



57th Grand Boulé Sponsorship Opportunities

June 13 - 17, 2024 Grand Boulé

Manchester – Grand Hyatt, San Diego, CA | VIRTUAL

For more information, email events@sigmaphiphi.org
grandboule.org

CONTENTS



- Why Sponsor the Grand Boulé?
- About Sigma Pi Phi Fraternity
- The Boulé Foundation
- Young Adult Career Symposium (YACS)
- 2024 Sponsorship Opportunities – Live and Virtual
- Sponsorship Levels and Benefits
- Add-On Marketing Opportunities

WHY SPONSOR THE GRAND BOULÉ?

The Grand Boulé of Sigma Pi Phi Fraternity is the premier event for leaders of the African diaspora, bringing together the best and brightest influential thought makers, industry leaders and professionals from the United States, United Kingdom and The Bahamas.

Whether you are looking to put your products, services or technology in front of **more than 2,000 attendees at our live event**, or engage and network with up to **1,000 attendees virtually**, the Grand Boulé is the perfect place for you.

It's time to reconnect with the world's premier hybrid gathering of professionals of African descent— the Grand Boulé. As the world moves towards recovery, the 57th Biennial Grand Boulé of Sigma Pi Phi Fraternity will usher in a new golden age of events as a fully reimagined hybrid event experience that accommodates any attendee preference: in-person or virtual.

Sponsoring the Grand Boulé gives you the opportunity to customize your presence at this marquee event! Whether you are interested in growing your business with lead generation, networking with potential customers or brand recognition – we have the package for you!

AS A FUTURE GRAND BOULÉ SPONSOR, YOU CAN:

- Share valuable face time and build rapport with pre-qualified buyers
- Market your products to key influencers and decision makers
- Increase the profile of your products and services
- Maximize customer acquisition and retention

ABOUT SIGMA PI PHI FRATERNITY



Sigma Pi Phi Fraternity also known as the **Boulé**, a Greek term meaning “Council of Noblemen,” is the first Greek-letter fraternity to be founded by men of African descent.

FOUNDED IN
1904

5,500+
ACTIVE
MEMBERS

&

143
MEMBER
BOULÉS
(CHAPTERS)

*(throughout the
United States,
Bahamas, and
United Kingdom.)*

Our members are established and accomplished professionals who are among the top wage earners internationally. They find comfort in traditional, old-school values that make men of the African diaspora culturally distinct. At the same time, they enjoy tradition and technology that has a contemporary feel. This neoclassic traditionalism makes a clear statement about who they are and what they’ve accomplished.

DEMOGRAPHICS – BOULÉ MEMBERSHIP



MALE
100%

AGES

30's	2%
40's	16%
50's	32%
60's	27%
70+	23%

**Median Age = 55*



MARITAL STATUS

85% <i>MARRIED</i>
15% <i>SINGLE</i>

CHILDREN IN
HOUSEHOLD

35%



PRIMARY RESIDENCE

80%

OWN OTHER
REAL ESTATE

60%

AVERAGE NET WORTH

\$2M

MEDIAN HOUSEHOLD
INCOME

\$250,000



COLLEGE DEGREE

100%

POSTGRADUATE

70%

ABOUT SIGMA PI PHI FRATERNITY



Our members are established and accomplished professionals who are among the leading thinkers and trend-setters of our generation.

Our membership is comprised of deep thinkers on the order of **W.E.B. DuBois**, creatives in the mold of **James Weldon Johnson**, dedicated educators like **Benjamin E. Mays**, socially conscious visionaries like **Martin Luther King, Jr.**, **Vernon Jordan** or **Elijah Cummings** and leaders in science and medicine such as **Charles R. Drew** and **Bernard Tyson**.

Men and women who have never left the sky out of their landscape know that a fellow-feeling makes us a wondrous kind.

