

Signature Partnership Program

The Signature Partnership program at ASU Career Services is designed to enhance your recruitment efforts and increase your access to diversely talented Sun Devils with the goal of creating a competitive edge for your organization. The program focuses on:



Brand visibility and acknowledgement

ASU will partner with you to surface opportunities at your company through social and digital channels, with an emphasis on student visibility.



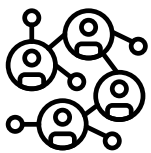
Consulting and data

Our team works with you to provide information on the competitive landscape at ASU, and tips on how to reach students and gain an edge.



Event Participation

Your organization will be recognized as a named sponsor professional development and campus-wide events, bringing greater recognition to your company.



Student and faculty engagement

We will help you navigate the 1,100+ student clubs, 140,000+ students and numerous faculty and staff to find targeted populations interested in your organization.

Partnering with ASU Career Services provides your organization with elevated access to our career service team of experts, who will assist you with partnership deliverables and campus presence. Contact Ale De Alba and Ben Watson, to learn more about how a partnership will support your organizational recruitment goals.



Ale De Alba

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Employer Relations and
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Ben Watson

Signature Partnership
Program Coordinator

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	Gold \$20,000	Maroon \$10,000	Sparky \$5,000	*Sun Devil \$2,500
Employer Partner Commitments				
Data on the landscape of student demographics, salaries, etc.	✓	✓	✓	✓
Recruitment consultation using student insight and research to plan engagement for fall and spring semester	✓	✓	✓	✓
Host or participate in one career education event	✓	✓	✓	✓
Interview room priority booking	1st	2nd	3rd	4th
Digital and On-Campus Branding				
Year-round visibility on CS display	✓	✓	✓	✓
Customized landing page on CS website	✓	✓	✓	✓
Employer logo with link on CS website	✓	✓	✓	✓
Targeted email campaign announcing partnership	✓	✓	✓	✓
On-campus tabling	✓	✓	✓	✓
Pinning jobs in Handshake	✓	✓	✓	✓
Handshake signal boost	✓	✓	✓	✓
Targeted emails	6x/year	4x/year	2x/year	1x/year
Customized social media posts promoting company and open positions	6x/year	4x/year	1x/year	1x/year
Priority placement on landing page gallery	✓			
On-campus and social takeover day	2x/year			
Student Connections				
Guaranteed registration to CS career fairs	✓	✓	✓	✓
Priority location at career fairs	1st	2nd	3rd	4th
Priority invitation and access to sponsorship of CS events	1st	2nd	3rd	4th
Student focus group	✓	✓		
Career fair complimentary attendance	4x/year	2x/year		
Info sessions with targeted student emails and catering	4x/year	2x/year		
Student assistance for on-campus events	✓	✓		
Formal introduction to select student clubs and organizations	✓	✓		
Targeted resume book	✓	✓		
Specialized campus-wide recruitment event (hackathon, case competition, professional development)	✓			
Club sponsorship	✓			
Additional Opportunities				
30 minute presentation to ASU CS Staff	✓	✓		
Meet and greet with Sr. Leadership	✓			
VIP invitation to an ASU event	✓			

Sun Devil level is an option for small and medium-size businesses only

To Learn more about the CS Signature Partnership Program, contact:

Ale De Alba

Senior Associate Director of Employer Relations and Signature Partners

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Employer Partner Commitments	
Data on the landscape of student demographics, salaries, etc.	Data will be provided during recruitment consultations, as well as upon request throughout the year.
Recruitment consultation using student insight and research to plan engagement for fall and spring semester	Recruitment consultations will occur via Zoom at least twice, once before each semester and regular communication throughout the year.
Host or participate in one career education event	Invitation to host or participate in at least one in-person or virtual career education event including professional skills development workshops and career/industry panels for students and alumni.
Interview room priority booking	Availability to book interview rooms located inside the Career Services office at ASU Tempe Campus.
Digital and On-Campus Branding	
Year-round visibility on CS display	Company Information displayed at Career Services office front desk TVs.
Customized landing page on CS website	Landing page includes an overview of the company, link to current Handshake job listings and events, and external company website.
Employer logo with link on CS website	Logo shown on a scrolling banner on CS website home page. Partner Logos will be shown on the Signature Partner gallery page according to their partnership level.
Targeted email campaign announcing partnership	Email campaign announcing partnership to targeted students and ASU department.
On-campus tabling	In-person tabling opportunity with support from CS staff to engage and connect with students in a casual, high-traffic location, on-campus.
Pinning jobs in Handshake	Pin selected jobs each semester on handshake and cross-promote with other ASU departments.
Handshake signal boost	Feature and highlight employer attributes or strengths that students find valuable, such as location, hidden gems, social impact, invested in diversity, etc. for an entire year.
Targeted emails	Emails include company overview, highlights of employment at company, active job postings, and registration links to ASU events that the company is participating in.
Customized social media posts promoting company and open positions	Posts on social media include platforms on CS Instagram feed and stories, as well as Facebook and LinkedIn. Partners will have location on CS Instagram "Partners" highlight.
Priority placement on landing page gallery	Logo and link to landing page on CS website will be prioritized on partner gallery page depending on partnership level.
On-campus and social takeover day	Full day of digital and on-campus engagement with students via socials, handshake, on-campus tabling, in-person workshop/panel, and info session - option for 100% virtual only also available.

Student Connections

Guaranteed registration to CS career fairs	Priority invitation to register to all career fairs, happening virtually and in-person.
Priority location at career fairs	Employer booth will be optimized to high traffic locations in the career fair ballrooms.
Priority invitation and access to sponsorship of CS events	Invitations to sponsor or participate in multiple CS events throughout the year, hosted virtually and in-person across four ASU campuses in the Greater Phoenix area.
Student focus group	Small employer focus group to share insight on employer recruiting and hiring questions, highly-customizable.
Career fair complimentary attendance	Complimentary fair event attendance to virtual, local, and regional career fairs.
Info sessions with targeted student emails and catering	Includes on-campus room reservation, targeted emails to students with session details, and snacks and beverages.
Student assistance for on-campus events	CS employer relations undergraduate student peer to support tabling and other on-campus engagements each semester.
Formal introduction to select student clubs and organizations	Organized on-campus or virtual meeting with select club leadership from clubs that are relevant to your industry, with consideration of timing/scheduling.
Targeted resume book	Digital copy of all student resumes submitted with registration to the career fair that company attends.
Specialized campus-wide recruitment event (hackathon, case competition, professional development)	Highly specialized, customizable, and collaborative event of choice (virtual or in-person) with catering, prizes, and other collateral, up to \$2500 value.
Club sponsorship	\$1500 allocated to an ASU Club or Organization of your choosing for the purpose of strategic brand awareness within the club.

Additional Opportunities

30 minute presentation to ASU CS Staff	Virtual or in-person presentation to CS and other ASU departments to spread awareness of company mission, openings, and best tips for interested candidates.
Meet and greet with Sr. Leadership	Virtual or in-person meeting with CS Sr leadership to make connections, share ideas, and strengthen relationship.
VIP invitation to an ASU event	Includes a maximum of 4 tickets to any ASU event, such as sporting event, concert at Gammage, or student performance. Option to add more tickets.