



# Sponsorship Package

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**GAMMA RHO LAMBDA**

**National Convention 2026**  
**Siblinghood is our Guiding Light**

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**June 25 - 28, 2026**

**Crowne Plaza AiRE**  
3 Appletree Square,  
Bloomington, MN 55425

## Contact

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## Introduction

Gamma Rho Lambda National Sorority (GRL) is an all-inclusive social sorority exemplifying the qualities of tolerance, diversity, unity, and trust, which provides a network of assistance in the areas of scholastic guidance, emotional support, and community service while ultimately developing lifelong family bonds.

Occurring annually since 2006, our national convention brings together LGBTQIA+ folks and allies from across the United States to promote siblinghood among members, conduct required trainings, install new officers, and engage in professional development as a community.

For our 20<sup>th</sup> convention, we are convening in Bloomington, Minnesota June 25 to 28, 2026! We've included detailed information below and appreciate your consideration in sponsoring our event!

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# About Us

Gamma Rho Lambda, Alpha Chapter, was founded in the Fall of 2003 by 12 original members at Arizona State University in Tempe, Arizona. The sorority was initially created because the founding president and members wanted an organization similar to the LGBTQ-focused fraternity on campus, Sigma Phi Beta.

In 2005, Gamma Rho Lambda began the daunting task of expanding nationally, as Alpha Chapter had been approached by several interested women on other campuses in the United States. In 2006, with enough alum members to support a national council, Gamma Rho Lambda National Sorority became independent of Alpha Chapter. Since then, the National Sorority has been working on expansion, adjusting to the needs of its chapters and members, and bettering the community overall through these efforts. Today, Gamma Rho Lambda active membership (including Alum & Collegians) consists of over 400 active members, and we have embarked on a National Roster project that has collected information from over 1500 members.

Gamma Rho Lambda National Sorority's main philanthropic efforts are to benefit The Trevor Project, but many of our chapters also work with local non-profits and philanthropic organizations, collectively raising thousands of dollars and creating awareness in their communities.

As with many organizations, Gamma Rho Lambda struggled during the COVID pandemic. As campuses shut down and Greek organizations were unable to recruit, our chapters fought to stay connected, involved, and active. However, many of our smaller chapters were unable to weather the storm. Members graduated or left school, and without new members, the chapters were forced to close. We went from 20 chapters to 8 between 2020 and 2023.

Gamma Rho Lambda's focus now, as a national organization, is on strengthening our foundations and building up our current chapters. We're opening expansion up as of Fall 2023 to 1-2 interest groups a semester so that we can provide the stability and support they need to be successful.

## **Our Purpose**

Gamma Rho Lambda is an all inclusive social sorority exemplifying the qualities of tolerance, diversity, unity, and trust, which provides a network of assistance in the areas of scholastic guidance, emotional support, and community service while ultimately developing lifelong family bonds.

# About The Event

GRL National Convention is an annual gathering of siblings from across the country to connect, learn, and deepen our commitment to the mission of Gamma Rho Lambda.

This year's theme is: Siblinghood is Our Guiding Light. Theming will be seen throughout signage, swag, and decor.

Convention will occur across 4 days with check-in taking place in the evening on June 25, 2026 and closing ceremony occurring in the afternoon on June 28, 2026. A full schedule of events will be released on our convention website in February 2026. However, highlights include risk management trainings, affinity group meet-ups, formal banquet dinner, vendor bazaar, and pool party.

Attendees will be lodging on-site and all meals are provided during convention. As such, guests have access to convention spaces at all times and ample opportunities for advertisements are available.



## Event Website



# Sponsorship Benefits

At any sponsorship tier or engagement, there are great benefits to sponsoring our 2026 Convention.

## **Multi-Channel Advertising**

Your brand can be featured on signage, in our Convention app, on our website, and in our program booklet. Additionally, by selecting a tier your reach expands farther with social media posts across multiple platforms.

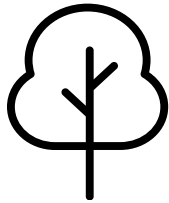
## **Physical Storefront**

certain tiered opportunities include a booth at our vendor bazaar, and you can rent a table individually as well! Interface with attendees, sell your items, or utilize this as an opportunity to expand your talent pool.

## **National Reach**

As a national social sorority, GRL members attend convention from all corners of the United States. Whether you're local to Minnesota or a national brand, our members can extend your reach.

# Sponsorship Packages



## Royal Tier

1 Speaking Opportunity

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1 Bazaar Table

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2 Scrolling Slides

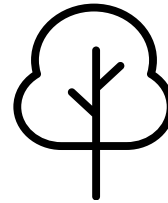
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4 Social Media Shoutouts

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Logo displayed on all conference materials (check-in table, banquet signage, and directional signage) and digitally on: home page, thank you page, and all full-conference sessions.

**\$5,000**



## Ivy Tier

1 Bazaar Table

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1 Scrolling Slide

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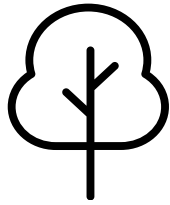
3 Social Media Shoutouts

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Logo displayed on check-in table, banquet materials, and digitally on: home page, thank you page, and all workshop sessions.

**\$2,500**

# Sponsorship Packages



## Wolf Tier

Half Scrolling Slide

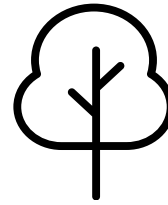
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2 Social Media Shoutouts

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Logo displayed on banquet materials, and digitally on: thank you page and all affinity group sessions.

**\$1,000**



## Sunflower Tier

¼ Scrolling Slide

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1 Social Media Shoutout

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Logo displayed on directional signage and digitally on the thank you page.

**\$500**

# Additional Opportunities

Opportunity	Cost
Exhibit Table (3 hours, 3 pm - 6 pm on June 26, 2026)	\$120
Quiet Space - signage & opportunity to provide items to be distributed on your behalf, full duration of conference	\$250
Hangout Space - signage & opportunity to provide items to be distributed on your behalf, full duration of conference	\$250
Staff Space - signage & opportunity to provide items to be distributed on your behalf, full duration of conference	\$250

