



Best Practices for Chapter Brand Sponsorships

These best practices should serve as a roadmap for collegiate chapters presented with an opportunity to enter a sponsorship or partnership with a brand. If a company offers you free products or merchandise in exchange for featuring them on social media, please review the steps below before making any agreements.

DO YOUR RESEARCH

When evaluating a brand, there are many different factors that chapter officers should consider prior to making any agreements. First up, make sure you are educated about the company, its products and its business dealings:

- Does the mission of the company (and the product they want you to feature) align with Delta Gamma values?
- Would all members of our chapter want to be associated with this product/brand?
- Does this company engage in fair business practices? Think about things like ethical sourcing, social responsibility, consumer protection and transparency.
- Has this brand/company/product been the subject of negative press or controversy?

IS THERE A CONTRACT?

If the brand asks you to sign a contract, please forward the agreement to Executive Offices for review by our General Counsel (katherine.russell@deltagamma.org). This staff member will help you to understand what is being asked of you before entering into any agreements. If there is a contract, there may be more that is being asked of the chapter than the initial outreach from their sales or marketing representative. You should not sign any document if you do not agree with all the requirements and cannot perform what is being asked of you or the chapter.

CHOOSE YOUR WORDS WISELY

Any posts on behalf of the chapter must align with Delta Gamma values and the Fraternity's Social Media Policy. Chapters should not post anything that is absolute, such as "All Delta Gammas love these socks." Posts should be those of thanks or recognition rather than opinion. For example, "Thanks Smoothie Shop, for the afternoon pick me up!" versus "Smoothie Shop is the best choice for nutrition and supplements in College Town." Please confer with Delta Gamma's media team (media@deltagamma.org) to assist with these efforts.

TRUST YOUR INSTINCTS

If any part of the process or the agreement feels off, you should say no. Companies and brands are reaching out to you because they know the impact and influence of your chapter on your campus and on social media. There is no urgency for you to agree to anything – there will be more offers, and putting the reputation of your chapter and your members in jeopardy is not worth any amount of free product. If you feel unsure, reach out to your ATC to talk through any questions and concerns and get an additional perspective.

