



EVENT PROFILE

Karnea is Delta Tau Delta Fraternity's biennial convention, hosted in cities across North America. More than 600 undergraduates and alumni will gather in August to celebrate Fraternity. Karnea is meant to be both a learning opportunity and a chance to conduct the business of the Fraternity.

Educational programs hosted throughout Karnea benefit both undergraduates and alumni. Social events during Karnea highlight entertainment in the area, as well as networking opportunities to build brotherhood between undergraduates and alumni. Karnea concludes with a celebratory banquet and the election of the new Arch Chapter (Board of Directors).

JULY 31 - AUGUST 4, 2024 | HILTON CLEVELAND DOWNTOWN | CLEVELAND, OH









By engaging with Delta Tau Delta, you have the opportunity to connect with students, alumni, friends and families online and in print:

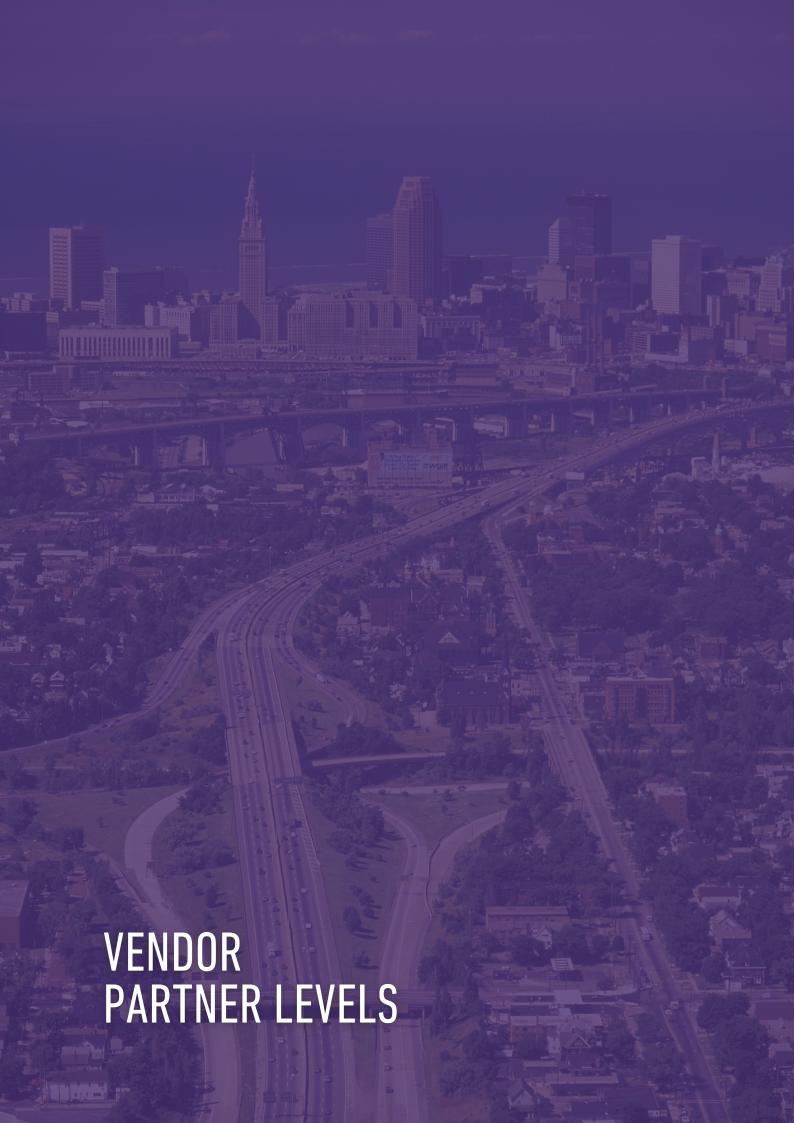
FACEBOOK: 14,036+
INSTAGRAM: 9,871+
TWITTER: 7,095+

28,000 Average Monthly page views at Delts.org

Delta Monthly newsletter: 2,000 leaders

Founded in 1858 at Bethany College, in Bethany, W.V., Delta Tau Delta is actively affiliated at 131 colleges and universities in 39 states and the District of Columbia. It has a membership of more than 9,000 undergraduates and 120,000 living alumni. The Fraternity's most recent aggregate grade point average was 3.1, making it one of the highest achieving men's fraternities academically.

Visit www.delts.org to learn more.



PURPLE LEVEL: \$3,000

- Representative to speak to participants during a large-group session.
- Company brand built into the convention app.
- Custom badge to drive attendees to your brand.
- Two promoted social media posts during Karnea.
- Directory on Karnea website listing with a link to your website.
- Promotion in Delta Tau Delta's monthly operations newsletter to chapter officers and volunteer leadership Delt Monthly.
- Up to six ad/story placements from September 2024 to May 2025.
- Promotion in Delt Digest newsletter to all Delt alumni and undergraduate members via email.
- · Verbal recognition during large-group sessions.
- Your name or company logo displayed in email communication to attendees before the convention.
- · Logo on our convention and link to your webpage
- Logo on Karnea signage
- Comped attendance at our out of hotel event at the Rock and Roll Hall of Fame on Wednesday, July, 31, 2024.
- · Room not included

The deadline to register as a vendor is June 21, 2024.