- Archon John W. Davis

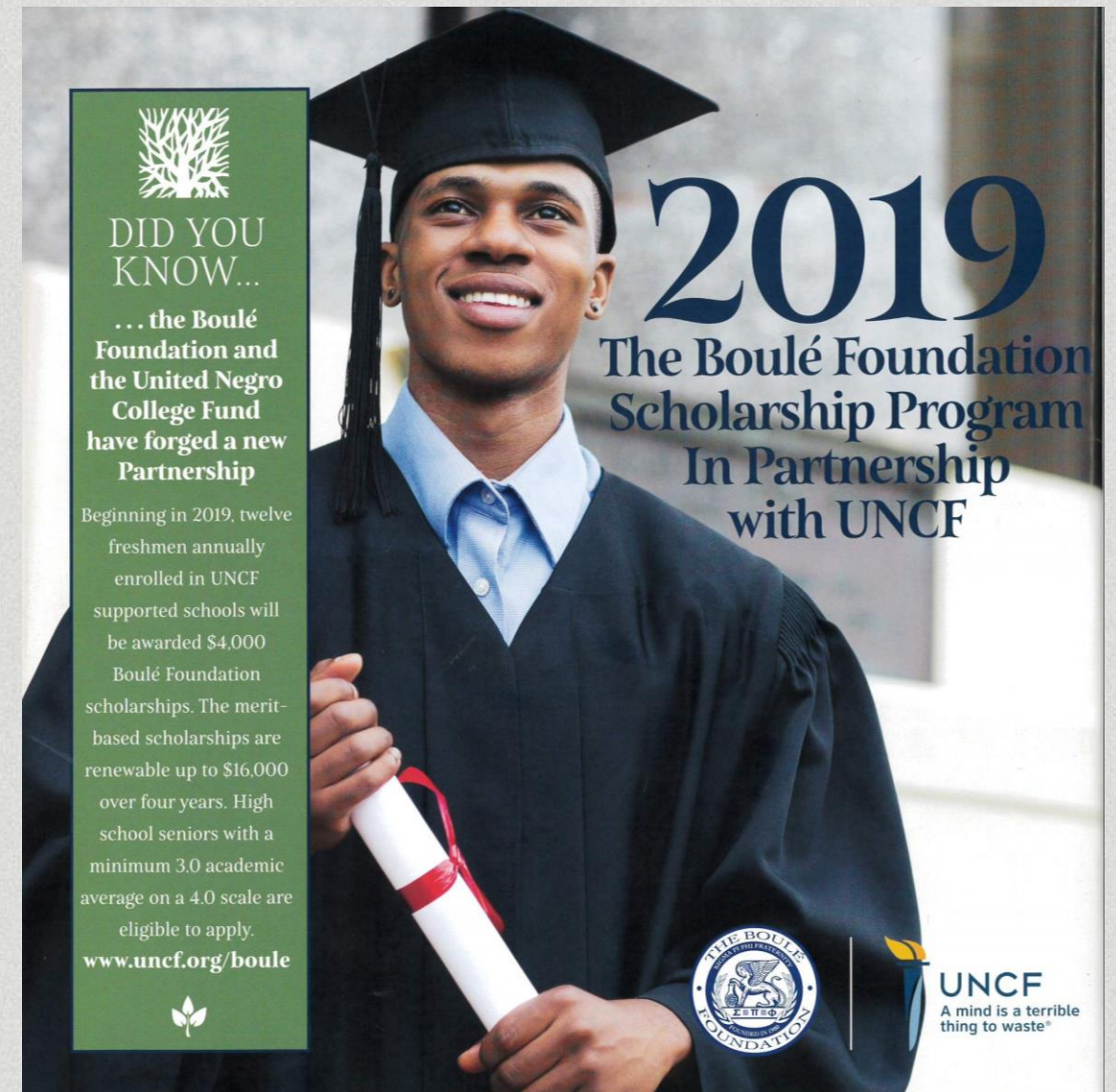
ABOUT SIGMA PI PHI FRATERNITY

The Boulé Foundation

Established in 1980 to serve and strengthen the African American community, the Boulé Foundation has focused its efforts on education and leadership development.

The Trustees are committed to providing resources to build a generation prepared to face the responsibilities and challenges of the twenty-first century.

Through scholarships and grants, the Boulé Foundation is helping to nurture and support our young people to ensure that they lead us to a meaningful and prosperous future.




DID YOU KNOW...
... the Boulé Foundation and the United Negro College Fund have forged a new Partnership

Beginning in 2019, twelve freshmen annually enrolled in UNCF supported schools will be awarded \$4,000 Boulé Foundation scholarships. The merit-based scholarships are renewable up to \$16,000 over four years. High school seniors with a minimum 3.0 academic average on a 4.0 scale are eligible to apply.
www.uncf.org/boule



2019
The Boulé Foundation Scholarship Program
In Partnership with UNCF


 **UNCF**
A mind is a terrible thing to waste®

ABOUT SIGMA PI PHI FRATERNITY

The Young Adult Career Symposium (YACS)



The Young Adult Career Symposium will take place June 13 - 16, 2024, in conjunction with the 57th Grand Boulé in San Diego, CA.

