

**38th Annual Undergraduate  
Business Symposium**



# Sponsorship Packet

September 8th, 2022  
September 9th, 2022

Platinum Sponsor Networking Night  
Symposium Main Event



KENAN-FLAGLER BUSINESS SCHOOL  
Undergraduate Business Program



UNDERGRADUATE BUSINESS  
**SYMPOSIUM**  
Connect. Engage. Grow.

# Welcome to Symposium!

UNC Kenan-Flagler's Undergraduate Business Symposium is one of the oldest and largest student-run career development events in the country. We are offering an **in-person event** where you can connect with students, meaningfully engage with them, and ultimately grow your company with compelling candidates.

## *Format of Symposium*

### Platinum Sponsor Night

Offers a networking opportunity exclusive to platinum sponsors. Sponsors hand-select exceptional students for their company sessions to connect and create more personal connections with them.

### Diversity Networking Breakfast

Allows sponsors to meet and engage with students of historically underrepresented populations prior to the main event.

### Symposium Main Event

Provides interactive career development sessions for students and company representatives, and a career fair where representatives engage with talented and exceptional students.



# Why Symposium?

**450+**

**Students  
From Various  
Majors**

**20+**

**Career  
Development  
Session**

**43**

**Company  
Sponsors  
in 2021**

**132**

**Employer  
Representatives  
in 2021**



## ***Connect.***

Connect your company with students through interactive career development sessions beyond just networking.



## ***Engage.***

Engage with top-performing students across different majors & have meaningful conversations.



## ***Grow.***

Grow your talent pool by attracting students of diverse backgrounds and varying skill sets.

# Sponsorship Levels

## Connect.

**Number of Representatives**

**Career Fair**

**Interactive Workshops with Students**

**Access to Diversity Breakfast**

**Platinum Sponsor Networking Night**

VIP Networking & Matching

	Platinum \$7,500	Gold \$4,000	Silver \$2,500	Bronze \$1,500
	<b>6</b>	<b>4</b>	<b>3</b>	<b>2</b>
	✓	✓	✓	✓
	✓	✓	✓	
	✓	✓		
	✓			

## Engage.

**Social Media Coverage on Instagram & LinkedIn**

**Listed on Website**

**Email Marketing**

**UBP Newsletter Promotion**

**Branding Throughout the Event**

Surveys, Polls, Advertisement During Breaks

**Spotlight on Website**

Customized Webpage: Bio, Why Your Company, Alumni Spotlight, Video

	✓	✓	✓	✓
	✓	✓	✓	✓
	✓	✓		
	✓	✓		
	✓			
	✓			

## Grow.

**Diversity Networking Breakfast Representatives**

**Searchable Resume Book**

**Post-Event Marketing**

Application Deadline Reminders for Attendees

	<b>2</b>	<b>1</b>		
	✓	✓	✓	✓
	✓			



# PLATINUM

## *Benefits of being a Platinum Sponsor*

6

Company  
Reps



Listed on  
Website



Social Media  
Coverage



Searchable  
Resume Book



UBP Newsletter  
Promotion



Email  
Marketing



Branding  
Throughout  
Event



Spotlight on  
Website



Post-Event  
Marketing

### OPTIONAL ADD-ONS

Add an additional full day Friday representative for **\$750**.

Add an additional career fair representative for **\$250**.

### PLATINUM SPONSOR NETWORKING EVENT

Gain access to an exclusive networking event for Platinum Sponsors. Each company hosts their own sessions and invites their hand-picked student candidates.

### DIVERSITY NETWORKING EVENT

Platinum sponsors get two diversity representatives to attend a networking breakfast with historically underrepresented students in business.

### UPPERCLASSMEN SESSIONS

Gain access to a distinguished set of upperclassmen with focuses in areas such as consulting, investment banking, finance, marketing, operations, and more.

### INTERACTIVE NETWORKING WORKSHOPS

Sponsors have the opportunity to network and connect with students in two networking sessions focused on skills such as sustainability, technology, and more.

### CAREER FAIR

Attend an in-person career fair and network with exceptional business-minded students.

# GOLD

## Benefits of being a Gold Sponsor

4

Company  
Reps



Searchable  
Resume Book



UBP Newsletter  
Promotion



Social Media  
Coverage



Listed on  
Website



Email  
Marketing

### OPTIONAL ADD-ONS

Add an additional full day Friday representative for **\$750**.

Add an additional career fair representative for **\$250**.

### DIVERSITY NETWORKING EVENT

Gold sponsors get one diversity representative to attend a networking breakfast with historically underrepresented students in business.

### UPPERCLASSMEN SESSIONS

Gain access to a distinguished set of upperclassmen with focuses in areas such as consulting, investment banking, finance, marketing, operations, and more.

### INTERACTIVE NETWORKING WORKSHOPS

Sponsors have the opportunity to network and connect with students in two networking sessions focused on skills such as sustainability, technology, and more.

### CAREER FAIR

Attend an in-person career fair and network with exceptional business-minded students.

# SILVER

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## *Benefits of being a Silver Sponsor*



**Social Media  
Coverage**

**3**

**Company  
Reps**



**Listed on  
Website**



**Searchable  
Resume Book**

### **INTERACTIVE NETWORKING WORKSHOPS**

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Sponsors have the opportunity to network and connect with students in two networking sessions focused on skills such as sustainability, technology, and more.

### **CAREER FAIR**

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Attend an in-person career fair and network with exceptional business-minded students.

### **OPTIONAL ADD-ONS**

Add an additional full day Friday representative for **\$750**.

Add an additional career fair representative for **\$250**.

# BRONZE

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## *Benefits of being a Bronze Sponsor*



Social Media  
Coverage

2

Company  
Reps



Listed on  
Website



Searchable  
Resume Book

### **CAREER FAIR**

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Attend an in-person career fair and network with exceptional business-minded students.

### **OPTIONAL ADD-ONS**

Add an additional career fair representative for **\$250**.

# FAQs

## 1. Why come to Symposium over another career-related event?

Symposium offers meaningful ways to connect with students outside your typical "career fair" setup. Most other career events are only an hour, but Symposium gives companies nearly a day and a half to connect and engage with business-minded students.

Instead of simply collecting resumes, we create an environment for students to get to know your company and values through interactive sessions.

## 2. What kind of students will we interact with at Symposium?

In general, juniors and seniors attend in the highest numbers. However, there will be some underclassmen as well. Attending students span majors at UNC-Chapel Hill, from Business to Computer Science and many other fields of interest.

Instead of one specific kind of student, what you will find at Symposium are business-minded students who are thinkers, doers, and world-changers, and they are eager to meet your company!

# FINAL STEPS

## Contact.

Contact your business development representative if you have any further questions about the sponsorship levels.

If you need general assistance, email Symposium or visit our website.

[symposium@kenan-flagler.unc.edu](mailto:symposium@kenan-flagler.unc.edu)  
[www.symposium.kenan-flagler.unc.edu](http://www.symposium.kenan-flagler.unc.edu)

