

2020 – 2021 MBA

Corporate Sponsorship Opportunities

Introduce your brand to tomorrow's Think and Do Leaders

NC State's Jenkins MBA program welcomes the opportunity to strengthen our partnership with your organization through sponsorship of MBA activities associated with 700 students (100 full-time, 600 professional evening and /online).

To overcome the challenges facing your business, you need bold, actionable solutions. NC State's approach brings together the best minds to think boldly and put their ideas to work in the real world. That's thinking and doing.

Our goal is to help you recruit the best talent by providing you direct access to the student body. Company sponsorships increase company name recognition, touch points with students, and to defray associated administrative costs. Event details and descriptions of the various sponsorship opportunities are as follows:

FULL TIME STUDENT ORIENTATION – August, 2020

Orientation sponsorships provide your brand with early exposure and introduction to the valuable Jenkins MBA talent.

Kick-Off Event, Full-Time MBA Orientation Sponsorship -- \$5,000

- Primary sponsor for First Year Orientation Dinner, *student attendance is mandatory*
- Primary sponsor for Second Year Re-Orientation, *student attendance is not mandatory but well attended*
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items and engage with students during reception
- Opportunity to host a 20 minute presentation

Breakfast and Lunch Sponsorships -- \$3,000

- Available selected mornings and afternoons of Full-time MBA Orientation
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items and engage with students during breakfast or lunch

Off-site Networking Reception Sponsorship -- \$3,000

- Host an off-site networking reception at a local restaurant
- Enjoy an opportunity to engage with students in a relaxed setting
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items. Welcome and engage with students during the reception

Fall / Spring Treks; Fall – October, 2020; Spring – March, 2021 -- \$0

Our fall and spring treks are designed as learning & networking opportunities for those business students interested in exploring careers in specific industries. These are great opportunities for students to understand industries, company cultures, and expand their networks. Most companies will maintain connections with students leading to hiring.

Sponsors receive the following benefits:

- Direct access to students expressly interested in your company and industry
- An opportunity for students to tour your facility and engage with employees
- Executives will have an opportunity to present on company performance, strategy, etc.
- Students will have a firsthand look at your work environment and a glimpse of the company culture
- Trek engagement often result in increased offers and an increased probability of student acceptance

Orientation Community Service Event Sponsorship - \$2,500 - \$5,000

- Available August 2020, during Full Time Orientation or Early Spring (Sponsor's choice)
- Sponsorship signage will be prominently displayed at the event and on promotional materials
- Opportunity to distribute branded items and engage with students throughout service event.
- Opportunity to serve with and lead incoming Full Time MBA students early in their education.
- Opportunity to distribute branded items and engage with students during casual reception post-event.
- Opportunity to work with staff and students to customize a unique community service experience

PROFESSIONAL MBA RALEIGH RESIDENCY – October 2020; March 2021

The Raleigh Residency is attended by Professional MBA students. The Residency covers leadership development topics such as teamwork, communication, presentation, and networking skills. Expected 2020 attendance is 100-125 students. Sponsorship provides your brand with exposure to valuable experienced Jenkins MBA talent.

Kick-Off Event, Professional MBA Raleigh Residency Sponsorship -- \$5,000

- Primary sponsor for the Professional Residency, *student attendance is mandatory*
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items and engage with students during reception
- Face-to-Face engagement to be defined based on the needs of the employer and the college administration

Breakfast and Lunch Sponsorships -- \$3,000

- Available selected mornings and afternoons of Residency
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items and engage with students during breakfast or lunch

Off-site Networking Reception Sponsorship -- \$3,000

- Host an off-site networking reception at a local restaurant
- Enjoy an opportunity to engage with students in a relaxed setting
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items. Welcome and engage with students during the reception

MIX & MINGLE – October, 2020; 6 – 8pm

The Jenkins MBA Mix & Mingle event provides company representatives an opportunity to continue building relationships with Jenkins MBA students in a relaxed atmosphere. This is a great way to build camaraderie and connections outside of a traditional interview. Sponsorship provides your brand with exposure to valuable experienced Jenkins MBA talent and includes attendance for up to four representatives, logo representation on promotional materials, and the opportunity to distribute branded items during the event -- **\$600**

INNOVATIVE WOMEN'S CONFERENCE (IWC)

The Innovative Women's Conference is a student initiative designed to bring together women in the Triangle area - from graduate students to entrepreneurs and corporate executives to encourage discussion and hands-on learning in the areas of business innovation, science, technology and entrepreneurship. Past year's conferences were held at the McKimmon Center from 8:30 AM to 3:30 PM. Sponsorship opportunities include:

1. Networking Signature Sponsor
2. Networking Event Table Host (\$250)
3. Conference Lunch Sponsorship (\$3000)
4. Conference Table Sponsorship (\$500); Session Host (\$500)

SPONSORSHIP PAYMENTS

Sponsorship is made payable to the NC State Foundation to support the Jenkins MBA program.

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