

# 8TH ANNUAL BACK 2 BUSINESS PARTY

## Event Sponsorship Benefits



### EVENT DESCRIPTION

Kick off the academic year with a welcoming celebration of our Bryan School students. Attendees get to enjoy savory and sweet food trucks, a free T-shirt, and access to special field-level seating at a UNCG soccer game.

**Date:** August 24, 2023 | 4:30 p.m. - 7:00 p.m.

**Location:** UNC Greensboro, soccer stadium

**Audience:** Bryan School undergraduate and graduate students, faculty, staff and employer partners

**Attendance:** 740 in 2022



### DIGITAL MARKETING REACH

#### Social

LinkedIn: 8,000  
Facebook: 4,000  
Instagram: 2,300

#### Email

Student email: 4,300  
Employer Relations newsletter: 2,700  
Alumni newsletter: 14,600

### SPONSORSHIP OPPORTUNITIES

	Presenting \$10,000	Executive \$5,000	Premier \$2,500	Contributing \$1,000
<b>STUDENT ENGAGEMENT</b>	Priority table location at event	★		
	Table at event	★	★	★
	Promotional giveaways provided by sponsor	★	★	★
	Optional speaker remarks at event	★		
<b>BRAND EXPOSURE</b>	Organization name or logo paired with event name on all digital & printed materials	★		
	Organization name on event t-shirts	★	★	★
	Organization name on event poster	★	★	★
<b>SOCIAL MEDIA</b>	2 Organization mentions on social media event posts	★		
	1 Organization event post share on select social media outlets	★		
	1 Organization mention on select social media outlets	★	★	★
<b>EMAIL &amp; WEBSITE</b>	Recognition in student event emails (2 emails)	★	★	★
	Recognition in alumni e-newsletter (Fall issue)	★	★	
	Recognition in employer relations e-newsletter (Fall issue)	★	★	
	Organization logo hyperlink on event website	★	★	
	Organization name mention on event website	★	★	★
<b>Number of sponsorships available:</b>	<b>1</b>	<b>3</b>	<b>Unlimited</b>	<b>Unlimited</b>

Sponsorship payments must be received one month prior to the event date for all benefits to be included.

In-kind donations may be accepted in lieu of monetary donations.

Questions? Contact Stephanie Weber, Employer Relations Manager: [srweber@uncg.edu](mailto:srweber@uncg.edu)