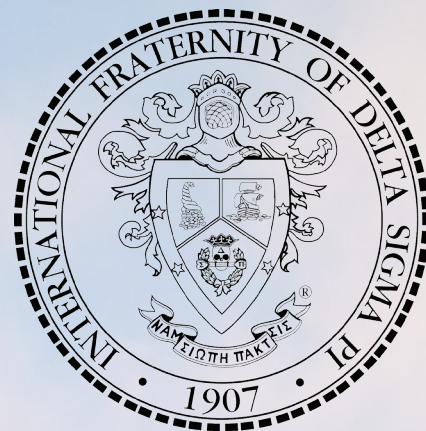


Delta Sigma Pi

Lambda Phi Chapter

California State University, Long Beach



# Corporate Sponsor Program

# Delta Sigma Pi

America's Foremost Co-Ed Professional Business Fraternity



## Our Purpose

Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice;  
to promote closer affiliation between the commercial world and students of commerce;  
and to further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community.

## Professionalism

For more than 100 years, Delta Sigma Pi has encouraged, supported, and shaped the professional goals and personal aspirations of thousands of individuals. Delta Sigma Pi aims to prepare its members to succeed in the fast growing business world. It is the foremost professional fraternity for men and women pursuing careers in business.



## Achievement

Delta Sigma Pi is committed to developing and encouraging academic excellence. We are dedicated to fulfilling the academic potential and helping our members live up to their scholastic goals. Delta Sigma Pi establishes a culture of academic excellence within the fraternal community.

## Community Service

We are dedicated to making a difference because business organizations have both a unique opportunity and a compelling duty to contribute to the larger community. The Lambda Phi chapter strives to give back to the Southern California community by frequent involvement in the community which instills deep feelings of brotherhood while developing leadership skills in each of our members.



## Social Activity

Delta Sigma Pi facilitates social activity among students, the community, and business organizations. The network of members around the world provides a wealth of business resources, professional contacts, continuing education opportunities, and community support to even the newest business graduate that demonstrates a sincere determination to succeed academically.

# Involvement in Our Community

Service is one of the guiding principles of our Fraternity. Throughout the years, we've partnered with organizations such as the American Cancer Society, LA Works, and the Ronald McDonald House Charities to make a difference for those in need. We strive to instill this type of commitment to service into every member of Delta Sigma Pi.

Community involvement is the collective effort of a group to help bring about positive change in some aspect of our society. As business professionals, we are called upon to do more than just produce goods and services; it is our duty as young professionals and socially conscious citizens to help our community make a healthier, safer, and more productive society for future generations.

In addition to philanthropic work, our Fraternity carries out a wide range of activities that challenge our members to develop skills in project selection, strategic planning, budget development, promotion, and project implementation. Measurable results provide students with reality-based lessons and valuable business insights from which both students and the community can benefit.



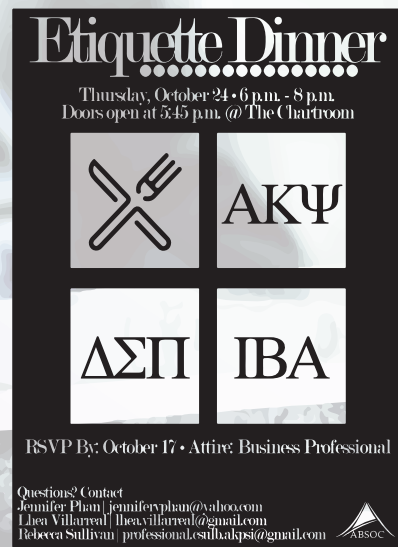
# Involvement on Campus

California State University, Long Beach (CSULB) is a diverse, student-centered, and globally-engaged public university committed to providing highly-valued undergraduate and graduate educational opportunities through superior teaching, research, creative activity, and service. CSULB was named one of the nation's "Best Value" public colleges by the Princeton Review, which teamed up with USA Today to present its list of the 150 "Best Value Colleges for 2013" (75 public universities and 75 private universities).





The Lambda Phi chapter of Delta Sigma Pi was founded at CSULB on May 14, 1988. It was established by 23 students who were determined to bring the values of the fraternity to the Long Beach State campus. The Lambda Phi chapter is now recognized as one of the strongest chapters in the Southern California region.

