

40th

Annual Undergraduate Business Symposium



SPONSORSHIP PACKET

Sept. 12th, 2024 - Platinum Networking Night

Sept. 13th, 2024 - Symposium Main Event



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program



UNDERGRADUATE BUSINESS
SYMPOSIUM
Connect. Engage. Grow.

What is SYMPOSIUM?

UNC Kenan-Flagler's Undergraduate Business Symposium is one of the oldest and most esteemed student-led career development events nationwide.

By participating, you gain unparalleled access to top-tier business-minded talent, offering you the opportunity to forge authentic connections and shape the future of your company.



KEY VALUE PROPOSITIONS



UNIQUE ENGAGEMENT

Symposium offers **multiple touchpoints** for employers to connect with students. **Maximizing exposure** to diverse and top talent.



FIND SIMILAR INTERESTS

Students and employers can **connect over specific interests**. Fostering meaningful conversations and more authentic connections.

FORMAT OF SYMPOSIUM



PLATINUM SPONSOR NIGHT

An 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

Uniting students with employers who are dedicated to **fostering inclusive environments** in their workplace and **embrace diversity**.



SYMPOSIUM MAIN EVENT

Provides **interactive career development sessions** for students and representatives as well as a **career fair** where representatives engage with exceptional students.

Why SYMPOSIUM?

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.

420

students from various majors

85+

employer representatives in 2023

25+

company sponsors in 2023

35+

academic majors in 2023

20+

career development sessions

SPONSORSHIP LEVELS

Connect.

Number of Representatives

Career Fair

Interactive Career Development Sessions with Students

Access to Diversity Networking Breakfast

Platinum Sponsor Networking Night
VIP Networking & Matching

	Platinum	Gold	Silver	Bronze
	\$5000	\$3000	\$1800	\$1200
Number of Representatives	6	4	3	2
Career Fair	✓	✓	✓	✓
Interactive Career Development Sessions with Students	✓	✓	✓	
Access to Diversity Networking Breakfast	✓	✓		
Platinum Sponsor Networking Night VIP Networking & Matching	✓			

Engage.

Social Media Coverage on Instagram & LinkedIn

Listed on Website

Included in Event Email Marketing

UBP Newsletter Promotion

Branding Throughout the Event

Social Media Coverage on Instagram & LinkedIn	✓	✓	✓	✓
Listed on Website	✓	✓	✓	✓
Included in Event Email Marketing	✓	✓		
UBP Newsletter Promotion	✓	✓		
Branding Throughout the Event	✓			

Grow.

Searchable Resume Book

Diversity Networking Breakfast

Post-Event Marketing
Application Deadline Reminders for Attendees

Searchable Resume Book	✓	✓	✓	✓
Diversity Networking Breakfast	✓	✓		
Post-Event Marketing Application Deadline Reminders for Attendees	✓			



PLATINUM SPONSORS

Benefits of being a Platinum Sponsor:



Social Media Coverage

6

Company Representatives



Branding Throughout Event



Listed on Website

Attend an in-person career fair!



Network with exceptional business-minded students!



UBP Newsletter Promotion



Searchable Resume Book



Post-Event Marketing



Email Marketing

PLATINUM NETWORKING NIGHT

Gain access to an exclusive networking event for Platinum Sponsors. Each company will connect with students through multiple small group networking sessions with a mutual matching selection process.

DIVERSITY NETWORKING BREAKFAST

Platinum sponsors can have two representatives attend a networking breakfast with students dedicated to fostering inclusive environments in their workplace and who embrace diversity.

INTERACTIVE CAREER DEVELOPMENT SESSIONS

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

GOLD SPONSORS

Benefits of being a Gold Sponsor:

DIVERSITY NETWORKING BREAKFAST

Gold sponsors can have one representative attend a networking breakfast with students dedicated to fostering inclusive environments in their workplace and who embrace diversity.

INTERACTIVE CAREER DEVELOPMENT SESSIONS

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



SILVER SPONSORS

Benefits of being a Silver Sponsor:

INTERACTIVE CAREER DEVELOPMENT SESSIONS

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

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Company Representatives



Listed on Website



Searchable Resume Book



Social Media Coverage

Attend an in-person career fair!


Network with exceptional business-minded students!



BRONZE SPONSORS

Benefits of being a Bronze Sponsor:

2
Company
Representatives


Searchable
Resume Book

Attend an in-person career fair!

Network with exceptional business-minded students!


Listed on
Website


Social Media
Coverage

OPTIONAL ADD-ONS

PLATINUM

Add an additional full day Friday representative for \$750.
Add an additional career fair representative for \$250.

SILVER

Add an additional full day Friday representative for \$750.
Add an additional career fair representative for \$250.

GOLD

Add an additional full day Friday representative for \$750.
Add an additional career fair representative for \$250.

BRONZE

Add an additional career fair representative for \$250.

Thank you!

QUESTIONS?

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



symposium.kenan-flagler.unc.edu



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