The convention room block rate cut-off is Tuesday, March 14, 2017.

Thank you very much for your continued support of Alpha Phi Alpha Fraternity, Inc. Eastern Region and for helping to make our 85th Anniversary Eastern Region Convention a success. If you have questions or would like to become a partner please contact our Convention Sponsorship Chairman Bro. Kevin McAllister at 409-350-9759 or at sponsorship@alphaeast.com.

Look forward to seeing you in Alexandria!

R. Anthony Mills
Eastern Region Vice President

Jordan Beckford
Eastern Region Assistant Vice President



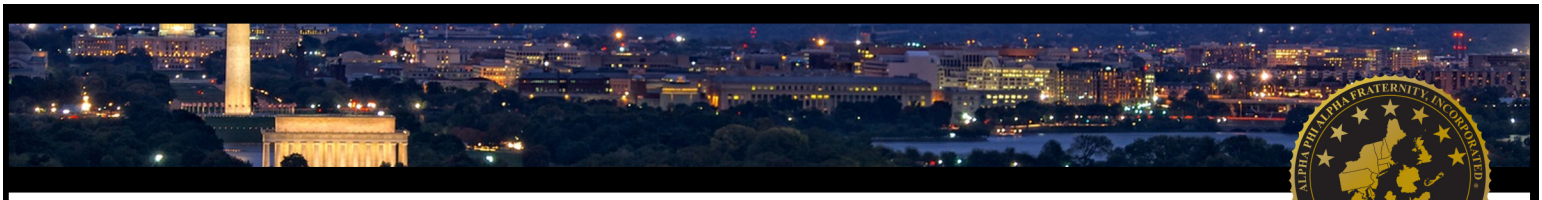
ABOUT ALPHA PHI ALPHA

HISTORY

Alpha Phi Alpha is the first intercollegiate, Greek-letter Fraternity founded for African-Americans. Since its founding on December 4, 1906 at Cornell University in Ithaca, New York, more than 165,000 members have been initiated into the Fraternity. The organization's national programs date back to 1919 when Alpha Phi Alpha introduced its "Go-to-high School, Go-to College" campaign to increase the education level of the African-American community. The Fraternity subsequently took the lead in the African-American voting rights struggle and coined the nationally famous phrase: "A Voteless People is a Hopeless People" as part of its effort to register minority voters. Today, Alpha Phi Alpha continues its commitment to the community through the Fraternity's Education and Building foundations that provide scholarships to outstanding students and shelter to underprivileged families. Demonstrating the vision necessary for the next millennium, the Fraternity has dedicated itself to training a new generation of leaders with national mentoring programs and partnerships designed to ensure the success of our children and our future.

MISSION

The objectives of Alpha Phi Alpha Fraternity, Inc. are to stimulate the ambition of its members to prepare them for the greatest usefulness in the cause of humanity, freedom, and dignity of the individual; to encourage the highest and noblest form of manhood; and to aid downtrodden humanity in its efforts to achieve higher social, economic and intellectual status.



NATIONAL PROGRAMS

The Fraternity's National Programs are projects and programs that have been adopted by the organization's governing body and mandated for implementation by all of its chapters. The organization's National Programs include:

(1) Go-to-High School, Go-to-College - established in 1919, the program concentrates on the importance of completing secondary and collegiate education as a road to advancement.

(2) Project Alpha - a collaborative effort between the March of Dimes Foundation and the Fraternity. The program was developed to increase the knowledge of African-American males about the consequences of teenage pregnancy - from the male perspective.

(3) A Voteless People is a Hopeless People - initiated in the 1930s when many African-Americans had the right to vote but were prevented from voting because of poll taxes, threats of reprisal and lack of voting education. The program focus in the 1990s and beyond has shifted to include political awareness and empowerment.

(4) A Charles Haston Brother's Keeper Program – is a service program developed with the mission of advocating for and improving the quality of life for Alpha Phi Alpha Fraternity, Inc. brothers, their spouses, and widows who are retired, are elders, have disabilities and are ailing.

