

2017 - 2018 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 (100 full-time, 600 professional/online) students.

To overcome the great 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 are designed to increase company name recognition, touch points with students, and to defray associated administrative costs. Event details and descriptions of the various sponsorship opportunities follow:

FULL TIME STUDENT ORIENTATION – August, 2017 (date TBD)

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 -- \$500; Fall - October 5– 6, 2017; Spring – March, 2018

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 2017, 9AM - NOON, during Full Time Orientation
- 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.
- Jenkins MBA program utilized a strong partnership with Habitat for Humanity - Wake County to place 50 incoming full time MBA students on local sites performing various construction and community revitalization efforts alongside local corporate partners

2017 PROFESSIONAL MBA RALEIGH RESIDENCY – Oct. 5-7; Mar. 5-7; Mar. 8-10

Professional MBA students attend this event which covers leadership development topics such as teamwork, communication, presentation, and networking skills. Expected 2017 attendance is 100-125 working professional 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

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, 2017 (date TBD)

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 -- **\$700**

INNOVATIVE WOMEN'S CONFERENCE (IWC) – October 19-20, 2017

The Innovative Women's Conference is a student initiative that is 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. This year's conference will be at the McKimmon Center and will be held on October 20, 2017 from 8:30 AM to 3:30 PM. We are happy to announce that a portion of the proceeds from this event will be donated to the Triangle chapter of Dress for Success.

Sponsorship opportunities include:

1. Networking event the night before (Oct. 19) in HQ Raleigh (\$1,500)
2. IWC coffee breaks (\$1,500 per coffee break)
3. Sponsor lunch (\$3,000)

SPONSORSHIP PAYMENTS

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

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