

82nd Grand Conclave of Omega Psi Phi Fraternity, Inc.

SPONSORSHIP AND ADVERTISING PACKET



Co-Host Chapters:

Epsilon Mu Mu (Tampa)

Eta Rho (St. Petersburg)

Upsilon Xi (Lakeland)

Pi Beta Beta (Bradenton)

Upsilon Delta (University of South FL)

Dear Omega Psi Phi Fraternity, Inc, Supporter:

The Omega Psi Phi Fraternity, Inc., will hold its national meeting, the Grand Conclave, in the beautiful city of Tampa, Florida from July 17-21, 2020. The 2020 Grand Conclave will not only be the first time the meeting will be held in Tampa, but it will also be the first time in history that an African-American Greek-lettered organization ("The Divine Nine") has ever held its national meeting in Tampa.

The Omega Psi Phi Fraternity was founded on November 17, 1911 on the campus of Howard University in Washington, D.C. The founders were three undergraduates: **Edgar Amos Love**, **Oscar James Cooper** and **Frank Coleman**. Joining them was their faculty adviser, **Ernest Everett Just**. The Fraternity's motto is "**Friendship is Essential to the Soul**" and its cardinal, or guiding, principles are **Manhood, Scholarship, Perseverance, and Uplift**. The Omega Psi Phi Fraternity, Inc., is comprised of men who began their careers in college but who have gone on to increase their education in various academic fields and professions. In fact, there are many notable Omega Men recognized as leaders in the arts, the sciences, academics, athletics, businesses, civil rights, education, government, and science sectors at the local, national, and international levels.

The Omega Psi Phi Fraternity, Inc., a racially diverse organization, attracts men of similar ideals and characteristics who seek to maintain its cardinal principles and impact communities through educational promotion, the awarding of high school scholarships, social betterment programs, youth talent identification programs, youth leadership conferences, literacy improvement programs, and male mentoring programs---just to name a few. In short, the Omega Psi Fraternity, Inc. is a collection of professional men seeking to do its part by impacting lives in America and internationally.

In honor of the **82nd Grand Conclave to be held in Tampa, July 17-21, 2020**, the Omega Psi Phi Fraternity, Inc. is asking you to support the Fraternity's efforts by purchasing an ad, or being a patron, in the Conclave Souvenir booklet. The prices are listed below and we thank you so much for your generosity and support.



Sponsor Information

Convention Attendee Estimates:

As a sponsor, you will reach over 2000 visitors specifically at the convention center, including:

- Ω More than 20,000 Members from Fraternity Chapters from all 50 U.S. States and Internationally
- Ω Members of the local, state, and national media are anticipated to cover this event.
- Ω Various Representatives from Local, State, & Federal Governments throughout the country, and representatives from various municipalities.
- Ω More than 100 youth who will participate in our Youth Leadership Institute
- Ω Over 4,000 other interested parties



Omega Psi Phi Fraternity delivers the demographics you want...

- Ω Over 200,000 men have been initiated into the Fraternity. Omega Psi Phi Fraternity is a member of the National Pan Hellenic Council, which represents over 1.5 million members.
- Ω Over 700 undergraduate and alumni chapters located in 12 Districts/Regions throughout the United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, Germany, and Kuwait.
- Ω 81% of members are between the ages 25-54
- Ω Highly Educated: 99.99% are College Educated and 47% have Post-Graduate Degrees or Studies.
- Ω Marital Status: 57% are Married and 43% are Single.
- Ω 96% own computers and browse the Internet frequently.

Omega Psi Phi Members Income Levels:

- Average Household Income: \$106,000
- Average Median Income: \$87,400
- % with Income > \$100,000: 39%
- % with Income > \$70,000: 66%

Publicity

The Fraternity has established a media plan to ensure that the Celebration and Presenting Sponsors will be well publicized, including:

- Ω Press releases and media alerts will also be issued to major corporations, celebrities, elected officials, community groups and others.
- Ω An online presence using email, social media sites, and website mentions will support traditional publicity channels.
- Ω Radio and TV announcements round out the plan to ensure full-circle promotion of the celebration. Discussions have begun with select national and regional media outlets to negotiate the coverage of many of the activities.

Notable Men of Omega



Earl Graves



Steve Harvey



Jesse Jackson



Vernon Jordan



Tom Joyner



Gen. Charles Bolden



Con Jim Cylburn



Michael Jordan



Shaquille O'Neal



Ahmad Rashad



Alonzo Mourning



John Salley



Rickey Smiley



Joe Torry



Gen. William "Kip" Ward

82nd Grand Conclave Ad Book | ORDER FORM:



Greetings Supporters of Omega Psi Phi Fraternity Inc.,

We would like to ask for your support of Omega Psi Phi Fraternity, Inc. to be represented in the Souvenir Journal produced to commemorate this occasion. These funds will help sponsor the National and Local agendas to uplift the Urban Community. We are proud to be pillars in the community and look forward to you supporting our events and philanthropy. Ad sizes and rates are below:

PLEASE FILL OUT THE AD SIZE AND QUANTITY BELOW:

<i>Ad Page Type</i>	<i>Ad Page Printing Size</i>	<i>Cost</i>	<i>Quantity</i>	<i>Total</i>
Outside Back Cover	8.5" x 11"	\$5,000.00		
Inside Back Cover	8.5" x 11"	\$3,000.00		
Inside Front Cover	8.5" x 11"	\$3,000.00		
Businesses / Districts / Chapters (Full page)	8.5" x 11"	\$400.00		
International Candidates (Full page)	8.5" x 11"	\$200.00		
Members-Brothers (Full page)	8.5" x 11"	\$200.00		
Businesses / Districts / Chapters (Half page)	5.5" x 8.5"	\$200.00		
Members-Brothers (Half page)	5.5" x 8.5"	\$150.00		
Quarter Page	5.5" x 4.25"	\$100.00		
Business Card Size	3.5" x 2"	\$50.00		
Patron – Married Couple name Mr. and Mrs. John & Jane Doe	Line Text (up to 75 Characters, & 2 Lines)	\$25.00		
Patron – Single name Ex. Jane Doe	Line Text (up to 50 Characters & 1 Line)	\$20.00		

To place an Ad(s), complete the Ad Size Selection Form above and the Souvenir Journal Form below.

Please Mail a **Money Order** or **Cashier's Check** payable to **"Pi Iota Education Foundation"** to:

PI IOTA EDUCATION FOUNDATION, INC.
P.O. BOX 172636
TAMPA, FLORIDA 33672



SUBMITTING ADS:

Email Print-Ready Ads to: fredtomlinjr@gmail.com

Ads must be in the following (High Resolution) print-ready formats:
PDF, TIFF or JPEG files. All images should be high-resolution (at least 300 dpi).

Deadline for all Ad Submissions and Payments is June 12, 2020.

If you have any questions, please contact **Souvenir Journal Committee Chair, Fred Tomlin, Jr., at:**
(fredtomlinjr@gmail.com or 863.398.3539)

Name of Company/Organization/Individual _____

Point of Contact Name _____

Phone Number _____

Email _____

Signature _____

****Ads are placed in the order they are received and are on a first come first serve basis.***

We appreciate your support. See you in Tampa! Fraternally,

Bro. Alec Hall
Grand Marshal