SPECIAL PROJECTS

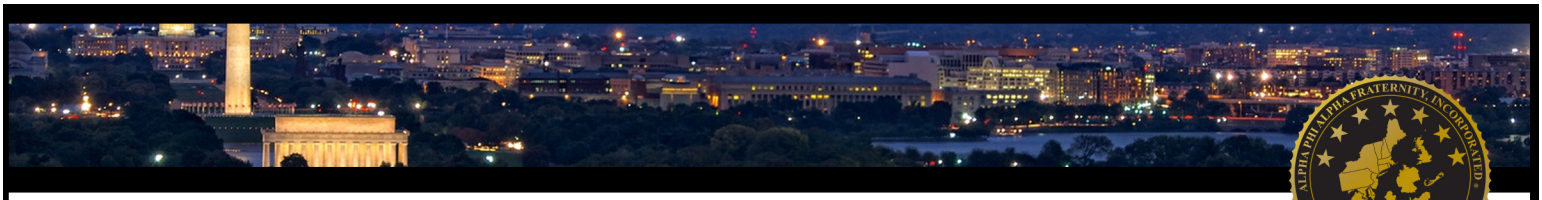
Alpha Phi Alpha's Special Projects are programs and activities that are sustained through collaborative efforts, memoranda of understanding, and/or outside financial assistance, which may or may not be implemented by Chapters. Our Current Special Projects include:

Big Brothers/Big Sisters - implemented in 1990, Alpha Phi Alpha and BB/BS assist each other in this program to reach their goals of working toward the positive development of African-American youth and empowering their families.

Boy Scouts of America - through this alliance, Alpha Phi Alpha and BSA are achieving their goals by utilizing the Scouting program to its greatest potential as a programming resource.

College Life to Corporate Life Initiative (C2C) - was created to develop the human resources of Alpha Phi Alpha and cultivate mutually beneficial relationships with corporate partners resulting in rewarding career opportunities for the members of Alpha Phi Alpha and increased critical mass of diverse talent for its corporate partners.

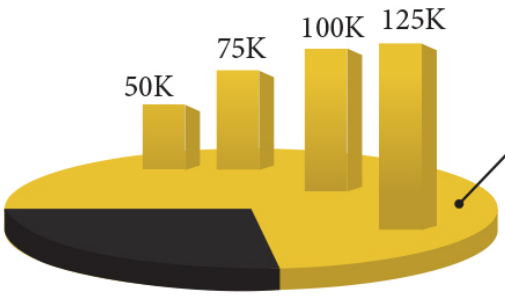
Leadership Development Institute- this program prepares outstanding high school students in the vital skills of leadership.



FRATERNITY'S DEMOGRAPHICS

More than 165,000 men have joined the ranks of
Alpha Phi Alpha Fraternity, Inc. since it's founding in 1906.

The Fraternity's membership consists mainly of college-educated African-American men and has been interracial since 1945.



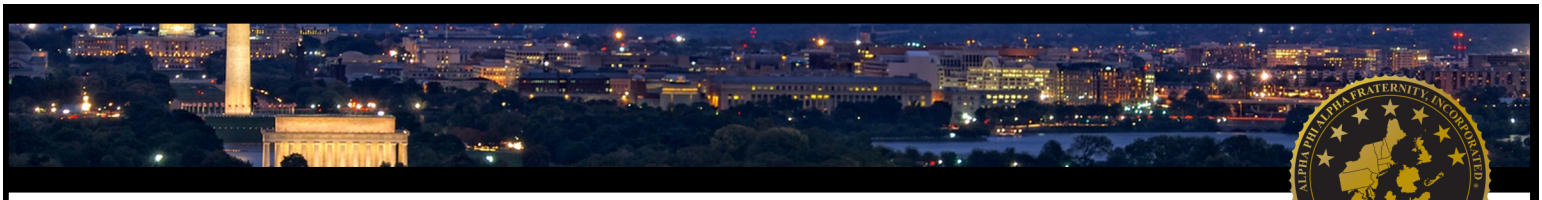
The Median household Income of **73%** of the Fraternity's Membership ranges between **$50,000 to $125,000 annually.**

