

IOWA STATE GREEK COMMUNITY PARTNERSHIP GUIDE

2017



IOWA STATE UNIVERSITY™

www.greek.iastate.edu

515.294.1023

WHY THE GREEK COMMUNITY?

The Greek community at Iowa State University is comprised of nearly 5,000 undergraduate students. Sororities and fraternities continue to be some of the leading students on campus excelling in academics, leading student organizations, and engaging in the community.

The Greek community at Iowa State University is committed to developing lifelong exceptional citizens who will make a positive impact on the world.

- The Greek community is comprised of more than 15.5% of the undergraduate student body.
- 64 fraternities and sororities make up the Greek community.
- Chapter sizes range from 2-196 members.
- 43 chapters have a chapter facility.
- The Greek community GPA (3.15, S16) is consistently at or above the All-University GPA (3.04, S16)
- The six-year graduation rate is higher for Greek students (81.0%) compared to the All-University average (74.3%).
- The one-year retention rate is higher for Greek students (93.5%) compared to the All-University average (88.1%).
- The Greek community completed 61,322.85 hours of community service in the 2015-2016 schoolyear. This is an average of 14.17 hours.
- The Greek community donated over \$487,000 to charitable organizations in the 2015-2016 schoolyear.
- More than 280 clubs at Iowa State are led by members of fraternities and sororities.

FOR NOW. FOR TOMORROW. FOREVER.



Sponsoring the Greek community at Iowa State University is a great way to connect with students. Each year, our community connects with approximately 2,000 students through recruitment and intake processes. We expect about 500 prospective students and their families annually for Greek Visit Day (our preview program for prospective students). We have multiple publications that outreach to potential members as well as many opportunities to connect with students who are already members of fraternities and sororities. The intent of this sponsorship guide is to be mutually beneficial. Should you have an idea for a sponsorship not included, please let us know. We are open to new ideas.

There are three options for sponsorships: **packages, special events and merchandise**. Packages are bundles put together for your convenience. For a flat rate, your organization receives access to multiple events and programs. Special events are designed to provide promotions around a particular event or opportunity. Merchandise sponsorships are opportunities to provide specific merchandise needed for a particular program or event.



PACKAGES:

Gold Sponsors - \$5000

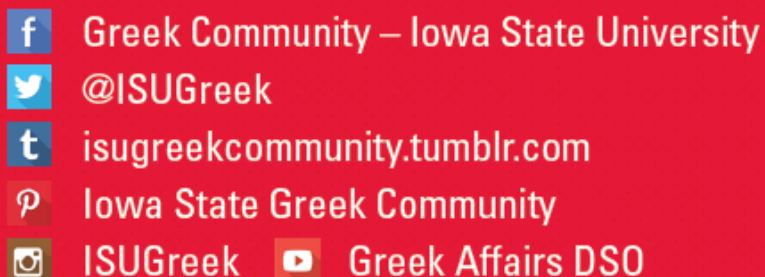
All Gold Sponsors receive recognition on the Greek community social media platforms, the Greek Affairs website, the annual Greek Report, and multimedia presentations throughout special events. Sponsors are verbally acknowledged throughout annual programs and given exhibitor privileges at special events. Additionally, Gold Sponsors will receive the additional benefits:

- Flyer distribution during Primary Recruitment (approximately 900 participants).
- Vendor table at New Member Symposium (approximately 1400 participants).
- Vendor table at Greek Visit Day registration (approximately 500 incoming students and families).
- Vendor table at Vespers Award Ceremony (approximately 2500 people in attendance).
- Promotional materials distributed at Greek Leadership Retreat (chapter presidents and council officers).
- Presentation at each governing council general meeting.
- Advertisement in Little Big Book and Fraternity Guide (available next printing).

Cardinal Sponsors - \$2500

All Cardinal Sponsors receive recognition on the Greek community social media platforms, the Greek Affairs website, the annual Greek Report, and multimedia presentations throughout special events. Additionally, Cardinal Sponsors will receive these additional benefits:

- Flyer distribution during Primary Recruitment (approximately 900 participants).
- Vendor table at Greek Visit Day registration (approximately 500 incoming students and families).
- Advertisement in Little Big Book OR Fraternity Guide (available next printing).



