



Delta Sigma Theta Sorority, Inc.

PARTNERSHIP OPPORTUNITIES



Message from the
**National
President &
CEO**

DELTA SIGMA THETA SORORITY, INCORPORATED

is a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities worldwide. Founded in 1913 by young women studying at Howard University, we have historically been committed to the ideals of sisterhood, scholarship, and service through social action.

Strategic partnerships help fuel the Sorority's programming on both the local and national levels by bringing our vision of *Joy in Our Sisterhood...Power in Our Voice...Service in Our Heart* into fruition. With our partners' help, we have been able to empower local communities, serve the needy, and provide development opportunities for our members to increase the impact they can make in their professional and personal lives.

As an organization deeply rooted in public service, our members are dedicated to bettering the communities in which they live, work, and serve. Through a partnership with Delta Sigma Theta Sorority, Incorporated, you will have the opportunity to showcase your company's commitment to corporate social responsibility through various uniquely created national programs, events, and initiatives. We also offer you the ability to recruit from our talented pool of members ranging from college students to corporate executives, nonprofit leaders, public servants, and healthcare professionals.

According to Nielsen's 2017 report, Black women are the "economic engine of the Black community." By partnering with Delta Sigma Theta, a sisterhood comprised primarily of Black women, you gain direct access to the demographic responsible for driving the Black community's spending and influencing power.

Delta Sigma Theta Sorority, Incorporated is boldly confronting the issues of our time while providing a haven for like-minded women to retreat. Our work is helping to make higher education accessible, championing health and wellness, and advancing social justice, among many other achievements - and together, we can do so much more.

I welcome you to learn more about the rich legacy of our 108-year-old Sisterhood, national programs, and members, as you explore the possibility of a partnership with Delta Sigma Theta Sorority, Incorporated!

Yours in service,

Beverly E. Smith
National President & CEO
Delta Sigma Theta Sorority, Inc.

THE POWER OF *Delta*

OVER A CENTURY OF SERVICE



1913

The Sorority's first act of public service after being founded was participation in the Suffrage March of 1913.



1937

Began the first national program called the National Library Project, which established a traveling library that served the rural areas of the South.

1963

Opened Mary Help of the Sick Mission Hospital (formerly Thika Maternity Hospital) in Thika, Kenya. The Sorority will go on to create six additional international missions/programs.



1989

Creation of Delta Days in the Nation's Capital - the annual legislative conference which brings members from across the country together to build synergy around the Sorority's social action agenda.

2013

Establishment of the Delta Founders and Past National Presidents Endowed Scholarship at Howard University.



2019

Delta Sigma Theta donates over 17,000 meals for disaster relief at the early conclusion of the 54th National Convention in New Orleans.



Our Reach +

- ▲ Delta Sigma Theta Sorority, Incorporated is one of the largest African American women's organizations in the nation with **more than 350,000 members initiated** since our founding in 1913.
- ▲ The Sorority has **chartered 1058 chapters** located in the United States, Canada, Japan (Tokyo and Okinawa), Germany, the Virgin Islands, Bermuda, the Bahamas, Jamaica, the Republic of Korea and the United Arab Emirates.
- ▲ Since July 2019, the Sorority (including local chapter funding) has **awarded over \$5,600,000** in scholarships and grants.



Black women are the **second highest** user demographic across social media platforms

THE SORORITY CURRENTLY HAS OVER 250,000 SOCIAL MEDIA FOLLOWERS WITH MORE THAN 8.6 MILLION IMPRESSIONS

**Numbers reflecting reporting period July – September 2020*

*** Total follower count across all Sorority operated platforms*



Our Relevancy +

- ▲ Delta Sigma Theta creates innovative programs and initiatives with strategic public and private partnerships to **address our community's most significant concerns**.
- ▲ Initiatives created by the Sorority also provide members with **personal and professional development** opportunities.
- ▲ Delta Sigma Theta **monitors all programming efforts for quality control** to ensure that we continue to meet the needs of our members and the communities we serve.

THE MAJOR PROGRAMS OF THE SORORITY ARE ORGANIZED AROUND THE **FIVE-POINT PROGRAMMATIC THRUST:**

- ▲ Economic Development
- ▲ Educational Development
- ▲ International Awareness & Involvement
- ▲ Physical & Mental Health
- ▲ Political Awareness & Involvement

Why A Delta Partnership Matters



Partnering with Delta Sigma Theta Sorority, Incorporated provides you the unique opportunity to work directly with our members to create meaningful and impactful community service programs and initiatives while demonstrating your company's commitment to public service and corporate social responsibility.