The Fraternity's Membership base consists of the following:

Alumni Membership: **86%**

College Membership: **14%**

The Fraternity is international in its scope and location, with local chapters in more than 700 colleges and communities throughout the world including:



CORPORATE SPONSORSHIP OPPORTUNITIES

Jewel Level - $20,000

· Complimentary professional registrations (8), includes Convention activity tickets*
· Double exhibitor table/booth and Floor display space at the Vendor Expo
· Full-page spread (two pages), Souvenir Journal ad **
· Sponsorship link on the Eastern Region Convention web-site, including a link to your corporate web-site
· Designation as Official Sponsor
· Special recognition as Convention event underwriter
· Registration kits and banquet tables made available for corporate materials ***
· Corporate logo displayed compliments of Alpha Phi Alpha

Platinum Level - $15,000

· Complimentary professional registrations (6), includes Convention activities tickets*
· Double exhibitor table/booth at the Vendor Expo
· Full-page spread, Souvenir Journal ad **
· Sponsorship link on the Eastern Region Convention web-site, including a link to your corporate web-site
· Special recognition as Convention event underwriter
· Registration kits and banquet tables made available for corporate materials***
· Corporate logo displayed compliments of Alpha Phi Alpha

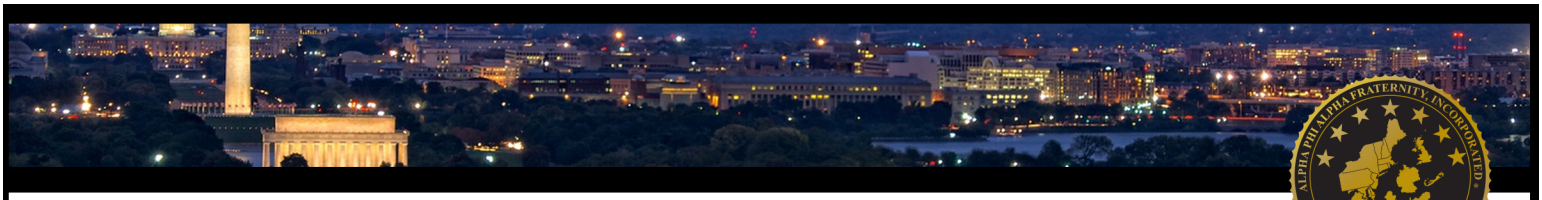
Gold Level - $10,000

· Complimentary professional registrations (4), includes Convention activities tickets*
· Exhibitor table/booth at the Vendor Expo
· Full-page Souvenir Journal ad **
· Sponsorship link on the Eastern Region Convention web-site, including a link to your corporate web-site
· Recognition as Convention event underwriter
· Registration kits made available for corporate materials
· Corporate logo displayed compliments of Alpha Phi Alpha

Bronze Level - $7,500

· Complimentary professional registration (2), includes Convention activities tickets*
· Exhibitor table/booth at Vendor Expo
· Full-page Souvenir Journal ad **
· Sponsorship link on the Eastern Region web-site, including a link to your corporate web-site

*Tickets include: Welcome Reception, Miss Black and Gold Pageant, Life Membership Luncheon, Collegiate Step Show Competition and Black & Gold Banquet
** Circulation for Souvenir Journal – +900



CORPORATE SPONSORSHIP OPPORTUNITIES

Corporate Sponsorship Levels (i.e. Jewel, Platinum or Gold) can be reached with a combination of sponsorships or in-kind contributions for each of the following events:

College Brother's Luncheon & Oratorical Contest

If you are looking to connect and interface with the leading undergraduate students and recent college graduates, this is the event for you! Our annual College Brother's Luncheon features the linguistic skills of our most vociferous undergraduate members, during the Belford V. Lawson Oratorical - named in honor of famed orator and Past General President of Alpha Phi Alpha Fraternity, Inc. Winner receives an academic scholarship and move on to a national competition.