YACS, over the course of two days, **exposes young, talented African-American** men and women between the ages of 22-34, to **nationally renowned leaders in various fields**. YACS provides speakers, panel discussions, active participation and invaluable networking to young professionals focused on leadership roles within national and international corporations, the medical and legal professions, public and private sectors and those interested in one day pursuing an entrepreneurial track. YACS participants also engage in a hands-on community service project in the host city. Special attention will be given to the community service project targeted at those that are underserved.

Summary Schedule of Events

Event	Value
Thursday 6/13	
Welcome Services	\$50,000
VIP/Sponsor Reception	\$80,000
Friday 6/14	
Fitness Workout	\$10,000
57 th Grand Boulé Golf Tournament	Various (see supplement for details)
57 th Grand Boulé Pro-Am Tennis Tournament	Various (see supplement for details)
57 th Grand Boulé Pickleball Tournament	Varies (see supplement for details)
Community Service Project with YACS	\$35,000 + in-kind
Pool Party Reception	\$25,000 + in-kind
Welcome Reception	\$50,000 to \$250,000

This is a summary of selected events available for sponsorship. Schedule subject to change.

Summary Schedule of Events

Event	Value
Saturday 6/15	
Grand Boulé History Exhibit	\$50,000
Archousai Lounge	\$10,000
Archousai Luncheon	\$125,000
Grand Sire Archon Concert	\$300,000
Boulé After Dark	\$20,000
Sunday 6/16	
Sunday Brunch + Program	\$75,000
Content Rich Programs (3)	\$150,000 each
Boulé Foundation Gala	Managed by the Boulé Foundation
Boulé After Dark	\$20,000
Monday 6/17	
Manford Byrd Breakfast	\$50,000
Boulé After Dark	\$20,000

This is a summary of selected events available for sponsorship. Schedule subject to change.

2024 Sponsorship Opportunities

EVENT SPONSORSHIP OPPORTUNITIES



YACS WELCOME RECEPTION – Thursday 6/13

\$25k reception/\$100k concert
Audience: YACS (22-34 years old)

Position your company and brand front and center during the Grand Boulé's YACS Reception event honoring the fraternity's leadership and staff. Keynote will bring together current and past leadership of the fraternity along with family and staff.



VIP RECEPTION - Thursday 6/13

\$80,000
Audience: Live Only

The VIP reception is where fraternity leadership recognizes sponsors, local leadership and the community for their support and contributions.



GOLF WITH THE GRAND SIRE ARCHON – Friday 6/14

\$10,000 & In-kind
Audience: Live Only

Enjoy a round of golf with Grand Sire Archon Antoine Garibaldi and select members of the fraternity.



WELCOME SERVICES – \$50,000

Audience: Live Only

Create a unique space where attendees can gather to network, relax, and recharge for the duration of the conference. Host fun interactions, a photo booth, or just a comfortable area to take a load off.



WORKOUT WELLNESS SESSION - \$10,000 & In-Kind

Audience: Live and Virtual Premium

Kick off the day with a workout class designed to give attendees a burst of energy and more awareness of your brand! Work with the Grand Boulé team to create a workout experience such as morning yoga.



POOL PARTY RECEPTION - Friday 6/14

\$25,000 & In-Kind

Audience: Live and Virtual Premium

Sponsor this poolside family fun event, complete with music, food and activities for all.



COMMUNITY SERVICE PROJECT – Friday 6/14

\$35,000 & In-kind
Audience: Live Only

Join the Young Adult Career Symposium (YACS) participants as they team-up with the local host committee for a service project that will leave a lasting impact in the community.

2024 Sponsorship Opportunities

EVENT SPONSORSHIP OPPORTUNITIES



WELCOME RECEPTION – Friday 6/14

\$250,000

Audience: Live Only

Host the conference kick-off party! Put yourself in the center of a premier setting with strong attendance and lively conversation. Directly connect your brand with our attendees during the opening reception.



COMEDY SHOW – Saturday 6/15

\$100,000

Audience: Live and Virtual Premium

Grab the attention of conference attendees during the comedy show. We can work with you to create a unique experience that will leave a lasting impression.

