



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER CENTENNIAL SPONSORSHIP PACKET



## CONTACT INFORMATION:

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## PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

### A LETTER TO OUR SPONSORS, VENDORS & ADVERTISERS

*Dear Sponsors and Advertisers,*

For over 100 years, Phi Beta Sigma Fraternity, Inc. Nu Sigma Chapter has been involved in providing services to the Philadelphia community. We are so excited about celebrating our chapter's centennial in 2022 and we welcome you to join us in marking this historic anniversary in our city of Brotherly Love and Sisterly Affection.

We invite you to be a part of our centennial celebration as a sponsor and/or advertiser. Your investment will reaffirm our chapter's commitment to Philadelphia and will support programming that will continue for the next 100 years. By supporting our mission, you are connected to an organization that is rooted in service.

As a sponsor or advertiser, you will also have exclusive opportunities to connect with not only our brotherhood, but attendees at our events throughout the year, as well as brand recognition through our social media channels and marketing communications. We invite you to look through our sponsorship packet and consider supporting our centennial year as we celebrate 100 years of Brotherhood, Scholarship, and Service to Philadelphia.

If you have any questions please feel free to contact Brother Erin Hudson, 44th Nu Sigma President & Centennial Co-Chair, at [HUDSONES@verizon.net](mailto:HUDSONES@verizon.net) or Brother David Richardson, Financial Secretary, at [FINANCES@PHILLYNUSIGMA.ORG](mailto:FINANCES@PHILLYNUSIGMA.ORG).

Sincerely,

Brother Erin Hudson



## PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

### FOUR REASONS TO SUPPORT OUR CENTENNIAL CELEBRATION

**1. THE DENNIS C. WHITEMEMORIAL SCHOLARSHIP FUND** The Dennis C. White Memorial Scholarship, named in honor of a decorated member of the Phi Beta Sigma Fraternity Inc., is awarded annually during our Father's Day Brunch to high school students in the Philadelphia area aspiring to attain a college degree. We encourage minorities, especially those who are in need of financial assistance, to apply. In the last two years alone, we have presented more than \$10,000 in scholarships to students in need and in 2022, with the help of our sponsors, we'd like to double the amount of our scholarship award.

Dennis White was a Life Member of Phi Beta Sigma Fraternity, Inc., who taught vocational skills in the School District of Philadelphia for over thirty-two years. He served on the Executive Board of the Philadelphia Federation of Teachers and was an advocate for students in the vocational programs across the city. He was also a Life Member of the Veterans of Foreign War and testified numerous times on legislation beneficial to Veterans and their dependents. His mission was to teach students a vocation in disciplinary schools such as O.V. Cato and Daniel Boone and to see those same students later owning their own businesses or serving in elected office. His legacy lives on through this scholarship.

**2. SIGMA BETA CLUB (YOUTH MENTORSHIP PROGRAM)** The Sigma Beta Club (SBC) is a traditional mentoring program for young men ages 8-18. For decades, SBC Philly has created safe spaces for young men to explore, to question, and to grow to become influencers in our communities. In 2015, SBC Philly was formally renamed the Darryl L. Coates' Sigma Beta Club of Philadelphia in memory of Mr. Darryl L. Coates, a past President of the Nu Sigma Chapter who served as the first International Sigma Beta Club Coordinator, founder of Nu Sigma Youth Services, and former Executive Director of the Philadelphia Anti-Drug/Anti-Violence Network (PAAN). He is credited with implementing and sustaining the SBC in Philadelphia circa 1989.



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### FOUR REASONS TO SUPPORT OUR CENTENNIAL CELEBRATION (*cont.*)

**3. THE COMMUNITY ENGAGEMENT FUND** The Nu Sigma Chapter works in collaboration with local schools, church groups, and other organizations throughout Philadelphia on special interest projects that address issues impacting the well-being of people in our community. The fund supports programs like our Adopt-A-School initiative, where annually we partner with Spruance Elementary School to provide mentorship, school supplies for students in need, holiday drives, and more. Similarly, since 2010 our Adopt-a-Highway program identifies streets in Philadelphia for our membership to come together to clean up, picking up trash and litter. Our deep roots and connections across the city provide our organization with countless opportunities to physically and financially support Philadelphia's communities and embrace our international motto: "Culture for Service, Service for Humanity."

