



**OFFICE OF CAREER PLANNING  
AND DEVELOPMENT  
SPONSORSHIP OPPORTUNITIES  
2021-2022 ACADEMIC YEAR**

THE OFFICE OF CAREER PLANNING AND DEVELOPMENT

# FISK UNIVERSITY SPONSORSHIP OPPORTUNITIES

If your company/university is looking for an opportunity to increase visibility with students and brand your company, please consider supporting Fisk University's Office of Career Planning and Development's efforts. We hope that you will consider sponsoring one of our activities/events taking place during academic year.

If you become a sponsor, you will receive branding and promotional opportunities for the events your employer sponsors and your employer will be showcased on our Website pages.

## SPONSORSHIP OPPORTUNITIES FOR THE 2021 FALL SEMESTER INCLUDE:

### BULLDOG BLUEPRINT SPONSORSHIP

**\$15,000**

This is an opportunity to focus on one week dedicated to seminars and activities that will promote career readiness for Fisk students. The "Bulldog Blueprint" highlights two weeks each year: Fall into Your Career Week(fall) and Career Development Week (spring). There is an option to serve as an Event Sponsor or if your company wants to support on a smaller level, please consider the options below.

### CAREER DEVELOPMENT WEEK SPONSORSHIP PACKAGE

#### Event Sponsor- \$5,000 (Fall)

- Serve as the Premier Sponsor for all activities during Fall Into Your Career Week (5 sessions)
- Marketing and Promotional opportunities (flyers, t-shirts, giveaways)

#### Event Sponsor- \$10,000 (Spring)

- Serve as the Premier Sponsor for all activities during Career Development Week (8-10 sessions)
- Marketing and Promotional opportunities (flyers, t-shirts, giveaways)

#### Development or Lunch & Learn" Sponsors- \$1,500

- Host a development or lunch and learn or learn over lunch session for up to 50 students
- Provide a box lunch for each participant

#### Session or In-Kind Sponsor- \$1,000

- Sponsor one of the activities/events/sessions during the week
- Provide shirts, giveaways, gift cards for drawings

## SPONSORSHIP OPPORTUNITIES FOR THE 2021 FALL SEMESTER INCLUDE:

### FISK EXECUTIVE LEADERSHIP PROGRAM (FELP)

**\$15,000**

FELP is a training and development program that targets freshmen, sophomores, and juniors. The program takes place each semester, for seven weeks each semester. The program prepares students for internships and discipline focused programs. Students are encouraged to intern during the semester to offset costs and college expenses.

If your company would like to sponsor this program, please see the sponsorship options below:

#### Program Sponsor- \$15,000 (Fall or Spring)

- Serve as the Program Sponsor for all activities / sessions during the semester (includes onboarding and training, 7 workshops, Program materials, and participant training stipends)
- Marketing and Promotional opportunities (speakers, flyers, food, t-shirts, giveaways)
- Provide company swag (brand company)

#### Workshop Sponsors- \$1,500 (Fall or Spring)

- Sponsor a specific workshop or speaker for the workshop
- Marketing and Promotional opportunities (speakers, flyers, food, giveaways)
- Provide company swag (brand company)

#### In-Kind or Session Sponsor- \$1,000

- Sponsor one of the activities/events/sessions during the week
- Provide speaker, shirts, giveaways, gift cards for drawings for the event/week

#### Session or In-Kind Sponsor- \$1,000

- Sponsor one of the activities/events/sessions during the week
- Provide shirts, giveaways, gift cards for drawings

### INDUSTRY EXPO/CAREER FAIR SPONSORSHIP

**\$15,000 (3 Major Sponsors/Specific Industry Fair Days)**

A great opportunity for a company to increase its campus visibility through a sole sponsorship of one of our career fairs that takes place in the fall and spring semesters. In the fall, we also host a “Fall into Your Career Week” and a theme-based spring Career Development Week which prepares students for fairs. Employers will have an opportunity to connect with students.

- **Gold** Sponsorship Package - \$5,000
- **Blue** Sponsorship Package - \$3,000
- **White** Sponsorship Package - \$1,500

## SPONSORSHIP OPPORTUNITIES FOR THE 2021 FALL SEMESTER INCLUDE:

### BACKPACK TO BRIEFCASE SPONSORSHIPS

**\$1,500 EACH**

If you are interested in promoting experience and supporting development opportunities or skill building events, please think about a sponsorship for workshops that will help students prepare for internships, careers, and graduate school.

- Fisk Executive Leadership Program (FELP) Sessions
- Special Programming (Service-Learning projects, MLK Day of Service, etc...)

### NETWORKING SPONSORSHIPS

**\$1,500 EACH**

Here is a great way to host opportunities for students to network, connect and learn from business and industry professionals as well as other students and alumni.

- Job Shadowing Opportunities
- On-Campus Recruitment/Visits and Networking Opportunities
- Alumni Networking and Mentoring Programs

### IN-KIND-GIFT SPONSORS

The Office of Career Planning and Development offers the opportunity for sponsorship of materials and in-kind gifts (donation of promotional gifts/items, gift certificates, printing services, snacks/food, computers, web cams, DVD player, flat screen television monitor, office equipment, logo shirts and giveaways).

For additional information regarding sponsorship opportunities, please contact  
Latreace A. Wells, Assistant Vice President,  
by email at 615-329-8504 or by email at [careerplanning@fisk.edu](mailto:careerplanning@fisk.edu).