

NEW EMPLOYER SPONSORSHIP PACKAGES FOR 2017 – 2018!

The Career Services Team is excited to announce new and enhanced sponsorship packages to help you increase the visibility of your organization and your opportunities!

Here is what is changing:

- **Sponsorship packages are now for the entire academic year.**
This means one simplified, single transaction and your organization will secure sponsorship for all of our 2017-2018 events and promotions. Even if you are unable to join us for all of our events, your organization still receives recognition.
- **Sponsorships are being divided into “Tier I” and “Tier II” levels.**
Tier I includes Platinum, Gold and Silver. Tier II includes Bronze, Maroon & Gold, and Sea Gull.
- **Tier I Level Sponsorships are limited.**
Only 1 Platinum Sponsorship will be offered! This will give the organization that invests in Platinum level Sponsorship the opportunity to become “The Proud Platinum Sponsor of Salisbury University Career Services for 2017-2018.” 2 Gold Sponsorships and 3 Silver level sponsorships will be offered.
- **The Platinum Level sponsorship will be offered via auction on eBay.**
The auction will start with a minimum starting bid of \$3,500 and **will begin at 12 noon EST on Friday, August 11th**. The auction ends 10 days later (Monday, August 21st) at 12:00 noon EST.
- **The deadline to secure Tier I Gold and Silver sponsorships will be 5 p.m. EST on Thursday, September 7th.**
Since we are limiting the number of Gold and Silver sponsorships, we have to secure your commitment on or before September 7th. There is no limit to the number of Tier II Sponsorships (Bronze, Maroon & Gold, and Sea Gull) that will be sold, so they can be purchased at any time during the academic year.
- **IMPORTANT NOTICE TO ACCOUNTING AND INFORMATION TECHNOLOGY FIRMS (Employers that attend our “Meet The Firms Fair”):**
Accounting and IT organizations that attend our “Meet The Firms” event in the Perdue School of Business, please note that the Sponsorships for this event are marketed and sold separately.

Please see the next page for a summary of Sponsor Benefits

	TIER I SPONSORSHIPS			TIER II SPONSORSHIPS		
	Platinum	Gold	Silver	Bronze	Maroon & Gold (See Note 1)	Sea Gull
Number of Sponsorships Available	1	2	3	Unlimited	Unlimited	Unlimited
2017-2018 Pricing	Open Bidding (via eBay Auction)	\$2,000	\$1,000	\$600	\$500	\$400
Job Fair Benefits						
Standard Job Fair registration fees are included in your sponsorship	✓	✓	✓	✓	✓	✓
First choice Job Fair booth location	First Choice	Second Choice (in order of payment)	Third Choice (in order of payment)	In order of payment	In order of payment	In order of payment
Additional Job Fair booth space at no additional charge	Up to 4 tables (total)	Up to 2 tables (total)				
Reserved VIP parking spaces for Job Fairs	2 spaces	1 space				
Additional Lunch Passes	Standard (1) + 4 passes	Standard (1) + 3 passes	Standard (1) + 2 passes	2 passes	2 passes	2 passes
Your logo / brand on Job Fair Banners	Top placement, Largest	2nd row, 2nd largest	3rd row, 3rd largest			
Your logo / brand on display on the University's new digital monitor on Route 13 (see Image 1)	✓	✓	✓			
Your logo / brand scrolled electronically across campus TV monitors (day of event)	✓	✓	✓	✓	OPTIONAL	✓
Your logo / brand placement on the Job Fair Student Booklet	Largest on front and inside front cover	2nd largest, inside front cover	Back Cover and 3rd largest on the inside front cover	No logo but name listed on inside front cover	OPTIONAL: No logo but name listed on inside front cover	No logo but name listed on inside front cover
Ad or company profile in the Job Fair Student Booklet	Full page on first page of ads / profiles	Full page on second/third page of ads / profiles (See Note 2)	Full page on 4th/5th/6th pages of ads / profiles (See Note 2)	Full page on 7th + pages of ads / profiles (See Note 2)	OPTIONAL: Half page Ad (See Note 2)	1/4 page Ad (See Note 2)
Other Branding and Recognition Benefits						
Your logo / brand on the back of the Job Fair Event Staff shirts	✓					
Your logo / brand placed on the front page of the Career Services Website as "The Proud Sponsor of Salisbury University Career Services Programming"	✓					
Distribution of your recruitment materials and promotional items during the Graduating Senior Exit Survey (late April 2018)	✓	✓	✓			
Your logo / brand and recognition as a sponsor on the back of the Career Services Student give-away T-shirts	✓	✓	✓	✓	OPTIONAL	
Employer Services Benefits						
Priority for scheduling all of your events on campus (On-Campus Interviews ("OCI"), Presentations, etc.) - Goes into effect March 2018 for Fall 2018	First Priority	Second Priority (in order of payment)	Third Priority (in order of payment)	Fourth Priority (in order of payment)	Fifth Priority (in order of payment)	Sixth Priority (in order of payment)
"Spotlighting" of your organization and your openings via Social Media posts, targeted e-mails, and special mention in the "Career Services Weekly" email newsletter	✓	✓			OPTIONAL	

NOTE 1: The Maroon and Gold Sponsorship is a customizable "a la carte" option where you can select 3 of the 5 options listed.

NOTE 2: In order of receipt of payment (for example, the first gold sponsor to pay is placed first, and all subsequent placements are in order of payment)

Image 1.

Tier I (Platinum, Gold and Silver) Sponsors will see their logo displayed on the University's new digital monitor on Business Route 13.



IMPORTANT INFORMATION FOR ALL SPONSORS

To ensure timely and accurate placement of your organization's logo and recruitment information, you must submit all electronic files (logos, job descriptions, company profiles, etc.) no later than 5 p.m. on Thursday, September 7th via email to ccdickerson@salisbury.edu

For questions and additional information, please contact The Career Services team at careerservices@salisbury.edu or feel free to call us at 1.410.543.6075 and ask for Crystal Dickerson or Siena Manoogian.