GRAND BOULÉ HISTORY EXHIBIT

\$50,000

Audience: Live and Virtual Premium

The history exhibit is one of the most anticipated exhibits during the Grand Boulé. The history of the Boulé is interwoven with important moments throughout history.



CONTENT RICH SESSIONS – Saturday 6/16

\$150,000

Audience: Live and Virtual Premium

Session sponsorships at the Grand Boulé allows your company to be branded front-and-center during our interactive educational sessions. Reach an even broader audience than before with our sessions that are streamed to our virtual attendees. Available topics include: **Financial Wellness; Health & Wellness; Education/Blacks on Corporate Boards**



ARCHOUSAI LUNCHEON

\$125,000

Audience: Live

Connect with the wives of our members who also include some of the most accomplished and prominent women in the US, Bahamas, and UK.

Grand Boulé Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES



WIFI SPONSORSHIP - \$30,000

Audience: Live Only

Looking for a great way to “connect” your company with conference attendees? Take advantage of this highly visible opportunity that every attendee will be using while at the event. Sponsorship Includes: Your brand will be prominently displayed on the splash page they see when they log in to the Grand Boulé designated Wi-Fi.



GRAND BOULÉ SWAG BAGS – \$35,000

Audience: Live Only

Get your company in the hands of attendees by sponsoring the bags they use to collect swag during the Grand Boulé. Given out at registration, your brand logo will be walking the entire event! Sponsorship Includes: Company logo branded on each bag (subject to final approval by Sigma Pi Phi).

THE GRAND SIRE ARCHON CONCERT \$300,000



As one of the most anticipated events of the Grand Boulé, the Grand Sire Archon Concert is one of our most well-attended events. Bring greetings on behalf of your company and help introduce top-level entertainment. This sponsor will also be invited to the private meet and greet with the artist.



NETWORKING BREAKS - \$25,000

Audience: Live Only

Directly engage with Grand Boulé attendees as they unwind during designated networking breaks. Take advantage of this opportunity to interact with attendees in a more casual setting.



HOTEL KEYCARD – \$25,000

Audience: Live Only

Not only will your brand be the first thing they see as they leave their room for the day and the last thing they see as they come back, attendees will also carry it with them all day long!



WELCOME KIT – \$20,000

Audience: Live Only

Share your company's commitment to a safe return to meetings and events by sponsoring these kits which contain masks, hand sanitizer and other items they will need throughout the conference.

2024 Sponsorship Opportunities

SPONSORSHIP OPPORTUNITIES



SELFIE STATION AND VIRTUAL BACKGROUND— \$15,000

Audience: Live and Premium Virtual

Place your brand where everyone is looking – at the camera of course!
Reach live and virtual attendees as they take selfies and screen shots and share their participation on social media.



WELCOME SERVICES – \$50,000

Audience: Live Only

Greet attendees as they arrive at the conference by showcasing your brand!
Give away small swag, welcome everyone with a smile, and be one of the first impressions of the event!



PRE-SESSION COMMERCIAL— \$15,000 – \$20,000

Audience: Virtual Only (Cvent registration mobile app)

Tell the story behind your brand through a commercial showing the virtual audience exactly how they can use your product or service.
These can vary in length from 15-30 second spots and will be shown during conference programming.



CLOSED CAPTIONING – \$25,000

Audience: Virtual Only

Be top of mind throughout virtual breakout sessions as the sponsor of our captions! Allow a larger audience to consume the content and show off your brand!



HYDRATION STATIONS – \$25,000

Audience: Live Only

Help us incorporate wellness and keep attendees hydrated during the conference by sponsoring water stations located throughout our event area. Each station will be branded with your logo.



LANYARDS – \$20,000

Audience: Live

One of the most visible sponsorships creating thousands of walking billboards for your brand. Your logo and the Grand Boulé's logo will alternate on the lanyard each attendee uses to hold their badge throughout the event.