GOLD LEVEL: \$2,000

- Company brand built into the convention app
- One promoted social media post during Karnea
- Directory listing with a link to the website
- Advertisement slide placed in slide deck prior to and during meals
- Promotion in Delta Tau Delta's monthly operations newsletter **Delt Monthly.**
- Up to four ad/story placements from September 2024 to May 2025
- Promotional flyer or item distributed to attendees in registration materials at Karnea
- Verbal recognition during Karnea
- Logo on Karnea signage
- Comped attendance at our out of hotel event at the Rock and Roll Hall of Fame on Wednesday, July, 31, 2024.
- · Room not included

The deadline to register as a vendor is June 21, 2024.



WHITE LEVEL: \$1,000

- Company brand included in convention app
- Directory listing with link to website
- Advertisement slide placed in slide deck prior to and during meals
- Listing on our Karnea webpage and link to your website
- · Room not included

The deadline to register as a vendor is June 21, 2024.

VENDOR NOTES:

We are excited to host a robust vendor hall throughout Karnea. All official Karnea vendor partners will be afforded space in the Hall of Vendors for the duration of the event. Vendor spaces will be equipped with one table and two chairs. Extra tables, chairs, lenens. electricity, etc. must be requested in advance and may incur costs not covered by Delta Tau Delta.

If you are a preferred vendor or partner with an existing contract with Delta Tau Delta that affords you promotional space, please contact us. We look forward to seeing you in Cleveland.



IN-KIND SPONSORSHIPS

In-kind sponsorships are a great way to showcase the quality of your products and create new brand ambassadors on the spot! Extend your visibility beyond Karnea by sponsoring one of the following opportunities:

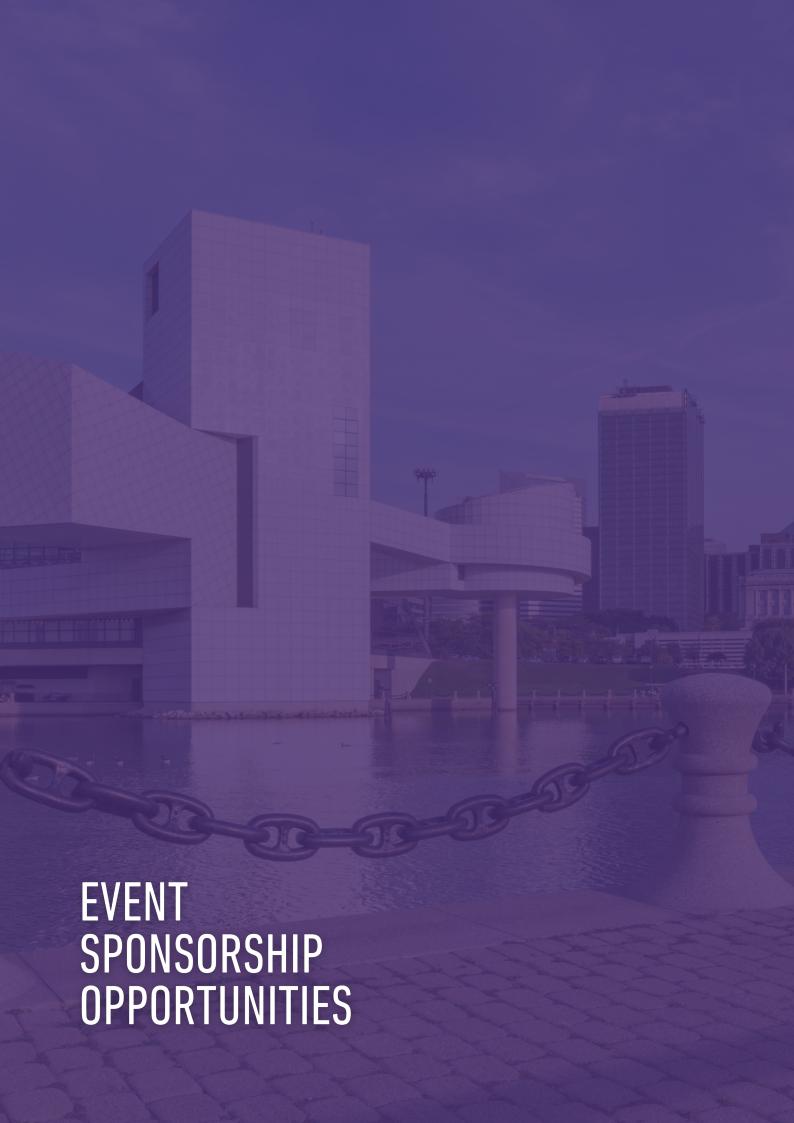
- All-attendee merchandise (t-shirts, swag items, etc.)
- JDRF activity swag sponsorship/donation
- Sponsor an event or session-specific swag item. Event and session examples:
 - Karnea kick-off at the Rock and Roll Hall of Fame
 - Keynote sessions
 - Delt Stories Luncheon
 - Strengthening community activity
 - Closing banquet
 - and more!
- **Sponsor a giveaway** donate items to be raffled off as a fundraising opportunity.
 - Example: During the 2022 Norfolk Karnea, Yeti hard and soft-sided coolers were donated to raise money for the Delta Tau Delta Educational Foundation.

