

# PHI BETA SIGMA

FRATERNITY, INCORPORATED - WESTERN REGION



## *THE 65TH ANNUAL* **WESTERN** *REGIONAL CONFERENCE*

CORPORATE SPONSORSHIP PACKET

# PHI BETA SIGMA FRATERNITY, INC.

## 2020 WESTERN REGION LEADERSHIP CONFERENCE SPONSORSHIP PACKET

Dear Sponsors and Advertisers:

It is with great enthusiasm that we announce Las Vegas as the host city for the 2020 Western Regional Conference for Phi Beta Sigma Fraternity, Inc. The members of the Western Region, founded 1937 encompassing the states of AK, AZ, CA, CO, HI, ID, MT, NV, ND, OR, SD, UT, WA, WY, and the countries of Japan, S. Korea, Kuwait and the United Arab Emirates, have partnered with the PBS West Educational Foundation, a nonprofit 501(c)3 charitable organization to host the conference.

The Western Region is looking to partner with local businesses and other organizations to provide scholarships, educational programs and a wide variety of services to the community as well as our membership. The conference will be held Thursday, April 23, 2020 through Sunday, April 26, 2020 at the D Las Vegas, 301 Fremont Street, Las Vegas, NV 89101. Our conference planner and host chapters have been diligently working to plan this upcoming event and would like to call upon your company/organization to support the conference. There will be several ways through which your company/organization may help to highlight the strengths of the Las Vegas community and enhance your audience market through sponsorship at this conference.

We invite you to be a part of this historic conference as a sponsor and/or advertiser as we celebrate 106 years of service. Your investment will reap exponential returns. By supporting our mission, more people will be exposed to the many programs and services we provide in the various communities where we have chapters. You will also have the opportunity to connect with attendees at this event with advertisement messages. We hope you can find value in providing support to an organization with such influential members as U.S. Congressman John Lewis, Alain LeRoy Locke, the First African American Rhodes Scholar, 7th US Secretary of Education, Rod Paige, MLB Hall of Famer Lou Brock, NFL Hall of Famer Emmitt Smith and Jerry Rice, and the 42nd U.S. President, The Honorable William Jefferson Clinton.

We appreciate any support your company/organization is able to provide. We welcome the opportunity to fellowship with you and cordially invite you to help us showcase the events of this conference. Information on the different sponsorship levels are included within this document. Also, advertisement space in the Regional Conference Souvenir Journal is available for sale. An ad in this journal would be an excellent opportunity to promote your business.

Phi Beta Sigma Fraternity, Inc., is an action-oriented community organization that partners with March of Dimes, American Cancer Society, Center for Disease Control, the Internal Revenue Service and many others to provide services that include providing scholarships, mentoring, counseling and financial assistance.

Thank you in advance for your financial assistance to help ensure Phi Beta Sigma Fraternity, Inc. has a successful Western Regional Conference.

Sincerely,



Bro. Mark Armstrong  
33rd Western Regional Director  
Sapphire Life Member #6SLM  
Phi Beta Sigma Fraternity, Inc.  
Director@pbswest.org

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## CORPORATE SPONSORSHIP CONTACTS

**Sidney Jackson, Jr.**  
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310-702-6658

**Kedric Nalls**  
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559-908-1348

**Mark Armstrong**  
director@pbswest.org  
702-880-4747

## THREE REASONS TO SUPPORT THE REGIONAL CONFERENCE

1. Our Regional Conference Booklet provides an excellent opportunity to market your company's message, products and/or services directly to a broad base of potential customers and clientele.
2. Our attendees are college educated men and women. This will also be an opportunity to recruit to all open positions within your company/organization.
3. Supports Diversity! This will afford your company/organization the ability to enhance your diversity and inclusion story with your ad as an editorial message.