## Associated Business Student Organization Council:


As the most prominent college council on campus, ABSOC is dedicated to business endeavors, community service events, social events, and other extracurricular activities. ABSOC governs twelve organizations comprising some of the most highly motivated individuals at CSULB.



**Etiquette Dinner**  
Thursday, October 24 • 6 p.m. - 8 p.m.  
Doors open at 5:45 p.m. @ The Chartroom

RSVP By: October 17 • Attire: Business Professional

Questions? Contact  
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## Lambda Phi Alumni:

The alumni of the Lambda Phi chapter are involved in strengthening and promoting the educational experience and value of Delta Sigma Pi at California State University, Long Beach. Alumni continue to support the social and personal development of collegiate members as they grow to become future leaders by providing leadership, training, guidance, and innovative opportunities for professional development.



Our alumni focus on fostering networks with collegiate members by creating mentorship opportunities and providing professional expertise in numerous fields of business. As business leaders, they promote the professional image and values of the Fraternity, and help guide the collegiate members to heightened moral awareness of ethical business practices.

# DSP Events

The Lambda Phi chapter holds numerous events throughout the academic school year. Attendance at our events ranges between 30 - 60 participants. Our goal is to educate students by sponsoring campus-wide speakers, community service opportunities, and professional workshops. Our events are open to all students at CSULB and are designed to give students the opportunity to develop as young professionals.



## Recruiting Events

Our current membership in the fraternity is the direct result of the recruiting efforts of past chapter members. Each member strives to recruit at least one or two strong prospects that he/she believes will be a strong and healthy addition to our chapter.

Each semester our chapter analyzes the needs and wants of the chapter for current and future membership and reviews the official recruiting goal established by current members. Recruiting is a group effort that affects every participating member, and each recruitment event reflects at least one of our founding pillars.



## Professional Events

Throughout the school year, we hold at least 8 professional events that include etiquette dinners, corporate speakers, company tours, and resume workshops. In addition, we provide opportunities to network with noteworthy professionals throughout the events and maintain well-established relations with top executives, such as the CEO of Dale Carnegie Training, the Vice President of Staff Pro, and many more who continue to support our organization.



## Fundraising

Lambda Phi fundraisers offer our members the chance to develop valuable skills while also capturing the opportunity to promote a positive image of Delta Sigma Pi. We look for opportunities that are rewarding experiences to further our experiences in common business practices. Executing an effective event takes organization, commitment, attention to detail, and enthusiasm. Funds generated help the members of our chapter develop by providing the necessary resources to execute successful events.



## Community Service

The Lambda Phi chapter holds over 8 community service events each school year. We work with non-profit organizations such as LA Works around the Southern California region to bring about positive change in our society. We believe that it is our duty as conscious citizens to help better our community and to make a healthier, safer, and more productive society for ourselves, our families, and fellow business students and professionals.

# Why sponsor Lambda Phi:

## Brand Awareness

Business owners are always advised to market their products and services using every tool in their arsenal. Brand awareness is one of the most important factors of these tools. Creating strategic plans has been proven effective in getting your target market to recognize your brand, while creating brand loyalty.

Every semester, we plan, organize, and execute professional, community service, and fundraising events on and off campus that are open to all students and faculty at CSULB. Our campus relationships help us break down barriers and build relationships with community leaders. 18% of brand selection is based on advertising, and we have the ability to place company advertisements on our campus directories, recruiting materials, newsletters, and through many channels that reach the student body at California State University, Long Beach. Our marketing efforts have proven to be effective by our continued awareness on the Long Beach campus.

By sponsoring the Lambda Phi chapter of Delta Sigma Pi, you will be embarking on a partnership not only with America's foremost fraternity of men and women, but also with the world's future business leaders.

Of the nation's 50 largest corporations, 43 are headed by fraternity or sorority members.\*

85% of the Fortune 500 key executives are fraternity or sorority members.\*

70% of the U.S. Presidents' cabinet members since 1900 have been fraternity or sorority members.\*

## Join Our Network

In addition to our marketing resources on campus, we offer unique opportunities to market your company to our vast network of professionals that consists of over 500 members from our chapter, and over 260,000 members worldwide. This network provides a wealth of business resources, professional contacts, and community support with other current and future business leaders. Partnering with Delta Sigma Pi will expand your professional network and provide increased awareness of your brand and organization.