Please note that in-kind donations can be used towards philanthropic efforts of the Delta Tau Delta Educational Foundation 501 c (3). The Foundation would happily provide you with an in-kind gift credit for the value of the items and recognize you for your donation.









Event sponsorship opportunities include all items listed in the "purple level" above as well as:

- 5 minutes on the microphone before the event to promote your brand/business
- Branded slide decks indicating your sponsorship of the event
- Signage at doors going into the event space
- Signage/branding/mention in Karnea 2024 event app
- Verbal recognition during introduction by emcee before the event



STARTING AT \$20K

Keynote sponsorship opportunities:

Friday, August 2nd, 2024:

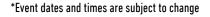
- General session breakfast & keynote (\$35,000)
 - o 8:00 a.m. 9:15 a.m.
- Friday, August 2nd, 2024, General Session Keynote (\$20,000)
 - 1:30 p.m.-2:30 p.m.

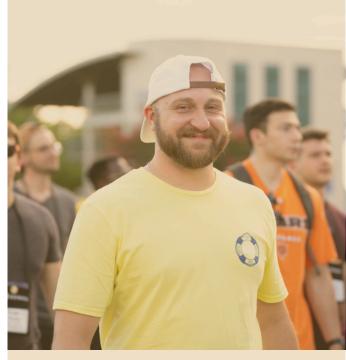
ROCK & ROLL HALL OF FAME SPONSORSHIP:

STARTING AT \$45k

Wednesday, July 31, 2024

We are excited to kick off Karnea at the iconic Rock & Roll Hall of Fame from 6:30 - 10 p.m. Heavy hors d'oeuvres and non-alcoholic beverages will be served, and a cash bar option will be available.









EDUCATIONAL SESSION SPONSORSHIP:

STARTING AT \$10K

Educational session sponsorship opportunities:

Thursday, August 1st, 2024:

- Educational Block I, II & III (\$10,000)
 - 1:45 p.m. 5:30 p.m.

Saturday, August 3rd, 2024

- Educational Block IV (\$10,000)
 - 9:15 a.m. 10:00 a.m.

MEAL SPONSORSHIP:

STARTING AT \$20K

Meal sponsorship opportunities:

Thursday, August 1st, 2024:

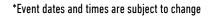
- Breakfast & Parade of Chapters (\$20,000)
 - 8:30 a.m. 9:45 a.m.
- Delt Stories Luncheon (\$20,000)
 - 12:15 p.m. 1:45 p.m.

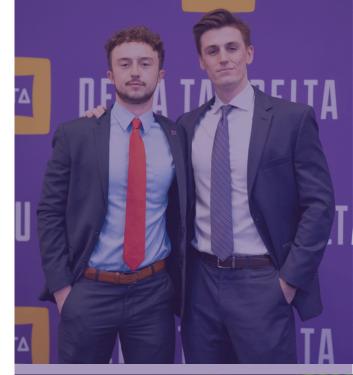
Friday, August 2nd, 2024:

- Luncheon & Student Awards (\$20,000)
 - Noon 1:30 p.m.
- Food Truck Friday (\$20,000)
 - ∘ 6:00 p.m. 7:00 p.m.

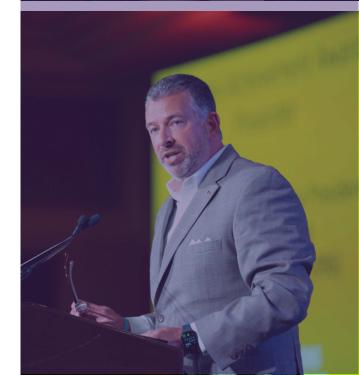
Saturday, August 3, 2024:

- Grab & Go Breakfast (\$20,000)
 - 8:00 a.m. 9:00 a.m.
- Alumni Success & Awards Luncheon (\$20,000)
 - 11:30 a.m. 1:30 p.m.
- Closing Banquet (\$35,000)
 - ∘ 7:00 p.m. 10:00 p.m.









SPONSORSHIP IMPACT

YOUR INVESTMENT

Your sponsorship will enable Delta Tau
Delta to deliver enhanced programs and
resources to our members. These
programs would not be available without
your belief in the Fraternity's power to
change lives, as well as your generosity.

Your sponsorship of educational programs and resources is tax deductible through the Delta Tau Delta Educational Foundation and counts towards your lifetime giving. If you have philanthropic interests outside what has been outlined, please contact us for more information.

Thank you for your consideration and generosity.

"I'm convinced that the future success of our organization depends upon the member education and experiences that the Fraternity offers."

-Joseph C. Hiatt (Nebraska-Kearney, 2024)