## WESTERN REGION SCHOLARSHIPS AVAILABLE TO SPONSOR

1. Phi Beta Sigma Fraternity, Inc., Western Region offers annual high school scholarships to young men who are graduating within the area who have a 3.0 or higher and are planning to attend college in the fall.
2. Phi Beta Sigma Fraternity, Inc., Western Region offers scholarships to our youth auxiliary, the Sigma Beta Club (ages 8-18) to attend various conferences and training throughout the continental United States.
3. Phi Beta Sigma Fraternity, Inc., Western Region offers mentorship programs to students at our local adopt-a-schools, teaching about STEAM related careers through workshops and field trips.

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### 2020 SPONSORSHIP LEVELS

#### **Platinum Sponsorship \$5,000**

- Full page color inside front and back cover of the Conference Souvenir Booklet
- Logo on all signage, press releases, and in the front of the souvenir journal as a sponsor
- Speaking opportunity at the opening ceremony of the conference
- Video presentation (no more than two minutes) to be used at the opening of the conference
- Logo link on the Region's website for twelve months.
- Key position in the conference registration area to market and talk to all conference attendees
- Ten tickets to all conference events and functions with reserved seating
- Up to three brochures, flyers, or publications included in all attendees tote bags

#### **Gold Sponsorship - \$2,500**

- Full page color ad in the Conference Souvenir Booklet
- Logo on all signage, press releases, and in the front of the souvenir journal as a sponsor
- Video presentation (no more than two minutes) to be used at the opening of the conference
- Logo link on the Region's website for nine months
- Key position in the conference registration area to market and talk to all conference attendees
- Eight tickets to all conference events and functions with reserved seating
- Up to two brochures, flyers, or publications included in all attendees tote bags

#### **Silver Sponsorship - \$1,000**

- Full page color ad in the Conference Souvenir Booklet
- Logo on all signage, press releases, and in the front of the souvenir journal as a sponsor
- Logo link on the Region's website for six months
- Display in the vendor area to market and talk with all attendees.
- Six tickets to all conference events and functions with reserved seating
- One brochures, flyer, or publication included in all attendees tote bags

### SPONSORSHIP OPPORTUNITIES

Sponsor levels:

Platinum Sponsor	\$5,000
Gold Sponsor	\$2,500
Silver Sponsor	\$1,000
Individual Donation	\$ _____

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## SCHOLARSHIP AND MENTORING OPPORTUNITIES

### Why you should match your sponsorship with a donation

The PBS West Educational Foundation is a 501(C) 3 organization that receives, and distributes funds for “charitable, educational STEAM purposes.” The Foundation was established by Phi Beta Sigma Fraternity, Inc. an international organization of college educated men dedicated to working with the communities in which its members live. Phi Beta Sigma Fraternity, Inc., founded in 1914, is a private, non-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. Transforming lives and impacting communities through service.

### What are you supporting

The funds raised will support programs and services to address some of the basic needs listed above, as well as provide other options and opportunities to help our community. 90% of your donations go to the PBS West Educational Foundation will be used to directly provide scholarships to college-bound high school seniors via annual scholarships and male-mentoring programs.

### About the Sigma Beta Club

Since the early 1950’s, The Sigma Beta Club has been an essential part of the total organizational structure of many of the Alumni chapters of Phi Beta Sigma Fraternity, Inc. It offers men of Sigma a unique opportunity to develop wholesome value, leadership skills, as well as social and cultural awareness to youth at this most critical stage in the youth’s personal development. The Sigma Beta Clubs’ principles emphasize the development of Educational, Social, Cultural and Athletic development. Phi Beta Sigma is confident that investing in our youth today will produce effective leaders tomorrow.

## SCHOLARSHIP AND MENTORING OPPORTUNITIES

Donor levels:

Diamond Donor \$3,500

Platinum Donor \$2,500

Sapphire Donor \$1,500

Gold Donor \$1,000

Silver Donor \$500

Patron \$250

Individual Donation \$ \_\_\_\_\_

All submissions are due no later than Friday, April 17, 2020.

Please make checks payable to: PBS West Educational Foundation

Mail to: Phi Beta Sigma Fraternity, Inc., 4929 Orinda Avenue Los Angeles, CA 90043