SPECIAL EVENT SPONSORS:

- **Fall Fraternity Recruitment**
This event is a structured recruitment process for students interested in joining a fraternity. While all organizations have a unique joining process, this event utilizes an open house format for prospective members to get to know chapters better.
- **Greek Alternative Spring Break**
During spring break, a team of fraternity and sorority members travel to Indianapolis, Indiana to serve the Horizon House, a nonprofit organization in the Indianapolis community that focus on issues and services addressing urban poverty. The Horizon House is the only full service day center for homeless individuals in central Indiana. The fraternal relevance experience combines leadership and service together, focusing on the fundamentals of fraternity and sorority membership. Participants volunteer at local human service agencies, tour inter/national fraternity and sorority headquarters and reflect on their experiences.
- **Greek Community Ambassadors**
Greek Community Ambassadors is a volunteer program designed for current Greek members to create awareness, positively promote, stimulate interest, and represent the Iowa State University Greek community with prospective students, families, community members and stakeholders. Greek Community Ambassadors communicate a comprehensive view of student life at ISU, while focusing on various aspects of the Greek community including leadership, philanthropy, academics, and social activities.
- **GreekFest**
The National Pan-Hellenic Council hosts an annual celebration of the history of NPHC, traditionally during homecoming. This competitive step show highlights students' skills in the art of stepping and shares the importance of historically African-American fraternities and sororities at Iowa State.
- **Greek Leadership Retreat**
This weekend retreat is an educational program for all chapter presidents and council officers. The curriculum utilizes an institute format and attendance is required.
- **Greek Trick or Treat**
Annually, the Greek community hosts trick or treating for the Ames community. The event typically takes place on campus in the Memorial Union. More than 500 children and their families attend.
- **Greek Week**
Greek Week is a 60+ year tradition at Iowa State. The goal of Greek Week is to unite the Greek community under a common bond of fraternal friendship. These are activities to help the community, to foster friendship and, of course, to have some fun along the way.
- **Mosaic**
The Multicultural Greek Council hosts a special annual event to celebrate and recognize diversity within the Greek community and its chapters. MOSAIC is a recognition event for chapters to thank outstanding members of the community who show a commitment to diversity. In addition, chapter members have the opportunity to showcase their talents through step, saluting and more.

- **Panhellenic Pride Week**
The week will be focused on celebrating what it means to be a sorority woman and recognizing the many successes of the Panhellenic Community. This will be done by promoting Panhellenic pride on campus, sharing the accomplishments of the women within our community and hosting events to bring Panhellenic women together to celebrate successes and sisterhood.
- **Project Jamaica**
During spring break, a team of fraternity and sorority members travel to Jamaica to serve the Ministry of Education, by working on projects to benefit the school environment. This program includes a full semester course that includes instruction on servant leadership and social entrepreneurship.
- **President's Kickoff**
This program is an event designed for chapter presidents to gather as we kick off the start of the school year. Presidents attend a four hour program which provides them updates in the community that are imperative to their success.

MERCHANDISE SPONSORS

Merchandise sponsors provide specific merchandise needed for events. Merchandise should be coordinated with event producer. Merchandise may include Greek community logo and vendor logo.

- **Water bottles for primary recruitment (approximately 1000)**
These water bottles are used by all the participants in primary recruitment. This is a great way to show support for the Greek community while also marketing your organization to the community.
- **Canvas bags for primary recruitment (approximately 1000)**
These water bottles are used by all the participants in primary recruitment. This is a great way to show support for the Greek community while also marketing your organization to the community.
- **Tshirts for fall fraternity recruitment (approximately 300)**
These tshirts will be provided to all the participants in fall fraternity recruitment. This two day recruitment program is a great way to sponsor the community and the tshirt will have a lasting impact in the community.
- **Greek community tshirt (approximately 3500)**
These shirts are used for orientation. Students who attend orientation and participate in a Greek community session are provided a tshirt upon completion of the session.
- **Orientation giveaways (approximately 3500)**
Other giveaways for orientation, such as keychains, cups, magnets, etc. would go over a long way. We would feature these items in gift bags provided during orientation for students who attend the Greek community session.