



Dear Prospective Sponsor,

We are excited to introduce our new Front Steps Sponsorship opportunity for the upcoming Fraternal Housing Association (FHA) Annual Conference, taking place this September in Oklahoma City.

### **What is the Front Steps Sponsorship?**

The Front Steps Sponsorship is designed for business partners who are unable to attend the conference in person but still wish to gain exposure and connect with our attendees. For a sponsorship fee of \$1,000, sponsors will receive the following benefits:

1. **Logo Visibility:** Your company's logo will be prominently displayed on the conference website and across all marketing materials and handouts, ensuring maximum exposure to our audience of 100-150 professionals in fraternity and sorority property management, meal plan vendors, architects, designers, insurance brokers, lawyers, and more.
2. **Swag and Collateral Distribution:** You can send branded swag and collateral materials to be distributed to conference participants, allowing you to showcase your products or services directly to our engaged audience.
3. **Participant Contact Information:** Gain access to a list of participant contact information, enabling you to follow up with potential leads and build valuable connections even if you can't attend the conference in person.
4. **Opportunity to Share a Discount or Exclusive Membership Resource:** FHA hosts have an exclusive Members Only portal and you will have the opportunity to offer a discount or resource for FHA members. This will allow you to advertise your opportunity and direct members to your resource year round outside of the conference.

### **Why Sponsor the FHA Conference?**

The FHA Annual Conference is a premier event in the fraternity and sorority housing industry, bringing together professionals from various sectors to network, learn, and collaborate. By becoming a Front Steps Sponsor, you can:

- Increase brand visibility and awareness within our targeted audience.
- Showcase your products or services to decision-makers and influencers in the industry.
- Generate leads and form valuable connections with conference participants.
- Support the mission of the Fraternal Housing Association and contribute to the advancement of fraternity and sorority housing.

### **How to Become a Front Steps Sponsor**

To secure your Front Steps Sponsorship or inquire further about this opportunity, please go online via our [website](#) and select to 'Register for the Conference' and select the Front Steps Sponsorship option. We look forward to partnering with you to make the 2024 FHA Annual Conference a success!

Thank you for your support,  
Tyler Corsello, Fraternal Housing Association Conference Co-Chair