BETA THETA PI | WINTER LEADERSHIP CONCLAVE

SPONSORSHIP GUIDE







ELEVATE YOUR BRAND AMONG 700+ FRATERNITY LEADERS

Beta Theta Pi Winter Leadership Conclave | Chicago, Illinois | January 7-10, 2027

Beta Theta Pi's Winter Leadership Conclave unites 700+ of the Fraternity's top student and volunteer leaders from across North America for four days of officer training, dynamic keynotes and collaborative roundtables. Hosted in downtown Chicago from January 7–10, 2027, attendees gain practical leadership skills, role-specific training and the tools to strengthen their chapters for the year ahead.

For sponsors, Beta's Winter Leadership Conclave provides a unique platform to engage directly with motivated young leaders, showcase your brand's commitment to leadership development, and build lasting relationships with a diverse network of future professionals. Sponsors will gain exclusive in-person access to:

- **4 Executive Officers** from each of Beta's 139 chapters, including Chapter Presidents and VPs of Brotherhood, Recruitment and Member Education
- **1 Chapter Counselor** (the lead chapter advisor) from each chapter
- **100+ General Fraternity Officers** (the top ranking volunteers of the organization) and Beta staff

Choose from Gold, Silver or Exhibitor Only packages to connect with Beta's student and volunteer leaders. Gold sponsors receive broad exposure, including an opportunity to address all attendees, while Silver sponsors can engage a targeted audience or host a branded snack break. Exhibitor Only packages provide a dedicated space to showcase your products and services and build relationships throughout the weekend. We also welcome in-kind donations for giveaways, prizes and other opportunities to highlight your brand.

To select your sponsorship package or if you have further questions please contact Anne Emmerth at anne.emmerth@beta.org. For more information about the event, visit beta.org/conclave.

We look forward to the opportunity to partner with you in making this event unforgettable.

Sincerely,

Anne Emmerth
Sponsor Coordinator
anne.emmerth@beta.org
901.569.0946 (cell)

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SPONSORSHIP PACKAGES

GOLD LEVEL SPONSOR | $10,000 (3 AVAILABLE)

- Includes an exhibit booth and up to 4 complimentary exhibit booth staff registrations.
- Gold sponsors can choose to speak for up to 5 minutes of podium time at ONE meal or general session attended by all guests:
    - Friday, January 8: Kickoff General Session (4 p.m. – 5 p.m.)
    - Friday, January 8: Dinner (6:30 p.m. – 7:50 p.m.)
    - Sunday, January 10: Closing General Session (9 a.m. – 10:15 a.m.)
- Full-page ad in the program workbook
- Contact information for all registered guests, including position, title, school and chapter
- Handouts or brochures provided by sponsor included in registration bags
- Recognition on Beta's social media
- Recognition in all pre- and post-event communications to attendees

SILVER LEVEL SPONSOR | $5,000 (6 AVAILABLE)

- Includes an exhibit booth and up to 2 complimentary exhibit booth staff registrations.
- Silver sponsors can choose up to ONE of the following venues for recognition:
    - 5 minutes of podium time at dinner with all chapter presidents (Thursday, Jan. 7, 6:25 p.m. – 7:25 p.m.)
    - 5 minutes of podium time at lunch with all chapter presidents (Friday, Jan. 8, 12:05 p.m. – 12:50 p.m.)
    - Branded "snack break" (Saturday, Jan. 9, afternoon)
    - 5 minutes of podium time in front of all collegiate chapter VPs of Brotherhood (Saturday, Jan. 9)
    - 5 minutes of podium time in front of all collegiate chapter VPs of Recruitment (Saturday, Jan. 9)
    - 5 minutes of podium time in front of all collegiate chapter VPs of Member Education (Saturday, Jan. 9)
- ¼ page ad in the program workbook
- Contact information for all registered guests, including position, title, school and chapter
- Handouts or brochures provided by sponsor included in registration bags
- Recognition on Beta's social media
- Recognition in all pre- and post-event communications to attendees

EXHIBITOR ONLY | $1,000 (10 AVAILABLE)

- Includes an 8' x 8' exhibit booth from 1 p.m. Friday, Jan. 8 through 11 a.m. Sunday, Jan. 10.
- Two 6' tables and chairs provided. Beta will ask about electrical and WIFI needs.
- Recognition in all pre- and post-event communication to attendees
- Includes up to 2 complimentary exhibit booth staff registrations

MEALS AND ACCOMMODATIONS

Conclave will be hosted at: Chicago Marriott Magnificent Mile, 540 Michigan Ave, Chicago, IL 60611

Unless your organization has a standing agreement with Beta, sponsors and exhibitors are responsible for transportation to Chicago and meals while on site. If you want to stay at the Conclave hotel, Beta will reserve your room; sponsors and exhibitors are responsible for payment ($159/night).