



OMICRON DELTA KAPPA

The National Leadership Honor Society

Conference Sponsorship Prospectus

www.odk2022.org

TABLE OF CONTENTS

<u>ABOUT OMICRON DELTA KAPPA</u>	<u>1</u>
<u>NATIONAL LEADERSHIP CONFERENCE</u>	<u>2</u>
<u>SPONSORSHIP PACKAGES AND BENEFITS</u>	<u>3</u>
<u>NAMED SPONSORSHIP PACKAGES AND BENEFITS</u>	<u>4</u>





ABOUT OMICRON DELTA KAPPA

Organization History

Omicron Delta Kappa, the oldest leadership honor society in the United States, was founded on December 3, 1914 at Washington and Lee University in Lexington, Virginia. The organization inducts sophomores, juniors, seniors, graduate, and professional students in the top 35% of their class, as well as faculty, staff, administrators, alumni, and civic and community leaders. OΔK has more than 330,000 living members in a wide range of fields, and an average of 7,000 members are inducted each year.

There are more than 250 active Omicron Delta Kappa circles at colleges and universities across the United States, and OΔK is committed to expanding our members' leadership skills through the National Leadership Conference and leadership development programs. We offer scholarships for graduate and professional study, and we partner with numerous organizations and corporations to offer opportunities for internships, fellowships, and unique employment.

Omicron Delta Kappa champions its leadership values of collaboration, inclusivity, integrity, scholarship, and service, and we encourage collaboration among members across the five pillars of leadership celebrated by OΔK: academics, athletics, service, communications, and arts.

Mission (The OΔK Idea)

Identify, honor, and develop leaders in collegiate and community life.

Encourage collaboration among students, faculty, staff, and alumni to advance leadership.

Promote, publicize, and enhance our ideals.

Vision

Omicron Delta Kappa is a multi-generational society that excels in recognizing and connecting collaborative and inclusive leaders.



National Leadership Conference

Omicron Delta Kappa is thrilled to announce the 2022 National Leadership Conference to be held June 2-5, 2022 at the University of Kentucky in Lexington, Kentucky. Our annual conference will be a wonderful opportunity for lifetime and collegiate members to celebrate leadership in fulfillment of our vision to strive for excellence in leadership and character development.

The theme of the 2022 National Leadership Conference is *Leading Right Out of the Gate*, and it is an exceptional opportunity for your company to gain exposure and to join students, faculty, staff, and alumni in sharing experiences, developing leaders, and building networks. We are excited to come together as a Society to hear from nationally recognized leaders, discuss circle programming and leadership, and celebrate circle and member accomplishments.

Conference Highlights

OΔK members will have the opportunity to attend concurrent sessions that are critical to the educational and developmental purpose of the conference. These sessions provide our membership with experiential learning opportunities, and they are divided into four tracks to assist conference attendees in selecting the sessions they wish to attend. The four tracks are as follows:

- Leadership Development
- Professional Development
- Member Engagement / Circle Development
- Building Leadership Skills and Competencies



Omicron Delta Kappa welcomes Dr. Everett McCorvey, Chair of the Kentucky Arts Council, as a keynote speaker to the 2022 National Leadership Conference. His impressive leadership credentials include the Founder and Music Director of the American Spiritual Ensemble, Artistic Director of the National Chorale of New York City, and Professor of Voice at the University of Kentucky. Dr. McCorvey was inducted in OΔK at the University of Alabama in 1981.

SPONSORSHIP PACKAGES AND BENEFITS

	Platinum \$1,500+	Gold \$1,000 - \$1,499	Silver \$500 - \$999	Bronze \$250 - \$499	Copper up to \$249
	<i>Benefits:</i>	<i>Benefits:</i>	<i>Benefits:</i>	<i>Benefits:</i>	<i>Benefits:</i>
Complimentary Conference Registration	2	1	1	~~~~	Acknowledgement on Conference Website
Sponsor Signage by Information Table	★	★	★	★	
Social Media Recognition (Facebook, Instagram, Twitter)	Individual Post	Individual Post	Group Post	Group Post	
Post-Event Update and Metrics	★	★	★	★	
Recognition on OΔK Organizational Email (125,000+ members)	★	★	★	★	
Company Profile on EventMobi	★	★	★	★	
Acknowledgement with Logo & Hyperlink to Company Website on OΔK Conference Website	Large Logo	Medium Logo	Small Logo	Name Only	
Recognition on Conference Attendee Emails	★	★	★		
Exhibitor Booth in Lobby	★	★	★		
Verbal Recognition at Closing Celebration	★	★	★		
Logo on Printed Conference Schedule	★	★	★		
EventMobi Banner Ads	3	2	1		
Attendee Name & Email List	★	★			
Pre-Recorded Verbal Speaking Opportunity at Closing Celebration OR Pre-Recorded Commercial	30 Seconds	20 Seconds			
Company Logo on Banner Ad on Main OΔK Website Post-Conference	★				

NAMED SPONSORSHIP PACKAGES AND BENEFITS

KEYNOTE SPEAKERS (3 Available) \$5,000

Platinum Sponsorship Benefits Plus:

- ★ Attendee Networking Staff Profile/In-App Chat with Attendees
- ★ Pre-Recorded Verbal Speaking Opportunity OR
Pre-Recorded Virtual Commercial (60 Seconds)

OPENING NIGHT CELEBRATION (1 Available) \$3,500

Platinum Sponsorship Benefits Plus:

- ★ Attendee Networking Staff Profile/In-App Chat with Attendees
- ★ Pre-Recorded Verbal Speaking Opportunity at Closing Night Celebration OR
Pre-Recorded Virtual Commercial (60 Seconds)

CLOSING NIGHT CELEBRATION (1 Available) \$3,500

Platinum Sponsorship Benefits Plus:

- ★ Attendee Networking Staff Profile/In-App Chat with Attendees
- ★ Pre-Recorded Verbal Speaking Opportunity at Closing Night Celebration OR
Pre-Recorded Virtual Commercial (60 Seconds)

TECHNOLOGY (1 Available) \$2,000

Platinum Sponsorship Benefits Plus:

- ★ Attendee Networking Staff Profile/In-App Chat with Attendees
- ★ Pre-Recorded Virtual Commercial Prior to Session (30 Seconds)
- ★ Logo on Conference Registration Site

SPONSORED TRACKS (4 Available) \$1,250

Gold Sponsorship Benefits Plus:

- ★ Company Logo on Banner Ad on Main OΔK Website Post-Conference
- ★ Pre-Recorded Virtual Commercial Prior to Session (20 Seconds)
- ★ Sponsored Direct Notification Session Alert to Attendees

SPONSORED CONCURRENT SESSIONS (Multiple Available) \$500

Silver Sponsorship Benefits Plus:

- ★ Attendee Name & Email List
- ★ Pre-Recorded Virtual Commercial Prior to Session (15 Seconds)
- ★ Sponsored Direct Notification Session Alert to Attendees

Custom sponsorship packages are available, along with opportunities to sponsor spirit wear, transportation, or a reception for advisors and volunteers. For additional information about Omicron Delta Kappa's 2022 National Leadership Conference, keynote speakers, conference tracks, concurrent sessions, and sponsorship packages and benefits, please visit our website:

www.odk2022.org