**4. SIGMA COMMUNITY CENTER** The Nu Sigma Chapter is actively looking to purchase building space within Philadelphia to centralize our work within the community. Tentatively named the Sigma Community Center, the physical space would be funded by a new 501(c)(3) non-profit, the Nu Sigma Foundation and would host programming for the community. Collaborating with partner organizations, the Center will offer educational, wellness, and social activities to increase the wellbeing of the community. As an organization, we will be able to provide the appropriate and necessary tools for our community to collectively learn new skills that will improve our lives and the lives of others around us. In doing so, we believe that we will not only inspire positive change in the community, but that our collaborative efforts will bring a shared sense of respect, belonging, brotherly love, and service.



## PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

### ORGANIZATIONAL PROFILE

**Phi Beta Sigma Fraternity** was founded at Howard University in Washington, D.C., January 9, 1914, by three young African American male students. The Founders, Honorable A. Langston Taylor, Honorable Leonard F. Morse, and Honorable Charles I. Brown, wanted to organize a Greek letter fraternity that would truly exemplify the ideals of Brotherhood, Scholarship, and Service. The Founders deeply wished to create an organization that viewed itself as “a part of” the general community rather than “apart from” the general community. They believed that each potential member should be judged by his own merits, rather than his family background or affluence without regard to race or nationality. They desired for their fraternity to exist as part of an even greater brotherhood which would be devoted to the “inclusive we” rather than the “exclusive we”.

From its inception, the Founders also conceived Phi Beta Sigma as a mechanism to deliver services to the general community. Rather than gaining skills to be utilized exclusively for themselves and their immediate families, they held a deep conviction that they should return their newly acquired skills to the communities from which they had come. This deep conviction was mirrored in the Fraternity’s motto, “Culture For Service and Service For Humanity”. The Mission of the Fraternity is: To become the leading proactive community service organization focusing on issues that positively impact males in our communities.

The fraternity houses over 500 actives chapter around the world including our very own, Nu Sigma Chapter. **Phi Beta Sigma Fraternity, Inc., Nu Sigma Chapter** was established in 1922 by the brothers of Epsilon Chapter, a city-wide undergraduate chapter chartered at Temple University. Both undergraduate and graduate brothers held membership in Epsilon Chapter until Nu Sigma, a graduate chapter, was chartered. All SIGMAS in the city met together, under the leadership of Epsilon Chapter until there were enough members to sustain independently a graduate chapter.



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### ORGANIZATIONAL PROFILE (*cont.*)

During this time, local SIGMAS, under the leadership on Epsilon Chapter President, Bro. Mallory S. Walker, hosted the 11th Anniversary National Conclave, the first for Pennsylvania, on December 27-31, 1924). For three years during the transition of graduate members from Epsilon to Nu Sigma, Bro. Dr. E. H. Barnes, a Frankford pharmacist, served as president of the graduate chapter.

Thursday evening, June 2, 1925, was the occasion of the election of the first full slate of graduate officers for Nu Sigma Chapter. The meeting was opened by president Bro. Dr. Barnes, who praised Epsilon Chapter for its leadership in establishing Nu Sigma. The brothers unanimously elected Bro. Dr. Thomas J. Potter president, replacing Bro. Dr. Barnes. Bro. Potter assumed office praising Dr. Barnes for his dynamic leadership over the past three years and assuring the members that “every ounce of energy” he possessed would be expended on behalf of their noble cause. Other officers elected upon this occasion were as follows: Vice President, Bro. Dr. George W. Evans; Corresponding Secretary, Bro. Dr. Raymond S. Bounds; Financial Secretary, Bro. William H. Jones; Treasurer, Bro. R. A. Bailey. Nu Sigma Chapter has continued from the beginning to carry the banner of Phi Beta Sigma Fraternity in the city of Brotherly Love, hosting Regional Conferences in 1954, 1967, 1977, 1995 and 2002, 2021 and National Conclaves in 1941, 1961 and 2013.



