

<u>Placement</u>	<u>Description & Reach</u>
Social Media	The Arizona Greek Life Instagram has over 6,000 followers and is the 4 th fastest growing FSL page of schools in the power five. Sponsored posts are re-posted to the story by our three councils which boast a combined 18,000 followers.
FSP Weekly Newsletter	Each week we email a newsletter to our chapter leaders and their advisors. This newsletter reaches 350+ stakeholders.
All Members Newsletter	Twice a month we send a newsletter that reaches all 8,000+ current students and recent graduates.
Presidents Forum	Once a month, presidents/representatives from our 50+ organizations come together to get community updates, discuss upcoming events, and hear from speakers.
GGW	Great Greek Weekend/Workshops is a leadership development event for 75-100 of our newest members and takes place each fall. This is a great opportunity to get in front of future leaders and decision makers of the community.
Parent & Family Newsletter	The PF newsletter is sent twice each semester to the parent and family members of all 6,000+ members of Greek organizations and includes community updates, student intros, event recaps, and FSP partner highlights.
Officer On-Boarding Newsletter	An on-boarding newsletter sent to all 750+ community leaders, decision makers, event planners, etc. welcoming them to their roles and providing trainings, advice, information on FSP partners, and more.
'So, You're Interested in Greek Life' Newsletter	Sent multiple times in July and August. Email newsletter is sent to all incoming students who indicated interest in Arizona Greek Life. This newsletter historically reaches over 1,500 students.
IFC & PHC Potential New Member & Parent/Family Newsletter	Students interested in joining an IFC or PHC organization must register for the structured recruitment process. Starting July, a weekly email will be sent to the students who register and the person they indicate as their emergency contact with information about the recruitment process, the Greek Life experience, and FSP Partners. This newsletter will reach 4,000+ parties.
Welcome (Back) to UA! Newsletter	A one-time newsletter is sent the week before each long semester to all members of the Greek community, advisors, students registered for recruitment and parent/family members of all. This newsletter has a reach of over 10,000 people.
Greek Housing Email	There are 30 recognized fraternity/sorority facilities. These properties are supported by local alumni and/or national staff. This placement is for an email sent directly to the over 100 persons supporting and running these properties.

To get started on your custom sponsorship today please email Greer Vinall, Associate Director for Fraternity & Sorority Programs, at GreerVinall@arizona.edu.