

## 2015 - 2016 MBA

### Corporate Sponsorship Opportunities

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#### **OPPORTUNITY *Introduce your brand to tomorrow's leaders.***

NC State's Jenkins MBA program welcomes the opportunity to strengthen our partnership with your organization through sponsorship of MBA activities associated with approximately 450 (100 full-time, 350 professional/online) Jenkins MBA 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 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:

#### **SPONSORSHIP LEVELS *From branding to engagement.***

#### **ORIENTATION – August 5-18, 2015**

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

##### **Breakfast and Lunch Sponsorships -- \$2,000 each**

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

##### **Reception Sponsorship -- \$2,500**

- Available at the end of the first day of Full-time (August 5) or Professional MBA Orientation (August 15)
- Website and newsletter inclusion regarding sponsorship
- Sponsorship signage
- Opportunity to distribute branded items and engage with students during reception
- Opportunity to enjoy widespread promotion and address students during reception for up to 15 minutes

##### **Jenkins MBA Marketplace -- \$5,000**

The Jenkins MBA Marketplace provides a unique opportunity for companies to engage with students and evaluate their early-MBA ability to address a real-life business challenge. During Full-time MBA Orientation, first-year MBA students are challenged to develop and market a product or service, culminating in the Marketplace event, August 14. The sponsoring company may determine its level of involvement, from providing mentorship to students the week prior to the event to serving on the team of judges alongside NC State Faculty. A reception will simultaneously accompany the event, planned to take place at entrepreneurial hub HQ Raleigh.

- Opportunity for company representatives to attend the event and serve on the team of judges
- Sponsorship signage will be prominently displayed at the event and on promotional materials
- Opportunity to distribute branded items and engage with students, alumni, faculty and the HQ entrepreneurial community during reception
- Opportunity to enjoy widespread promotion and address students during reception for up to 15 minutes

### **PROFESSIONAL ONLINE MBA RALEIGH RESIDENCY – October 8-10, 2015**

Professional Online MBA students attend and cover leadership development topics such as teamwork, communication, presentation, and networking skills. Expected 2015 attendance is 100-125 working professional students. Sponsorship provides your brand with exposure to valuable experienced Jenkins MBA talent.

#### **Breakfast and Lunch Sponsorships -- \$2,000 each**

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

#### **Reception Sponsorship -- \$2,500**

- Available at the kick-off of the Raleigh Residency (October 8)
- Website and newsletter inclusion regarding sponsorship and sponsorship signage
- Opportunity to distribute branded items and engage with students during reception and enjoy promotion through addressing students up to 15 minutes

### **MIX & MINGLE – October 21, 2015**

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 – **\$500**

### **CUSTOMIZED OPPORTUNITIES**

We will work with you to design a customized sponsorship to fit your business needs. Opportunities include but are not limited to: *In the Know Lunch Series, Cultural Awareness Student Boot Camp, Case Competitions.*

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