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

**\$20,000**

## ***CENTENNIAL LEVEL***

- Platinum Level Full Year Sponsorship
- Title Sponsor Package for Eastern Regional Conference:
  1. Full page color cover positions (inside front books) of the Regional Journal Ad
  2. Logo on all signage and listed in the front of the events journal as a sponsor and listed in all conference press releases as a sponsor.
  3. Video Presentation no more than two (2) minutes that can be used at the opening of the Regional Conference -- This should be designed as a commercial and will be included in the video history of the Region.
  4. Logo on the Eastern Region website for one (1) year.
  5. Key table position in the Regional Pavilion to market and talk with all attendees.
  6. Provided ten (10) tickets to all conference functions with reserved seating.

## ***PLATINUM LEVEL***

- Includes Platinum Level Marketing and Social Media Package
- Logo included on Chapter website, all event signage and press releases as a sponsor.
- Full Page Ad in all event Journal/Ad Books & CENTENNIAL MAGAZINE .
- Chapter Meeting sponsorship and speaking/presentation opportunities.
- Includes Vendor Table at ALL EVENTS (5)events .
- Provided with a full lane at Bowling Party, full table at Foundation Brunch and Centennial Presidents Gala.

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**\$10,000**



## PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

**\$5,000**

### **SAPPHIRE LEVEL**

- Includes Sapphire Level Marketing & Social Media Package
- Logo included on Chapter website, all event signage and press releases as a sponsor.
- Full Page Ad in all event Journal/Ad Books.
- Chapter Meeting sponsorship and speaking/presentation opportunities.
- Includes Vendor Table at up to three (3) events .
- Provided with a full lane at Bowling Party, full table at Foundation Brunch and Centennial Presidents Gala.

**\$2,500**

### **DIAMOND LEVEL**

- Diamond Level Marketing and Social Media Package
- Full Page Ad in all event Journal/Ad Books.
- Logo included on Chapter website as a sponsor.
- Chapter Meeting sponsorship and speaking/presentation opportunities.
- Includes Vendor Table at up to two (2) events .
- Provided with a full table at Centennial Presidents Gala.

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*Footnotes:*

1. Phi Beta Sigma Eastern Regional Conference, hosted in Philadelphia, PA from March 31st - April 3rd, will be available for both Virtual and In-Person attendees.
2. Nu Sigma Chapter hosts ten (10) Chapter Meetings throughout the January to December calendar year.
3. Events of the larger group capacity, are subject to cancellation or change due to COVID-19 impacts and/or restrictions placed by the City of Philadelphia.



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

**\$1000 and  
\$1500**

## **GOLD LEVEL**

- Full Page Ad in event Journal/Ad Book.
- Social Media Shoutout Leading Up to Event
- Full Table with VIP & Reserved Seating
- Includes Vendor Table
- Award Sponsor (*available only for Black Business Awards Ceremony Sponsorship*)

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**\$500 and  
\$1000**

## **SILVER LEVEL**

- Half Page Ad in Journal/Ad Book.
- Logo on event Program
- Social Media Shoutout Leading Up to Event
- Full Table with Reserved Seating
- Includes Vendor Table

*Footnotes:*

1. Prices reflect cost for Nu Sigma Foundation Brunch & Centennial Gala

Event Journal/Ad Book not applicable to every event.

2. Events of the larger group capacity, are subject to cancellation or change due to COVID-19 impacts and/or restrictions placed by the City of Philadelphia.



## PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

**\$1000**

### ***CENTENNIAL LEVEL***

- Video Presentation/Social Media Commercial of no more than two (2) minutes that will be posted prior to an event.
- Logo included on Chapter website, documents and all event flyers as a sponsor.
- Full Page Ad in Centennial Commemorative Magazine.

**\$500**

### ***PLATINUM LEVEL***

- Video Presentation/Social Media Commercial of no more than thirty (30) seconds that will be posted prior to an event.
- Logo included on Chapter website and documents as a sponsor.
- Logo included on up to four (4) event flyers (*Not applicable to all events*).

**\$250**

### ***DIAMOND LEVEL***

- Social Media shoutout as a sponsor.
- Logo included on Chapter website as a sponsor.
- Logo included on up to two (2) event flyers (*Not applicable to all events*).

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# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

## SPONSORSHIP & ADVERTISING AGREEMENT

**COMPANY/ORGANIZATION NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

I agree to be included as a sponsor for Phi Beta Sigma Fraternity Inc. - Nu Sigma Chapter Centennial.

The Publisher reserves the right to refuse any advertisement or editorial deemed inappropriate. ALL RATES ARE NET TO THE ORGANIZATION. NO CANCELLATIONS. 50% Payment is required by 4/18/2022 to RESERVE FULL YEAR SPONSORSHIP. 100% Payment required 90 DAYS before single event sponsorship. ALL ADS & SOCIAL MEDIA MESSAGES are due to publicity@phillynusgima.org by 04/30/2022.

The COMPANY/ORGANIZATION REPRESENTATIVE agrees he/she/they has the authority to execute this agreement on behalf of the COMPANY/ORGANIZATION and is bound by the terms of this agreement.

*A \$50.00 service charge will be levied on all checks returned due to insufficient funds or for any other reason. Returned checks will not be deposited, then, for the purposes of calculating fees or Events of Default, it will be as if payment represented by the check had never been made.*

