



Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte



# Alpha Kappa Psi

*Shaping People, Shaping Business*

## Corporate Sponsorship Program Fall 2018 - Spring 2019



Alpha Kappa Psi | 9201 University City Blvd | Charlotte, NC 28223



Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte

## Quick Facts

*“Alpha Kappa Psi is recognized as a premium developer of principled business leaders”*

- The oldest and largest co-ed professional fraternity
- Founded on October 5, 1904 at New York University
- Initiated over 278,000+ members
- Notable alumni include:
  - President Ronald Reagan
  - President Richard Nixon
  - Prime Minister of Pakistan Benazir Bhutto
  - Sam Walton, founder of Wal-Mart and Sam’s Club
  - Seth C. Beise, President of Bank of America
  - Richard Allen, CEO of Delta Airlines

## Eta Omega Chapter

Awards: **Professional Programming Event of the Year**, **Chapter of the Year**, Outstanding Chapter, Outstanding Chapter Award, Circle Award of Achievement, Circle of Excellence, and Circle of Achievement

**50** years active  
(founded Feb. 11, 1968)

**52** student brothers

**1096** total initiates

**5** faculty brothers





Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte

## Professional Development

Alpha Kappa Psi is dedicated to the professional development of each of its members. To further develop their members professionally, the Eta Omega chapter has held numerous events and speakers. Professional programming has included speakers:

- Mike Manning, CFO of the Charlotte Chamber of Commerce
- Tim Newman, CEO of Charlotte Regional Visitors' Authority
- Steve Luquire, President of Luquire George Andrews, Inc.
- Corey Creed, President of Hippo Internet Marketing, Inc.
- Van O'Neill, Director of Operations TIAA-Cref
- Moira Quinn, Senior VP of Communications of Center City Partners

## Benefits of Partnerships

*Our campus, your opportunity*

Become a Corporate Sponsor! Sponsoring Alpha Kappa Psi will provide **maximum exposure** not only to our members, but to many students within the Belk College of Business and the University of North Carolina at Charlotte as a whole!

Relationship with the Belk College of Business: Alpha Kappa Psi has a strong, working relationship with the faculty and administrators of the Belk College of Business, Business Career Services, and the Council of Presidents. Sponsoring AKPsi allows your company to create ties beyond AKPsi, bridging relationships with contacts in the College of Business.

AKPsi Public Relations: Alpha Kappa Psi is known as the largest and oldest business fraternity on campus. We pride ourselves in our advertising during the recruitment season. As a sponsor, your logo will appear everywhere our logo appears. This includes recruitment t-shirts that each of our members wear, AKPsi's newly designed website, and 500+ posters and handouts advertising for our Rush week.



Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte

## Sponsorship Packages

### Gold Sponsorship

\$1,000

- Large company logo on our website with link
- Large company logo on our rush t-shirt
- Large company logo on sponsor banner and company banner at Fraternity events
- Company flyers handed out in 3 parking decks and 3 athletic events per semester\*
- Promotional tabling on campus: Quarterly (twice a semester)
- Networking with Alpha Kappa Psi members and alumni at events or meetings hosted by our fraternity

### Navy Sponsorship

\$500

- Medium company logo on our website with link
- Medium company logo on our rush t-shirt
- Large company logo on sponsor banner or company banner at Fraternity events
- Company flyers handed out in 2 parking deck and 2 athletic events per semester\*
- Promotional tabling on campus: Semi-annually (once a semester)
- Networking with Alpha Kappa Psi members and alumni at events or meetings hosted by our fraternity

### Blue Sapphire Sponsorship

\$250

- Medium company logo on our website
- Medium company logo on our rush t-shirt
- Medium company logo on sponsor banner at Fraternity events
- Company flyers handed out in 1 parking deck and 1 athletic event per semester\*
- Promotional tabling on campus: Annually (once a year)
- Networking with Alpha Kappa Psi members and alumni at events or meetings hosted by our fraternity

### Yellow Rose Sponsorship

\$100

- Small company logo on our website
- Small company logo on our rush t-shirt
- Small company logo on sponsor banner at Fraternity events
- Company flyers and or coupons handed out on campus at 2 locations per semester\*
- Networking with Alpha Kappa Psi members and alumni at events or meetings hosted by our fraternity



**Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte**

\*Company will have the choice of flyer handout locations based on sponsorship package. Parking decks include the East Deck, Cone Deck, and/or the Union Deck. Campus handout locations include outside of the Belk College of Business or The Student Union. Company may choose athletic event that flyers will be given out.

\*\*All packages will run for 1 full year (365 days) from the time of contract signing by both the company and Eta Omega

\*\*\*Flyers can be provided by the company or can be designed and provided by Eta Omega



Alpha Kappa Psi  
Eta Omega Chapter  
Belk College of Business  
UNC-Charlotte

Please contact our **Vice President of Corporate Affairs** for more information.

**McKenzie Kerry**

[vpcorpaffairs@charlotteakpsi.com](mailto:vpcorpaffairs@charlotteakpsi.com)

980-322-1089

