



**OFFICE OF CAREER PLANNING
AND DEVELOPMENT
SPONSORSHIP OPPORTUNITIES**

THE OFFICE OF CAREER PLANNING AND DEVELOPMENT

OCPD 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 the 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 highlighted on our website pages.

SPONSORSHIP OPPORTUNITIES:

BULLDOG BLUEPRINT SPONSORSHIP

\$25,000

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- \$10,000 (Fall)

- ◆ Serve as the Premier Sponsor for all activities during Fall Into Your Career Week (5 sessions)
- ◆ Facilitate a session during the week
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, and social media)

Event Sponsor- \$15,000 (Spring)

- ◆ Serve as the Premier Sponsor for all activities during Career Development Week (8-10 sessions)
- ◆ Facilitate a session during the week
- ◆ Host a recruitment table
- ◆ Marketing and Promotional (PowerPoint slide, flyers, t-shirts, social media)

Development or Lunch & Learn" Sponsor- \$3,500

- ◆ Host a development or lunch and learn/learn over lunch session for up to 50 students
- ◆ Marketing and Promotional (PowerPoint slide, flyers, t-shirts, social media)

Session or In-Kind Sponsor- \$1,500

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

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SPONSORSHIP OPPORTUNITIES:

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 eight weeks each semester. The program prepares students for internships and discipline focused programs. Students are encouraged to intern during the semester to offset educational 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, 8-10 workshops, program materials, and participant training stipends)
- ◆ Facilitate a workshop during the semester
- ◆ Provide company swag (brand company)
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, social media)

Workshop Sponsor- \$3,500 (Fall or Spring)

- ◆ Sponsor a specific workshop or speaker for the workshop
- ◆ Provide company swag (brand company)
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, social media)

In-Kind or Session Sponsor- \$1,500

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

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SPONSORSHIP OPPORTUNITIES:

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 sole sponsorship of one of our career fairs that takes place in the fall and spring semesters. In the fall, we also host “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 - \$15,000

- ◆ Serve as the Industry Expo/Career Fair Sponsor
- ◆ Waive fee for the expo/fair
- ◆ Host sponsor table
- ◆ Host a recruitment/info session for students
- ◆ Provide company swag to brand your company to students for the week
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, social media)

Blue Sponsorship Package - \$7,500

- ◆ Waive fee for the expo/fair
- ◆ Host sponsor table
- ◆ Host a recruitment table during the semester
- ◆ Provide company swag to brand your company to students
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, social media)

Sliver Sponsorship Package - \$5,000

- ◆ Waive fee for the expo/fair
- ◆ Host sponsor table
- ◆ Provide company swag to brand your company to students for the week
- ◆ Marketing and Promotional opportunities (PowerPoint slide, flyers, t-shirts, social media)

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SPONSORSHIP OPPORTUNITIES:

BACKPACK TO BRIEFCASE SPONSORSHIPS

\$3,500 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.

- ◆ General/Traditional Career Readiness Workshops (Resume Review, Interview Management, and Internship Preparation)
- ◆ Special Programming (Service-Learning Projects, MLK Day of Service, New Student Orientation, and Senior Bootcamps Sessions)
- ◆ Coaching/Mock Interview Days(fall/spring) and Exam Breaks

NETWORKING SPONSORSHIPS

\$3,500 EACH

Here is a wonderful 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 and Panel Opportunities
- ◆ On-Campus Recruitment/Corporate 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 card, printing services, snacks/food, computers, web cams, tablets, 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.

<https://www.fisk.edu/about/administration/division-of-student-affairs/career-planning-and-development/>