2024 Add-On Marketing Opportunities

Opportunity	Description	Price
Convention Floor Map	Full color sponsor logo included on each convention floor map used by attendees to navigate that area.	\$20,000
Instagram Filter	Maximize your presence beyond the conference with your own Instagram Filter and showcase your brand far and wide.	\$10,000
Instagram Story	Create a slide and we will share it on our Instagram stories where it will be seen by our membership.	\$5,000
Mobile Charging Station	“Connect” with attendees through these custom branded charging stations.	\$5,000
Virtual Happy Hours	Relax with our virtual attendees from the comfort of their home. Grand Boul�� will work with you on the right audience for this fun evening.	\$5,000
Roundtable Discussion (Virtual Only)	Meet with your target audience for a roundtable discussion with the topic of your choosing.	\$10,000
Advertising Wraps	Your advertisement will be placed in high traffic areas around the venue such as columns, elevators or walkways.	Varies

Please note: These do not include sponsors level benefits

2024 Sponsorship Level Benefits

	CUSTOM	PLATINUM	GOLD	SILVER
SPONSORSHIP SPEND	\$300,000 and up	\$150,000 and up	\$100,000 and up	\$50,000 and up
Sponsor Conference Registrations with access to the public events and all meals and networking events.	10	5	3	2
Member/Guest Registrations with access to the Full Conference and all meals and networking events. (subject to final approval by Grand Boulé)	4	3	2	1
One Breakout Session or Entertainment Event host	✓	✓	✗	✗
Pre-Event Marketing (inclusion in event website and emails)	✓	✓	✓	✓
Onsite branding - Sponsor signage and Thank you in General Session	✓	✓	✓	✓
Dedicated Company Page in Virtual Attendee Hub	✓	✓	✓	✓
Contact Details for those who engage with your virtual content	✓	✓	✓	✓
Logo, 100 Word Description and ability to link featured content in Event Mobile App	✓	✓	✓	✓
Post Event Marketing (inclusion on website, in emails)	✓	✓	✓	
Social Media Promotion on Grand Boulé's website, Facebook, and private social network.	✓	✓		✗
Guest Blog Post on Grand Boulé's Event Planning Blog	✓	✓	✗	✗
Dedicated Push Notification through mobile sent to attendees			✗	✗

Grand Boulé

57th Golf Tournament

BENEFITS	MASTERS LEVEL \$10,000 (LIMIT 2)	AWARDS LUNCHEON \$8,000 (LIMIT 2)	BEVERAGE CART \$2,500 (LIMIT 2)	BREAKFAST \$5,000 (LIMIT 2)	BOTTLED WATER \$2,500 (LIMIT 2)	TEE/HOLE \$2,500 (LIMIT 10)
1 Complimentary Golf Foursome	◆					
Opportunity to provide branded golf items and prizes (golf balls, tees, towels)	◆					
Recognition at prize holes (longest drive and closest to the pin)	◆					
Signage	◆ Recognized on Main Signage	◆ Signage at lunch station	◆ Signage on beverage cart	◆ Signage at breakfast station		◆ Signage at sponsored tee/hole
Listing on registration page	◆	◆	◆	◆	◆	◆
Recognition on marketing materials	◆	◆	◆	◆	◆	◆
Mention on social media	◆	◆	◆	◆	◆	◆
Logo printed on item		◆ Logo on printed napkins	◆ Logo on printed napkins	◆ Logo on printed napkins	◆ Logo printed on water bottles	

For more information contact:
events@sigmapiphi.org

Grand Boulé

57th Tennis Tournament

BENEFITS	GRAND SLAM LEVEL \$15,000 (LIMIT 2)	EXHIBITION MATCH & LUNCHEON \$8,000 (LIMIT 2)	BEVERAGE CART \$5,000 (LIMIT 2)	BREAKFAST \$2,500 (LIMIT 2)	BOTTLED WATER \$1,500 (LIMIT 2)	BANNER LOGO \$1,500 (LIMIT 4)
Complimentary Entries	6	4	2	1	-	-
Opportunity to provide branded tennis items and prizes	◆					
Recognition during pro exhibition match	◆					
Signage	◆ Recognized on main signage	◆ Signage at lunch station	◆ Signage on beverage cart	◆ Signage at breakfast station		◆ Signage at sponsored court
Listing on registration page	◆	◆	◆	◆	◆	◆
Recognition on marketing materials	◆	◆	◆	◆	◆	◆
Mention on social media	◆	◆	◆	◆	◆	◆
Logo printed on item		◆ Logo on printed napkins	◆ Logo on printed napkins	◆ Logo on printed napkins	◆ Logo printed on water bottles	

For more information contact:
events@sigmapiphi.org



Thank you

June 13-17, 2024

MANCHESTER – GRAND HYATT, SAN DIEGO, CA | VIRTUAL

For more information, email events@sigmaphiphi.org
grandboule.org