



Delta Sigma Theta Sorority, Incorporated
Columbus (OH) Alumnae Chapter
A Public Service Organization

November 27, 2024

Executive Committee

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Antoinette Bates
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Greetings Valued Vendor Partner!

You are invited to be a vendor at our Columbus (OH) Alumnae Chapter of Delta Sigma Theta Sorority, Incorporated annual Founders Day Luncheon on Saturday, February 22, 2025, at the Greater Columbus Convention Center located at 400 N. High St. Columbus, OH 43215.

Becoming a valued vendor at Delta Sigma Theta Sorority, Inc. Columbus (OH) Alumnae Chapter's Founders Day Luncheon can offer various benefits for your business. However, it's essential to recognize that the specific advantages may vary depending on the nature of your products or services and our target audience. Here are 10 potential benefits:

Targeted Audience:

Delta Sigma Theta Sorority, Inc. has a specific target audience – our members and supporters. Being a vendor at our Founders Day Luncheon allows you to reach this niche market. Last year, the event drew over 850 attendees, offering significant exposure and networking potential.

Brand Visibility:

Your presence at our luncheon can significantly enhance your brand visibility. Attendees, including members of our sorority and our supporters, will have the opportunity to discover your products or services.

Networking Opportunities:

Events like Founders Day provide excellent networking opportunities. You can connect with members of our sorority, and other vendors, and possibly form partnerships or collaborations.

Community Engagement:

Supporting events like our Founders Day Luncheon demonstrates your commitment to community engagement. This positive image can resonate with attendees and contribute to building a favorable reputation for your brand.

Sales and Revenue:

If your products or services align with the interests of our sorority members and event attendees, you may experience increased sales during and after the event.

Brand Association:

Being associated with a respected organization like Delta Sigma Theta Sorority, Inc. can positively impact your brand image. It may enhance credibility and trust among the target audience.

Marketing Opportunities:

Our events often offer various marketing opportunities, such as sponsorships, advertisements, or product placements. These can further amplify your brand's visibility during the event.

Market Research:

Participating as a vendor provides a chance to conduct informal market research. Engage with attendees to gather feedback, understand preferences, and gain insights that can help refine your products or services.

Celebrate Diversity and Inclusion:

If your business values diversity and inclusion, participating in events organized by organizations like Delta Sigma Theta Sorority, Inc. allows you to celebrate and promote these values.

Social Media Exposure:

Events like our Founders Day Luncheon will receive coverage on our website and social media platforms. Your participation can lead to more exposure, reaching a broader audience beyond our event attendees.

Before becoming a vendor, it's crucial to understand the guidelines and expectations set by our sorority and our Founders Day Committee. Ensure that your products or services align with the values and interests of our sorority members to maximize the impact of your presence at the event.

Are you ready to join us! Please complete the attached Vendor Application to be one of our Valued Vendors today!

If you have any questions, please let us know!

Thank You,

Lucretia Williams and Cimone Calloway
Founders Day Vendor Coordinators
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