As part of our program, each sponsor also has the opportunity to recruit from our talented pool of high-quality candidates entering the job market. Through marketing your brand to the student body at Long Beach State and our international fraternity network, your company will gain valuable exposure that any organization, no matter how large, can always use. Our program allows you to take advantage of our network while giving back to students around your community.

\*Sources from: National Statistics (<http://www.umkc.edu/getinvolved/fsa-national-statistics.asp>)

# Involvement in your Community

Partnering with our organization gives you the opportunity to develop direct connections with the best and brightest students that Cal State Long Beach has to offer, while supporting one of the most professional organizations in the College of Business. The Lambda Phi chapter always looks for opportunities to exceed expectations in organized events. Exceeding these expectations is only possible with the support of you, our partners.

Students who join Delta Sigma Pi are motivated individuals interested in capitalizing on their college experience. They prove this in the boardroom, at work, and in their participation in extracurricular organizations. Beyond the practical benefits your company can derive from a partnership with Delta Sigma Pi, support of the Lambda Phi chapter will make a significant difference to the future of American business leaders.

We aim to form mutually beneficial relationships with our sponsors by offering packages to fit specific needs, including invitations as guest speakers to our weekly meetings, direct networking connections, or having a university-wide event displaying your support. Please consider our sponsorship packages listed.

## We Need Your Help!

As stated in the purpose of this organization, the Lambda Phi chapter strives to "promote closer affiliation between the commercial world and students of commerce." Our organization strives to develop future leaders who plan on playing a large role in their community. Sponsors will play an essential role in the success of our events by providing the necessary resources required to provide quality recruitment seminars, workshops, community service events, and leadership opportunities.

Sponsors will make a progressive difference in the growth of each member of this established organization. Through our corporate sponsorship program, leaders in the professional world will synergize harmoniously with some of today's brightest students. With your help and support, we can build a lasting relationship providing future growth and success between community and business leaders.

## Progress of Lambda Phi

Delta Sigma Pi provides students the opportunity to develop a positive, success-oriented outlook for their future. The Lambda Phi chapter aims to further its understanding of modern business practices that will help develop community leaders. We strive to increase membership by seeking students who are looking to live their lives by the 4 pillars in which this organization was founded. Our members yearn to grow as students in school, as leaders in their career, and as active members in their community. Lambda Phi aspires to be the most recognized and sought-after organization at California State University, Long Beach.

The Lambda Phi chapter hopes to achieve its goals by exceeding expectations in the events organized by its members throughout the academic year. Delta Sigma Pi is well known for its efforts to provide educational, professional, and engaging events that are not provided in the classroom. Through partnerships with well-established companies in our community, we plan to build closer affiliations between students and business professionals. Partners will provide promising students the opportunity to recognize their true potential in business.





# Sponsorship Package Options

Your support is very important to the success and growth of our chapter. We sincerely appreciate your consideration in sponsoring us, and hope that our organizations can partner to better the opportunities of students at Cal State Long Beach and the surrounding community.

We currently have three sponsor packages to choose from, and each package covers one academic semester for the Lambda Phi chapter. Custom packages are available upon request.

## BRONZE: \$150

- Company link and logo positioned on our organization website
- Company logo positioned on recruitment materials (flyers, stakes, folders, etc.)

## SILVER: \$250

- All Benefits of BRONZE package
- Company logo positioned on back of recruitment shirts (2" x 2")
- Recognition in Lambda Phi Alumni newsletters
- Access to Chapter Resume Book (Digital or Print)

## GOLD: \$500

- All Benefits of BRONZE package & SILVER package
- Company products/services promoted at recruitment tables
- Recognition announcement at all events hosted by the Lambda Phi chapter
- Sponsor recruitment event hosted by the Lambda Phi chapter

# Delta Sigma Pi

## Lambda Phi Chapter

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Long Beach, CA 90840

[www.dsp-csulb.com](http://www.dsp-csulb.com)



<http://facebook.com/lambdaphidsp>



<http://instagram.com/deltasigmapijulb>



[deltasigmapijulb@gmail.com](mailto:deltasigmapijulb@gmail.com)