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

**Representative Signature:** \_\_\_\_\_

*For Internal Purposes:*

**Nu Sigma Representative Signature:** \_\_\_\_\_

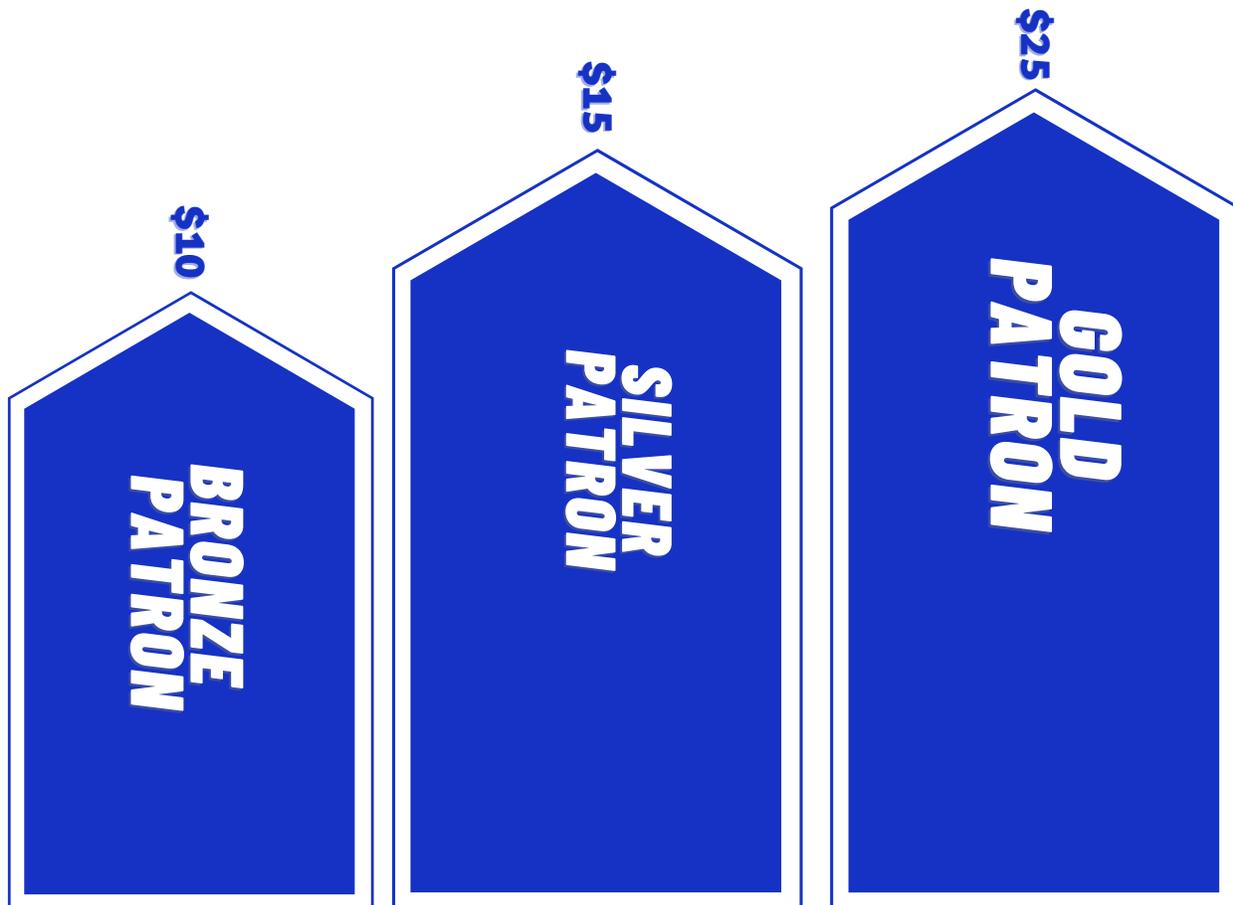
**Date Received:** \_\_\_\_\_



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

## PATRONS SPONSORSHIP

The Patrons Sponsorship allows family & friends to support and celebrate With the Brithers of Phi Beta Sigma Fraternity, Inc. Nu Sigma Chapter. Patron sponsors will be named on the back page of our CENTENNIAL MAGAZINE and Centennial Gala Journal Ad Book. There are three patron levels available; gold, silver & bronze. The goal is to have 100 Patrons in celebration of 100 years of service to the city of Philadelphia.



**\*\*\*Payment for Patron Sponsorship can be made by Cash APP: \$PhillySigmas1922**

**Please ADD Patron in the NOTES Section**



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

## ADVERTISING SPECIFICATIONS

All Advertisement Materials can be submitted electronically to: [publicity@phillynusigma.org](mailto:publicity@phillynusigma.org)

### LOGO SPECIFICATIONS

- Acceptable image formats are high resolution (300 DPI or higher) TIFF, JPG and PNG.

### AD DESIGN SPECIFICATIONS

- Preferred file format is a high-resolution PDF file (no image compression, embed all fonts and include crop marks).
- Acceptable image formats are high resolution (300 DPI or higher) TIFF, JPG and PNG.
- Full-Page Bleed Ads: 8.75"x11.25"- Trim size of the page is 8.5"x11.25"
- Half-Page Ads: 8"x5" LIVE AREA. A white border will print around the entire ad. The trim size of the page is 8.5"x11" (No bleed)
- Finished Edition Format: 8.5"x11", glossy, perfect bound, with pictures, profiles and advertisements.

**Note: Images copied from a website, social media or screen shot captures are not high resolution for use in journal ad submission.**

### VIDEO PRESENTATION/SOCIAL MEDIA COMMERCIAL SPECIFICATIONS

- Acceptable video formats are Mobile Video (3g2, 3gp, 3gpp), Windows Media Video (asf, wmv), AVI Video (avi), MPEG Video (dat, mpe, mpeg, mpg) and Flash Video (f4v, flv)
- Video Length based on sponsorship package purchased.
- Make sure you own the right to use all music & images in the video.
- Make sure your video does not contains inappropriate language, images, or sounds.