Our multigenerational membership includes influencers representing federal, state and local governments as well as corporate executives and leaders in education, arts and entertainment who have a global reach.

A partnership with Delta means access to thousands of these women who have a passion for making a measurable impact in the communities where they live, work, and serve.



Demographics Since Founding



350,000+
INITIATED
MEMBERS

80,000+
ACTIVE
MEMBERS



AGE RANGE:
18 – 102 YEARS OLD

AVERAGE AGE:
40-50 YEARS OLD



AVERAGE
SALARY:
\$150,000



MASTER'S
DEGREE:
50%+

PROFESSIONAL
DEGREE:
20%

Together, we can make a difference while reaching goals that are for good for business.

Corporate Partnerships Opportunities

Our vision is to establish and maintain corporate partnerships which deliver high-quality, impactful programming that reaches deep into the communities we serve while also empowering our members. We deviate from mere transactional sponsorships and lean-in to transformational relationships. Our goal is that both the Sorority and you, our corporate partner, align to achieve immediate and long-term goals, while building a meaningful partnership over time.



How we engage with our partners is meant to be a unique experience we call the “Red Carpet Experience.” We start with an introductory conversation to explore key business priorities then work with you to structure and shape a partnership that addresses what we can do to succeed together today and scale for what we desire tomorrow. We are committed to structuring our corporate sponsorships in a compelling way with a clear value proposition to determine the right trajectory for programming, capital funding, and execution excellence.

We have flexibility to shape the right package as our conversations mature. From workshops to webinars, unearned media to product and logo placement, to joining our career fair opportunities, we can customize the appropriate level of support based on your business and level of funding.

As a partner, we calibrate and align on three business principles:

1

SHARED VISION

Establishing a common goal and ideating around achieving immediate priorities and long-term goals.

2

EXCELLENCE

Building and delivering on innovative programs or activities with precision and clear outcomes.

3

TRUST

Maintaining a strategic relationship that empowers both parties to work closely together, not out of circumstance, but out of a deliberate choice to actively collaborate.

Current Programs + Partners

Delta Sigma Theta members engage in a wide variety of programs and initiatives at the national, regional, and local level. Some of the Sorority's signature programs are:



- ▲ Dr. Betty Shabazz Delta Academy
- ▲ Delta GEMS: Growing and Empowering Myself Successfully
- ▲ EMBODI: Empowering Males to Build Opportunities for Developing Independence
- ▲ Financial Fortitude
- ▲ DeltaCare
- ▲ Leadership DELTA
- ▲ Delta Fellow Leadership Program
- ▲ Delta Days in the Nations Capital
- ▲ Delta Days at the United Nations
- ▲ Distinguished Professor Endowed Chair
- ▲ Pride in Our Heritage Tour
- ▲ Delta Red Pages Business Directory



Johnson & Johnson The Coca-Cola Company

Our programs are made possible through the support of our corporate and charitable partners!

NATIONAL *Convention*

The biennial National Convention brings together upwards of 15,000+ members and guests to conduct the formal (and fun) business of Delta Sigma Theta Sorority, Incorporated. The 55th National Convention will occur in Atlanta, Georgia in the Fall of 2021.



National Convention Benefits:

- ▲ Career Fair
- ▲ Signature Gala
- ▲ Public Meeting
- ▲ Step Show
- ▲ Luncheons
- ▲ Workshops
- ▲ Exhibit Space
- ▲ Logo Placement
- ▲ Partner Appreciation Event
- ▲ Partnership Ad in Publications
- ▲ Product Placement

National Convention benefits may vary each year. Our Strategic Partnership Task Force will work with your organization to create a signature “Red Carpet Experience” for the 55th National Convention.



Thank You for Partnering with Us

we are excited to unveil a signature “Red Carpet Experience” for you in Atlanta, Georgia – Fall 2021!



EXECUTIVE COMMITTEE

Beverly E. Smith
National President & CEO

Cheryl A. Hickmon
National First Vice President

Diamond M. Compton
National Second Vice President

Elsie Cooke-Holmes
National Secretary

Pamela R. Hill
National Treasurer



STRATEGIC PARTNERSHIPS TASK FORCE

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Strategic Partnerships Taskforce

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Sub-Committee Chair
Corporate Partnerships

Vicki Carew
Sub-Committee Chair
Delta Sponsorships

Kara Palmer Smith
Sub-Committee Chair
Career Fair

Olivia G. White, Ph.D.
Sub-Committee Chair
Charitable Partnerships



HEADQUARTERS' LEADERSHIP SUPPORT TEAMS

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