Sponsorship Amount: $10,000 (ONLY two available)

85th Anniversary Eastern Region Black and Gold Banquet

At this culminating event of our Convention, conference attendees will celebrate the successful conclusion of the 85th Anniversary of the Eastern Region, acknowledge important contributions of its international membership and celebrate the Fraternity's continued importance in today's society. This event will offer one last networking opportunity before the organization's membership returns to its various campuses and communities in the Eastern Region.

Sponsorship Amount: $20,000 (ONLY two available)

Convention Registration Bags

Display your corporate name and logo on our designer convention bags tailored to promote your corporate name proudly, long after our convention has ended.

Sponsorship Amount: $10,000 (ONLY one available)

Life Membership Luncheon

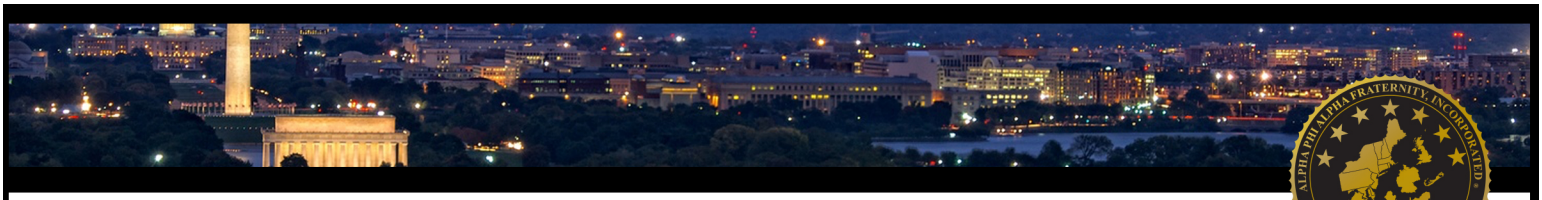
Join the legends of Alpha Men, as we gather for this special fraternal event to salute members of the organization that our Life Member's. Your support of this special event speaks volumes to your commitment to Alpha Phi Alpha Fraternity, Inc. and its vision for the future.

Sponsorship Amount: $10,000 (ONLY two available)

Leadership Development Institute

The Leadership Development Institute (LDI) aims to develop a 21st century generation of young leaders. The Eastern Region Convention will host a 2-day LDI, working with high school male students to equip them with vital leadership skills. Participants will attend workshops in parliamentary procedures, conflict resolution, models of leadership, public speaking, community and civic engagement, and educational enhancement skills.

Sponsorship Amount: $10,000 (ONLY one available)



CORPORATE SPONSORSHIP OPPORTUNITIES

Miss Black and Gold Pageant

"There she is…!" Perhaps the most thrilling event of the Fraternity's annual Regional Convention is our Miss Black and Gold Pageant. Seven beautiful contestants, representing each of the seven geographical states which constitute the Eastern Region, will vie for the coveted title and scholarship prize that has helped to launch the careers of many impressive women who have gone on to excel in their chosen fields of human endeavor.

Sponsorship Amount: $5,000 (ONLY two available)

Collegiate Step Show Competition

Seven district teams from the Eastern Region will dazzle and thoroughly entertain their audience as they look on in amazement at our College Brother's in action!

Sponsorship Amount: $5,000 (ONLY two available)

