2021 – 2022 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 events 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 – Thursday, August 5th - Friday, August 13th**

Orientation sponsorship provides your brand with early exposure and introduction to Think and Do Jenkins MBA talent.

**Kick-Off Event, Full-Time MBA Orientation Sponsorship, Aug. 12, 2021, 5PM – 8PM -- $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 Sponsorship, *date to determined* -- $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, *date to determined* -- $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

**Orientation Community Service Event Sponsorship, *date to determined* - $2,500 - $5,000**

- Available 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
Brand awareness is a key recruiting element, and we encourage employers to build brand awareness with frequent on-campus visits and virtual engagements with our students. Additionally, we offer the opportunity to add your company logo to our MBA career website the week prior to your event. This is a great way to increase awareness of your event and your organization.

**MIX & MINGLE NETWORKING EVENTS**

*September 23rd, October 21st, November 18th; 4:30PM – 5:45PM*

The Jenkins MBA Mix & Mingle Networking events 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 corporate presentation. Sponsorship provides your company with exposure to 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 -- **$350**

**INNOVATIVE WOMEN’S CONFERENCE (IWC) – March, 2022**

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. Sponsorship opportunities include:

1. Signature Sponsor ($2,500)
2. Session Sponsor ($1,500)
3. Supporting Sponsor ($500)

**PROFESSIONAL MBA RALEIGH RESIDENCY – October 2021; March 2022**

The Raleigh Residency is attended by Professional MBA students. The Residency covers leadership development topics such as teamwork, communication, presentation, and networking skills. Expected 2021 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
- Opportunity to host a 20 minute presentation / panel

**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

**SPONSORSHIP PAYMENTS**

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

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