

PARTNERSHIP GUIDE

2024



*Student Life | FSPS
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GO GREEK

*Partnership Opportunities with
Fraternity and Sorority Programs and Services (FSPS)*

Fraternity and Sorority Programs and Services (FSPS) at the University of Oklahoma is a vibrant community filled with over 6,500 scholars, leaders, and future professionals. Our community is comprised of five councils, serving as umbrella groups for the 56 Greek-letter organizations on campus. Each year, our community attracts nearly 3,000 students in our recruitment and intake processes. Additionally, we reach over 1,000 students through Greek Preview Day for high school seniors, as well as their family members. As an FSPS partner, you can gain meaningful exposure to University of Oklahoma students, families, alumni, and other businesses through sponsorship and partnership with our community. We believe Greek letter organizations build better citizens for the future and we hope you will partner with us to “Grow Greek” and advance this cause.



FSPS EXPERIENCE GUIDE | PRINTED MAY 2024

Fraternity and Sorority Programs and Service publishes a consolidated recruitment manual annually for all five of our Greek councils. This publication will be printed and released online and will be shared with incoming students and families during the campus orientation process.

GREEK PREVIEW WEEKEND | SPRING 2024

Greek Preview Day is an opportunity for incoming students to visit campus and see what fraternity and sorority life is like. Build relationships with future OU students and their parents early at this event that draws over 1,000 attendees annually.

FSPS LEADERSHIP RETREAT | JANUARY 2024

Each January, the FSPS Leadership Retreat is held to prepare chapter and council leaders for the year ahead. Reach these new officers, Greek decision makers, and influencers by sponsoring and having the opportunity to speak at a session at this retreat.

INTERFRATERNITY COUNCIL RECRUITMENT | AUGUST 2024

Reach nearly 1,000 students through the Interfraternity Council (IFC) recruitment process. Sponsorship opportunities include digital advertisements in the IFC recruitment booklet or as the Orientation Session Premier Sponsor.

PANHELLENIC RECRUITMENT | AUGUST 2024

Connect with thousands of parents, students, and alumni during Panhellenic Formal Recruitment. The Recruitment Guide Book, a comprehensive guide covering Panhellenic Formal Recruitment information, guarantees over 60,000 impressions. Recruitment vendors can connect with customers via a mailing lists, listings on the website, bid lists, and a booth at all of our parent sessions.



FRATERNITY AND SORORITY PROGRAMS AND SERVICES

Spring 2023 - Spring 2024 Partnership Opportunities

GREEK PREVIEW PARTNER

Partnership for Greek Preview Day

- Both at Greek Preview Weekend in main venue space to interface with parents and students
- Logo on Greek Preview Day day-of slideshow and shoutouts in event programming
- Logos & company website linked on FSPS website

\$500

To speak at a Greek Preview Weekend general session, partners can pay an additional **\$500**. Speaking opportunities are limited, so be sure to reach out early to secure your spot to share your business with our Greek Preview Weekend 2023 attendees.

The OU Fraternity and Sorority Programs and Services deeply appreciates your partnership. Recognizing the challenges our local Norman businesses have faced in recent years, we empathize with the hardships you've endured. We are committed to collaborating with you to navigate these trying times and ensure the well-being of our community and students.



FSPS MANUAL ADVERTISEMENTS

Ad options of Greek Experience Guide

\$200	<i>Full Page Ad</i>
\$500	<i>Front inside cover</i>
\$250	<i>Back inside cover</i>
\$1000	<i>Back cover</i>

PANHELLENIC PARTNER

- Logo and website linked on Panhellenic website
- Access to master bid list on Bid Day
- Mailing list of all potential new members
- Parent session booth opportunity (multiple sessions)
- Inclusion in partner email to parents in summer and during recruitment

\$750

A LA CARTE

\$500	2024 FSPS Leadership Retreat Sponsor <i>100+ FSPS student leader attendees</i>
\$500	IFC Recruitment Orientation Sponsor <i>1,000+ attendees annually</i>
\$100	<i>Advertisement in FSPS Newsletter</i>
\$250	<i>Greek Award sponsor</i>