**Sponsorship & Advertising Agreement is attached for you to reserve your inclusion.**



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

## ADVERTISING APPLICATION

COMPANY/ORGANIZATION NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

### AD OPTIONS (Select all which apply):

- FULL PAGE AD (CENTENNIAL MAG & JOURNAL BOOK) \$850
- HALF PAGE AD (CENTENNIAL MAG & JOURNAL BOOK). \$425
- FULL PAGE AD (CENTENNIAL MAG) \$500
- HALF PAGE AD (CENTENNIAL MAG) \$250
- FULL PAGE AD (GALA JOURNAL BOOK) \$500
- HALF PAGE AD (GALA JOURNAL BOOK) \$250

The Publisher reserves the right to refuse any advertisement or editorial deemed inappropriate. ALL RATES ARE NET TO THE ORGANIZATION. NO CANCELLATIONS. 50% Payment is required by 4/18/2022 to RESERVE CENTENNIAL ADS & 7/18/2022 to RESERVE GALA JOURNAL ADS. 100% Payment required 90 DAYS before single event sponsorship. ALL ADS & SOCIAL MEDIA MESSAGES are due to publicity@phillynusigma.org by 04/30/2022 (CENTENNIAL MAG) 7/30/2022 (JOURNAL AD)

The COMPANY/ORGANIZATION REPRESENTATIVE agrees he/she/they has the authority to execute this agreement on behalf of the COMPANY/ORGANIZATION and is bound by the terms of this agreement.

A \$50.00 service charge will be levied on all checks returned due to insufficient funds or for any other reason. Returned checks will not be deposited, then, for the purposes of calculating fees or Events of Default, it will be as if payment represented by the check had never been made.

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

Representative Signature: \_\_\_\_\_

For Internal Purposes:

Nu Sigma Representative Signature: \_\_\_\_\_

Date Received: \_\_\_\_\_



# PHI BETA SIGMA FRATERNITY, INC. NU SIGMA CHAPTER (PHILADELPHIA, PA) CENTENNIAL SPONSORSHIP PACKET

## VENDOR APPLICATION

**COMPANY/ORGANIZATION NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**CONTACT PERSON:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**Business Category/Products (Select all which apply):**

- Clothing/Apparel       Accessories (Ladies)       Accessories (Men)       Travel Accessories
- Greek Paraphernalia       House Wares       Literature       Ceramics
- License Plates/Decals       Toys/Games       Jewelry       Collectibles
- Personal Hygiene       Services       Footwear       Glassware

Misc. (brief description) \_\_\_\_\_

**Please specify what event(s) you will be registering to be a vendor for:**

Event	Date	
FOUNDERS' DAY VIRTUAL WATCH PARTY	1/9/2022	<input type="checkbox"/>
[REDACTED]	[REDACTED]	<input type="checkbox"/>
FOUNDATION BRUNCH	06/25/2022	<input type="checkbox"/>
SUMMER SOIRE'E	SUMMER 2022	<input type="checkbox"/>
ADPOT-A-HIGHWAY COMMUNITY FAIR	Aug-22	<input type="checkbox"/>
ADPOT-A-SCHOOL BOOK BAG DRIVE	Aug-22	<input type="checkbox"/>
CENTENNIAL PRESIDENTS' GALA	FALL 2022	<input type="checkbox"/>
HOLIDAY PARTY	12/14/2022	<input type="checkbox"/>
UGLY SWEATER BOWLING EVENT	WINTER 2022	<input type="checkbox"/>

NOTE: All Dates are Tentative and May Change

PHI BETA SIGMA FRATERNITY, INC.  
**NU SIGMA CHAPTER**  
CENTENNIAL SPONSORSHIP PACKET

----- END -----



**CONTACT INFORMATION:**

BRO. DAVID RICHARDSON | FINANCES@PHILLYNUSIGMA.ORG  
[WWW.PHILLYNUSIGMA.ORG](http://WWW.PHILLYNUSIGMA.ORG)