Welcome Reception

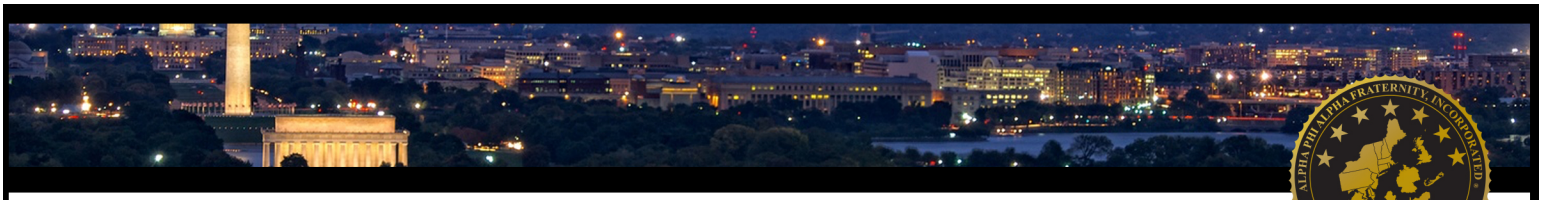
As the official sponsor of the most elite event held during the 85th Anniversary Eastern Region Convention, you will have the opportunity to network and interact with some of the most influential political figures, thought leaders and opinion makers both within the Fraternity and the halls of power. Don't miss this unique opportunity to promote your corporation to this august group of leaders that gather for the Welcome Reception.

Sponsorship Amount: $10,000 (ONLY two available)

Hospitality Suites

If you are looking for the 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 Brother's and their guest to relax and network.

Sponsorship Amount: $5,000 (ONLY three available)



CORPORATE REPRESENTATIVES

Your company has chosen to participate in the 85th Anniversary Eastern Region Convention of Alpha Phi Alpha Fraternity, Inc., March 30 – April 2, 2017 in Alexandria, VA through one of the plans described on the preceding pages (please print or type).

Return form to:
Alpha Phi Alpha Fraternity, Inc.
Eastern Region
P.O. Box 325,
Amityville, NY 11701

COMPANY NAME: _____

CONTACT NAME: _____PHONE:_____FAX:_____

TITLE: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

EMAIL ADDRESS: _____

We are interested in direct sponsorship of the following event(s):
[Please note that indicating an interest does not guarantee that you will be able to underwrite the event. You will be contacted to confirm availability and specific details.]
Payment is enclosed ( )
Please forward an invoice for payment ( )

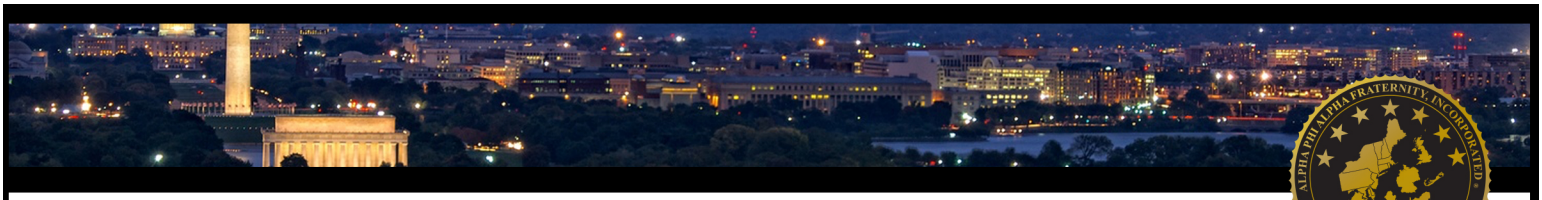
Authorized by: _____ Date: _____

Title: _____

Signature: _____

A copy of this form will be signed by an Alpha Phi Alpha Fraternity, Inc. Regional Representative and returned for your records.

_____
Alpha Phi Alpha Fraternity, Inc. Representative



CORPORATE REPRESENTATIVES

CONGRATULATIONS! Your company has chosen to participate in the 85th Anniversary Eastern Region Convention of Alpha Phi Alpha Fraternity, Inc., March 30 – April 2, 2017 in Alexandria, VA through one of the plans described on the preceding pages. To ensure that company representatives receive all entitled benefits, please complete the information below (please print or type).

Return form to:
Alpha Phi Alpha Fraternity, Inc.
Eastern Region
P.O. Box 325,
Amityville, NY 11701

COMPANY NAME: _____

CONTACT NAME: _____ PHONE: _____ FAX:_____

TITLE: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

EMAIL ADDRESS: _____

Please list company representatives that will attend the convention

BADGE NAME _____

BADGE NAME _____

BADGE NAME _____

BADGE NAME _____

BADGE NAME _____

BADGE NAME _____

BADGE NAME _____