Fraternity & Sorority Programs
Student Union Memorial Center, Room 411
1303 E University Blvd.
Tucson, AZ 85721
Ofc: 520-621-8046
Greek.Arizona.Edu

Dear Potential Sponsor,

At the University of Arizona, fraternities and sororities are under the **Fraternity & Sorority Programs** office. Our office serves to enhance the academic and co-curricular experience at the University of Arizona by providing **collaborative** and **developmental opportunities** in order to instill a **lifetime of purpose** among fraternity and sorority members.

For over 100 years Fraternity and Sorority Programs has been an integral part of the University of Arizona community. With over 6,000 members of 50+ fraternities and sororities, the Greek community makes up 15% of the student population, have some of the most high-profile alumni, and are responsible for some of the university's most-treasured traditions.

- The man responsible for "Bear Down", John "Button" Salmon was a member of a fraternity here.
- Savannah Guthrie of the Today Show and Jerry Bruckheimer, Hollywood producer, both went to the University of Arizona and were in Greek organizations.
- Wilbur and Wilma, the only married mascots in sports history, were married in 1986. The wedding was organized by Order of Omega, the Greek honor society.

To help our students be successful, our department and governing councils work year-round to put on educational programs, leadership development, scholarships, networking events, and so much more. We believe these events, and our regular newsletters and communications with students, offer you a unique opportunity to directly reach a large percentage of the student population.

We realize, as a business owner there are several opportunities for you to share your money and time. We know each business has different needs and aspirations, and as a result, all our sponsorships are done as custom, individual sponsorship. Meaning you get the services best fit for you and your business goals.

Sincerely,

Greer Vinall

Greer Vinall
Director for Fraternity & Sorority Programs
GreerVinall@arizona.edu

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Placement	Description & Reach
Social Media	The Arizona Greek Life Instagram has over 8,000 followers and is the 4th 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 600+ stakeholders.
All Members Newsletter	Twice a month we send a newsletter that reaches all 10,000+ persons including 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 each semester to the 7,000+ parent and family members of 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 2,000 students.
'So, You've Registered for Recruitment' 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 5,000+ 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 20,000 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.

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Expectations and Requirements

- Payment must be completed prior to distribution of marketing materials.
- Vendor is responsible for the creation of all marketing materials and must provide them to FSP/University by the stated deadline.
    - **Content is due by 12:00 pm (noon) MST the day before each publication**.
    - Unless new content is submitted, the previous week's content will be used.
    - Content is recommended, but not required, to be primarily infographic style and square or vertical.
    - Any additional copy and/or any links must be provided by the vendor and included with graphic content.
- Vendor/client must provide FSP one week notice of preference for social media post/direct email blast.
    - If vendor/client has not used their social media post/direct email blast by the date stated, they forfeit that placement and will not receive a refund.
- Marketing materials must adhere to the following guidelines:
    - No more than one infographic/image.
    - No reference to drugs or alcohol in marketing materials.
    - If marketing materials are time sensitive, Vendor is responsible for communicating expiration dates.
    - Content must be in JPEG, JPG, or PNG format unless otherwise stated.
    - There are no size limitations. FSP/University reserves the right to resize as needed.
- FSP/University reserves the right to request or require changes be made before inclusion.
    - Justification for the changes will be provided by FSP to Vendor.
- Use Of UA Logos By Outside Entities
    - The Arizona Board of Regents on behalf of the University of Arizona has registered the names, logos and trademarks of the University with the Patent and Trademark Office of the United States.
    - The use of University logos, trademarked words and images is regulated by the University of Arizona's Office of Trademarks & Licensing.
    - Companies that desire to enter into corporate sponsorships or co-branded relationships with the University must receive approval from the University's Marketing and Communications before using University logos.
    - In any other instance, no outside organization is allowed to use the University logo, trademarked words or images without the express written consent of University's Office of Trademarks & Licensing in each instance.